

# Small Business Spotlight

| Coffeyville Farm and Home – Coffeyville, Kansas

| May 21, 2021

After 26 years in business, Dewayne and Faith Rosson may be considered veteran entrepreneurs in the Coffeyville community. However, their journey began as a simple retail farm store in 1994.

Dewayne worked for a local co-op for several years before establishing Coffeyville Feed and Farm Supply alongside his wife, Faith. With three children under the age of 10, Faith continued teaching at Mound Valley grade school while Dewayne ran the business, originally located on Maple Street in Coffeyville.

From initial offerings of cattle feed and mineral and a few horse products, Coffeyville Feed and Farm Supply has grown to offer many other items including feed for all livestock species as well as health and vaccine products, show animal feed, pet food and supplies, equine tack ropes and farrier supplies, gardening seed, herbicides, fertilizers and insecticides, kid's farm and ranch toys, Bogs footwear and a full service Stihl shop and equipment lineup. The business continues to adapt and expand, most recently adding a line of Rosson farm-raised USDA inspected beef available by the cut. They also rent U-haul equipment.

Emily Zwahlen, daughter of Dewayne and Faith, joined the business as office manager several years ago.

“Faith has retired from teaching in the school system and “teaches” her grandkids these days,” Zwahlen said. “Dewayne is still at the store because we won't let him retire.”

Coffeyville Feed and Farm Supply sets themselves apart from their competition with their real life, on the farm knowledge from the top town.

“Dwayne earned his Bachelor in Animal Science and has been in the industry his entire life, raising Simmental Cattle on the family farm for over 30 years,” Zwahlen said. “We're fortunate that most of our staff either grew up on a farm or now live on a farm and can offer real-life advice and support alongside personal customer service.”

The store is proud to support local FFA chapter and 4-H exhibitors through both premium sales and volunteer time. In pre-covid times, Coffeyville Feed and Farm Supply hosted an annual customer appreciation event for the customers and community.

“We could count on crowds of 250 plus,” Zwahlen said. “The community has always been good to us.”

When the pandemic hit during the Spring of 2020, the store was deemed an “essential” business and was allowed to remain open. For the safety of staff and customers, the doors were closed to the public temporarily but orders were filled by email, messenger and phone. While it was more work on the employees, it allowed the business to serve their customers. Since fully reopening, curbside pickup is still available by request.

Zwahlen stressed the importance of customer service and attention to detail.

“We hope that each customer leaves feeling like their purchase, no matter how large or small, is important and that we are genuine in every interaction,” she said. “We are family owned and operated and each purchase keeps our doors open and the entire staff employed. It’s about meeting the customer’s needs and our team is great about doing whatever it takes.”

An ongoing concern in retail is the shift toward online purchases. While shipping doesn’t make sense for many of their products, the owners know they are not immune to the online trend. “With every challenge, there is opportunity. This is an area we know we have to improve on and be future ready,” Zwahlen said.

Coffeyville Farm and Feed Supply was named the 2020 Small Business of the Year by the Coffeyville Area Chamber of Commerce. They are located at 1223 W 8<sup>th</sup> Street in Coffeyville and provide five full-time and seven part-time positions.