

# 2010 BUSINESS RECOGNITION

HOSTED BY  
Utah State University,  
Vernal SBDC

**Utah State**  
UNIVERSITY

## Business Details

OWNER  
Dave Cornaby and Family  
NATURE OF BUSINESS  
Fresh and Spreadable Fruit

CITY  
Mapleton

COUNTY  
Utah

PHONE  
801-489-7497

WEB SITE  
www.justberrys.com

BUSINESS STRUCTURE  
LLC

BUSINESS BEGAN  
2006

EMPLOYEES  
3 full-time, part-time  
and seasonal

SBDC CONSULTANT  
Mark Holmes



## Cornaby's Spreadable Fruit

Dave Cornaby is focused on fruit. He loves bringing fresh berries to farmer's markets and stores during the summer, but it wasn't enough. He wanted to provide healthy, delicious berries to people in Utah year-round. To expand his business into providing spreadable fruit, he needed a little bit of help.

Cornaby, of Cornaby's LLC, approached the Uintah Basin Small Business Development Center (SBDC) to help him get a Value Added Producer Grant (VAPG), available through the U.S. Department of Agriculture.

"When I got that first call from Dave, I thought 'Oh, no! Here we go again,' because he was asking about help getting a grant," said Mark Holmes, Uintah Basin SBDC regional director. "We have somebody call about every week asking about grants and free money to start a business, and, frankly, there is no such thing. Despite what people hawking their books on TV will tell you, there's no such thing as free money."

However, the VAPG is different. The highly competitive grants are not for start-ups and are only available for additions to existing agriculture businesses which add value to a product. It is also a matching fund grant, which means the business receiving the grant has to put up as much of its own money as is received from the USDA.

Cornaby needed the SBDC's help because the USDA requires applicants have a third-party feasibility analysis of the proposed addition. While the analysis doesn't guarantee success, it does help gauge the business idea's soundness and feasibility. Holmes worked with Cornaby for several months before the awards were announced.

Cornaby's was awarded \$192,623 to help fund the addition of Spreadable Fruit production to their Fresh Berry operation. Cornaby's product is such high quality that food standards require it be labeled as spreadable fruit rather than jam, because its fruit content is so high.

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"Dave came to the SBDC because part of the requirement of the USDA application is to have a third party do a feasibility analysis of the proposed addition to the agricultural operation."

*Mark Holmes, Director  
Vernal SBDC*

### Secret to Success

"The USDA's VAPG grants are different... The business needs to show some history... The business receiving the grant has to put up as much of its own money as is received from the USDA."

The Utah SBDC network is comprised of 11 regional centers hosted by Utah colleges and universities. The centers serve entrepreneurs and small businesses across the state. The centers are funded in part through a cooperative agreement with the U.S. Small Business Administration.

