



ROCKY ROAD

Fayette County, IL

SIZE

312 acres of transitioning farmland

FARMERS

Ashley Osborne & father, Tony Snow



FARM VISION

To produce quality milk by raising dairy cattle on pasture. To restore nutrients to the soil through rotational grazing.

ABOUT THE FARM

Rocky Road Farm is a grass-fed dairy operation run by a father and daughter team. They raise Brown Swiss cows on pastures the family has been managing since the 1960s. Rocky Road is a family operation, with three generations on the land. They are producers for Kalona Creamery, an organic dairy brand based in Iowa.

FARMING PRACTICES

When Ashley returned to the farm in 2004, she decided to start the shift from a conventional model to a pasture-based system. The family worked with NRCS and EQIP during the transition. Rebuilding the soil and pasture on the farm during its transition to a grass-fed dairy took years. Now, Tony and Ashley have bio-diverse pastures including mixes of annual and perennial forage that their herd rotates through every 12 hours. Since adopting a grazing system, the health of the herd has improved. Their cows live two to three times longer than they did in their previous system. The grass-based system has also proved more profitable than confinement.

HOW WE HELPED

Iroquois Valley provided mortgage refinancing to the Snow family, which creates a clear path to ownership for Ashley in the future. Securing their farmland under more flexible terms allowed the family to reinvest in their operation. Since refinancing, Ashley has focused on the genetics of the herd and selectively breeding for traits that make the cattle perform better in a 100% grass-fed system.

