



# LAURI JO'S SOUTHERN STYLE CANNING AND THE COI FOR AGRIBUSINESS

Case Study

With a passion for home canning and a few of her great-grandmother's recipes, Lauri Jo Bennett started a canning facility at a Norman Park, Georgia, high school. After successfully creating four recipes grown primarily from her own produce, Bennett sought guidance from the **Center of Innovation for Agribusiness** to help take her company to the next level. The COI began by helping Bennett write a business plan for her canned goods. With agriculture being the leading industry in Georgia, the COI also assisted her with food analysis for the nutritional panel information and the design of her product labels. Most importantly, the COI introduced Bennett to contacts at the United States Department of Agriculture, who helped her receive a producers' added value grant that eventually led to additional revenue to further her canning business. Today, **Lauri Jo's** pepper jellies, dilly beans, pickled vegetables, salsas and sauces can be found in over 41 states and in three countries. She now has 37 products, 22 employees and two retail outlets.

“Doing business in Georgia is fantastic. Georgia just really has it going on. And everybody from the governor to the lieutenant governor and the ag commissioner, they are all about helping small businesses grow. The **Centers of Innovation**—I just can't say enough good about them.”

Lauri Jo Bennett,  
*Lauri Jo's Southern Style Canning*

