



Small Business  
Development Center  
Gannon University

Helping businesses  
start, grow, and prosper.

**Jason and Jessica Kennedy**  
Owners, Farmer and the  
Dell Creamery  
(814) 374-1100  
141 N. Main Street  
Cooperstown, PA 16317

**County:** Crawford and  
Venango County

**Industry:**  
Food

**Year Founded:**  
2019

**SBDC Assistance:**  
Business Plan Development  
Financial Projections  
Feasibility Study  
Grand Opening Assistance

**Consultant:** Shane Foster

**Additional Partners:**  
Northwest Commission  
Bridgeway Capital

**Gannon University SBDC**  
Center for Business Ingenuity  
900 State Street, Suite 100  
Erie, PA 16501  
P (814) 871-7232  
F (814) 871-7383  
gusbdc@gannon.edu  
www.sbdcgannon.org

## Farmer in the Dell: Farm to Table Menu with Education Experience.

Jason and Jessica Kennedy are second-generation farmers and are no strangers to hard work. They have owned and operated their family's dairy farm for several years and were looking to do a value add product to ensure their farm remains relevant and can survive during these challenging times.



The Kennedy's sought the services of Gannon University SBDC and began working with their consultant, Shane Foster. They started their engagement by developing a business plan and financial projections.

Shane's assistance went beyond the standard business plan development; he provided mentorship and challenged the

Kennedys to think critically with the business. He challenged them to think beyond being a small restaurant, but to create a place that provided entertainment and would attract visitors from all over Western PA.

Jessica and Jason were successful in obtaining financing with the assistance of the Northwest Commission and Bridgeway Capital. Support was also provided by the Center for Dairy Excellence, Venango County Economic Development Authority, and PA Department of Agriculture.

The Farmer in the Dell Creamery is no ordinary restaurant. The Kennedy's use their own dairy cows' milk to create a farm to table menu. Some of their menu's staples are pizza, cheese curds, deli sandwiches, and handcrafted ice cream. The farmer in the Dell is our region's first milk creamery. Visitors can see the in house milk processing plant and watch the milk from Kennedy's farm being transformed into delicious food.

Jessica also wanted to offer back to the community and promote the dairy farm industry. She plans on holding an educational seminar this summer and potentially transform her parking lot into a farm. She hopes to raise awareness of the dairy industry and hopefully inspire future farmers of tomorrow.

With the assistance of the SBDC, Farmer in the Dell held their ribbon cutting in March of 2020. Jessica remains in contact with her consultant and plans to meet to develop a marketing strategy along and further guidance.

Success Story