

How Trey Braswell is leading the family towards success



©Allen Himant

Braswell Family Farms has been in the farming business for over 75 years and across multiple generations of the

Braswell Family. Today, the organization is led by Trey Braswell III, and is absolutely thriving. By maintaining a strong connection to family values and history, Braswell Family Farms has continued to be a successful, privately owned business with happy, cared for employees.

In 1934, Trey's great grandfather, E.G. Braswell, purchased Boddie Mill, a water powered grist mill in North Carolina where corn meal was made. When his sons Gene and Ronald returned from military service, the real work began in establishing the family business.

The pullet and egg portion of the business grew steadily until the purchase of Wayne Feeds Franchise in Nashville. In 1979, Trey's dad Scott entered the scene and according to the official Braswell website, "developed innovative pullet and commercial laying hen complexes that produced quality pullets and eggs in the most efficient manner."

Just before Trey's beloved grandfather, Ronald, passed away in 1991, he invested in becoming a founding member of Eggland's Best, taking the brand in a new direction. In 2008, the business had greatly expanded, and fourth generation Trey stepped in to help. Trey was only in his 20s, but with a strong background and rich family history, he was more than ready to work. Less than 10 years later, in 2017, Trey took over as company President, and has never looked back.

"This is God's business, and we are here to be good stewards of it," Braswell told *Urnery's Reporter*.

With his faith in the forefront of his mind, Braswell has always faced obstacles with confidence and courage. He has historically been unafraid of risk, pursuing specialty egg production when the road was rocky. "We enjoy doing the things that require an extra effort and giving our consumers a choice," Braswell added.

Braswell Family Farms' goals for 2019 are admirable, with consumer and employee satisfaction at the forefront. Braswell explained that increasing the supply of pasture raised and free-range eggs is a must to meet the growing demand

from Braswell customers. To do this, a secondary goal to become more efficient with all processes is one of continual focus. Braswell feels that the main ingredient in the company's success has been the grace of God. And for that reason, Braswell's third goal for 2019 is an emphasis on "ensuring that company values are cascaded to everyone on all levels."

How can a man so busy running a dynamic business stay agile enough to adapt, innovate, and succeed? Braswell makes sure to live life outside of work to its fullest by enjoying as much time as possible with his beautiful wife and two daughters. Together, the family of four stay active, always getting outside and exercising. He is also an avid hunter, a great cook, and loves to ski. Regardless of how much of his schedule is full, Braswell expressed that there is always enough time to commit to Jesus.

The employees at Braswell Family Farms are very fortunate to have compassionate leadership and a progressive approach to their satisfaction. The company recently implemented a new committee called the Caring Team, comprised of seven non-management employees. The team is given a budget and emergency fund, entirely funded by the company. The sole purpose of the team is to help care for employees and their families when they are in need.

With a rich family history and all the tools for success, Trey Braswell has proven to be a great leader. Braswell continues to forge a path for growth and adaptation with strong values, an open mind, commitment to God and his family, both at home and the office. **UB**

Article contributed by Laura Zinger
lzinger@urnerbarry.com

MAXIMIZE YOUR SALES
by getting in front of our readers!

Top retail, wholesale & foodservice buyers, distributors, and manufacturers are seeing this ad.

Don't miss out on new business opportunities, call now to discuss!

advertise@urnerbarry.com
1-732-240-5330