

HOSTED BY
Snow College,
Ephraim SBDC



OWNER
Elend LeBaron
NATURE OF BUSINESS
Food Supplement Products

CITY
Abraham
COUNTY
Millard
PHONE
435.864.5400

WEBSITE
www.liquadry.com

BUSINESS STRUCTURE
Corporation
BUSINESS BEGAN
1999

EMPLOYEES
39

SBDC CONSULTANT
Alan Christensen

jobs

revenues

growth

LiquaDry, Inc.



In the Utah desert, Elend LeBaron has been building a nutritional empire. Since its start in 1999, LiquaDry has grown from a start-up business to a company making \$4.4 million in 2010 and employing 39 people. LeBaron developed the process that made LiquaDry a success. He created a way to produce food and nutritional supplements using ambient temperature spray drying. LiquaDry takes foods from harvest to powder without a significant reduction in nutritional value. That high quality process, called BioActive Dehydration™, sets LeBaron apart from his competitors.

Secret to Success

“Innovation is key. Engineer a better process and constantly improve it.”

LeBaron didn't let early failure stop him. The company has grown to a state-of-the-art processing plant, office space, refrigerated warehouse facilities and long-term lease of more than 400 acres of agricultural property, from which much of the company's products are organically grown and harvested. LiquaDry has steadily grown sales, profit, fixed assets, retained earnings and in 2011 launched a new brand, EverRaw™, designed to bring their revolutionary products directly to market through new distribution channels. LeBaron and his wife Olivia care most about making a positive difference in the lives of others and view his company as a vehicle for doing that.

LiquaDry used an SBA guaranteed loan early in the start-up process. More recently, The Small Business Development Center provided training for key employees through FranklinCovey's 7 Habits for Small Business Managers and a FastTrac GrowthVenture course. LiquaDry also received counseling services at the Ephraim SBDC to analyze and improve their business model and networking efforts.

In 2011, the U.S. Small Business Administration selected LiquaDry as state and regional Exporter of the Year. LeBaron and the company look forward to continued success.

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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.

“I really care about my employees and how my business practices affect them, my customers and the community. There's a great deal of motivation in looking after the well being of people I do business with.”

Elend LeBaron, Owner

