Eden Feeds

Great Falls, MT

Tom and Laura Kropf started Eden Feeds after recognizing the need for an animal feed company that prioritizes non GMO, local ingredients. While initially intending to cater solely to the local market, their enterprise quickly gained traction, resulting in statewide distribution and expansion beyond the borders of Montana. As the business began to expand, Tom and Laura recognized the need for assistance with their internal accounting and financial management.

When they first consulted with SBDC Business Advisor Rich Gannon, they had not established a formal accounting system. Rich helped them set up an accounting system so they could track their cash flow and monitor their accounts payable. He also helped analyze projected sales needed to make hiring and expansion decisions.

The business has undergone tremendous growth in recent years. In the first four months of 2023, Eden Feeds has already achieved sales that nearly match its total sales for all of 2022. Gross sales in 2023 are projected to approach the $1 million mark, a 400% increase from just two years prior. However, managing this explosive growth can be challenging. To address this, Rich and Tom collaborated on a plan to help the company manage its cash cycle more effectively.

In addition to providing local animal owners with a high quality product, Eden Feeds sources its ingredients from local farmers. This approach adds value to Montana grown commodities and helps to boost the local economy.



"Rich Gannon has been an indispensable help in getting us on top of our bookkeeping and guiding us through the growth of our business."

Tom Kropf, Owner

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