

Business Owners

Thomas Bobrowicz
(814) 969-2976

County: Erie

Industry:

Agriculture/Ecommerce

Year Founded: 2019

SBDC Assistance:

Marketing planning, market research, sales assistance, online presence enhancement

Consultant: Jacob Jones

Additional Partners:

Center of excellence for digital transformation and Gannon University Tech Team.

Gannon University SBDC

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BF Extracts: Farm to Bottle in Erie County



In the last year, the United States has seen a massive increase in the number and variety of CBD based products. From CBD oil and infused water to chocolate or mouth sprays, it is safe to say our nation is CBD crazy. This product carries numerous benefits including stress and mild pain relief. Interest in such a versatile product caught the attention of Tom Bobrowicz in early 2019.

Tom started farming hemp in 2019 and was successful on the farming side of the business but lacked the marketing skills needed to take his products to consumers. His passion focused in turning hemp flowers into CBD oil to help customers enjoy its benefits. Early in 2020, the Company launched a product line of hemp derived CBD oils and topicals marketed as BF Extracts. The small number of customers they had continually told them how great the products were and how much they helped them.

After a few months of selling his oil online, Tom wanted to take his product to the next level and he contacted the Gannon University Small Business Development Center. After meeting with Business Consultant Jacob Jones, the SBDC assisted with marketing planning, market research, sales assistance, online presence enhancement.

Tom has been seen a marked difference in his business's operations over his last 6 months working with the Gannon University SBDC. Staff from the SBDC have been able to make recommendations to maximize his online presence and marketing efforts. "The CBD market has huge potential upside and even though we are a small player in it I am very grateful to have been able to work with the SBDC as I know without their assistance I'm not sure we would have a chance at success." Tom has stated.

Tom is looking for more opportunities to expand his products to include topical items such a skin and lip balm. Check out www.BFextracts.com to learn more about one of the newest and growing agricultural producers in Erie County.