NOBLE PROVISIONS

Kelly and Maggie Muller

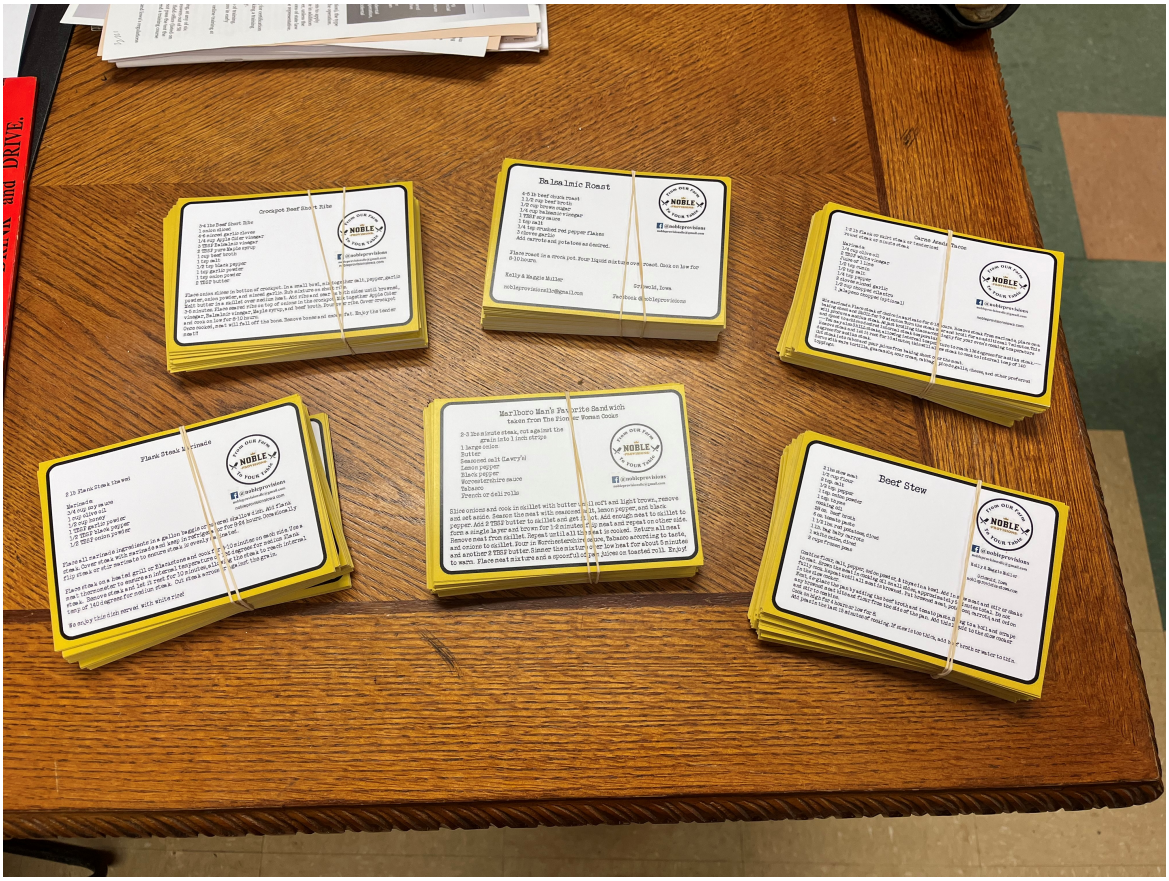
Noble Provisions, LLC began in 2020 and is a meat subscription business that is owned and operated by Kelly and Maggie Muller. The Mullers are sixth generation farmers who raise livestock and grain on their family farm near Griswold and sell their beef and pork through Noble Provisions. They run a 2,500 head feedlot and grow corn, soybeans and alfalfa to feed their cattle. Noble Provisions participates in Atlantic Community School District's Farm to School program by providing meat and giving students and staff a glimpse into the Iowa agricultural industry. Noble Provisions is very involved in the community and gives 10 percent of its sales to local food pantries, food security programs and others in need.

Noble Provisions' Choose Iowa grant project will expand its market by growing its meat subscription service to include direct-to-consumer sales. The Mullers will implement a monthly meat subscription service, Monthly Meat Provisions, which will also include recipe cards offering preparation ideas to customers. This project will also add value to Noble Provisions' products by ensuring the less desirable cuts of meat are also utilized.

Noble Provisions expects to increase gross sales, increase sales of certain individual cuts and grow its customer base. This project will support Noble Provisions in its efforts to provide high quality beef and pork products to its consumers.



Noble Provisions purchased large collapsible coolers to use for meat transportation and the Monthly Meat Provisions Subscription service. They plan to purchase smaller ones as well.



The company will add recipe cards to the Monthly Meat Provisions packs for customers to learn how to prepare the different cuts of meat they receive.

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