



Over 70 Ohio FFA Chapters sold Pearl Valley Cheese in 2017! Please join us in 2018!

We love FFA and the values that you, the teachers, help instill in all your students. Many of you have been selling Pearl Valley Cheese in your chapter for years, and for some of you this may be your first experience working with us. But either way, we are so glad you're interested in our fundraising program, and we hope it is an astounding success for your chapter. Every year we learn a little bit from the year before and try to make a couple tweaks to our program or communications to make it go a little more smoothly. We hope that this letter and attached information will provide much of the information you need to organize and start your cheese sale.

Similar Costs

You will see that this year's cheese costs for 12 oz pieces are the same as last year, the summer sausage has had a slight increase. Each chapter is free to set your own sale prices and choose the types of cheese you would like to sell. We are also selling 3 lb pieces of cheese if you would like to add this option to your sales. The order forms with updated prices are attached to this email also.

New Items

This year we began making two additional types of cheese and have added them both to our fundraiser program. Our Gouda is new this year, and it actually won the Open Class at the Ohio State Fair. Our other new item is a reformulation, we added ghost peppers to our Jumpin Jack so it is now called Super Hot Jumpin Jack, and it is delicious!

New Order Forms or Photos for Download

[CLICK HERE FOR OUR CHEESE PICTURES](#)

We have had some new order forms created with cheese descriptions. If you would like to have us supply these to your members, just let us know how many you need and we will send them to you. Again it's completely your choice as to what forms you use, we only need your totals at the end of the sale. If you like to make your own order forms, here is a link with some updated pictures, feel free to use them if they are helpful to you.

Some Tips for Success

We want to encourage you to do whatever works best for your chapter to make the most money in your fundraiser. Feel free to make this program your own. Here are some ideas that other chapters have done to increase their profits:

- Assemble gift baskets, combine cheese with Signature Beef Products or a few pieces of fruit.
- Sell larger pieces (3 pound pieces to really offer your customers a value and you have less pieces to handle). The 3 pound sales sheet is attached with prices.
- Have your students assemble a "Cheese Variety Log" by wrapping 3 or 4 of the small deli rounds in a log shape with bow on top.
- Use some type of volume discount, maybe if you're normally selling them for \$6, offer a 5 for \$25 deal.

Delivery Options with Signature Beef (An approved Vendor with the Ohio FFA Foundation!)

This year we have again teamed up with Berry Family Farms, a family owned business in Pleasantville, Ohio, who raise and sell Signature Beef Products. We are working together to provide delivery to our FFA customers. If you are interested in delivery, please let us know as soon as possible so we can schedule our routes. If you've never sold their products before, we encourage you consider trying them this year. You can call Berry's and ask for some samples. You will also find a flyer with their information attached to this email.

When Placing Your Orders, Communication is the Key to Success!

Please let us know as soon as possible, if you are planning to do a cheese fundraiser this year, your dates, and if you are interested in delivery. Please plan to send us your orders at least 2 weeks prior to the date you need the cheese. We look forward to hearing from you!