

## GAC MEMBER SPOTLIGHTS



GAC had the opportunity to sit down with Gilbert Barrett, President/CEO of the White County Farmers Exchange (WCFE). White County Farmers Exchange was founded in Cleveland, Georgia in 1928 by farmers in and around White County. It was formed to supply producers with a place to buy bulk goods at competitive prices. In the beginning, WCFE did not have any employees and was kept up by the County Extension Office. Over the past few years, the Cooperative has expanded product lines and added crop consulting, soil testing, nutrient management planning assistance and other services to allow for a one-stop shop for farmers in the area. They have also began mixing and applying their own blends of fertilizers to help lower the cost for their customers.

WCFE has adapted during COVID-19 by allowing for walk up service at the store to accommodate customers. They have also had to make adjustments by providing consultations over the phone instead of regular farm visits. Because farming has not slowed down during this time, most farmers still need the services and products that the cooperative offers. That is why every representative that goes into the field to visit with customers, takes a mask and gloves with them. Adapting to changes has always been a priority for White County Farmers Exchange, and this situation is no different.

We're proud to have White County Farmers Exchange as a member!