

## **ROCKING ER FARM STORE – *the Rest of the Story!***



Riley is the true inspiration behind the creation of the Rocking ER Farm Store. At the age of three, Riley started participating in sheep rodeos and at the age of seven moved up to mini bull rodeos. These rodeos resulted in the family traveling extensively throughout the United States.

Riley is a very considerate young man. He wanted to do something to help with the extra expenses that resulted from attending these rodeos. Initially, he had a table as a roadside produce stand. The produce stand grew from year to year. With the growth of his business and limited season, the family decided to build a shed so that the business could be open throughout the entire year. They have since added on to double the size of the store.

The business started with just produce and has expanded its product line to include clothing, jewelry, knick-knacks, hats, soaps, local crafts, spices, honey, hot sauce, candy, and unique jerky. During the family's rodeo travels, Riley experienced unique flavors of jerky and personally selects the jerky the store will carry. The selection includes Jackalope, Wild Boar, Elk, Venison, Pheasant, and other flavors. Elizabeth shared that one of their "hot" items is their warmies. A portion of hot sauce sales goes to a charity veteran's group that helps individuals experiencing Post Traumatic Stress Disorder (PTSD).

Riley and Elizabeth shared that the best thing about the business is helping the community. They are able to provide an extra income source for the local vendors that provide products for the store. They thoroughly enjoy the interaction with the community and their customers. When you arrive at Rocking ER, you are pleasantly greeted. Riley loves to see the customer's face light up when they find the perfect product.

Some of the challenges the business has faced is room which is why they have expanded the size of the store. Elizabeth was proud to say that Sentinel students built the addition and the interior is all reclaimed wood. The family is also conscious of the needs and wants of their customers and change their product line to accommodate those needs and wants and continue to offer unique items. Elizabeth has great ideas about future offerings at the store so stay tuned to the Facebook page for upcoming announcements.

Giving back to the community brings the family considerable pleasure. They hold events throughout the year including Fall Fun on the Farm which will be held on September 24 & 25.

Check out rocking ER Farm Store on Facebook or their website: [rocking-er-farm-store.myshopify.com](https://rocking-er-farm-store.myshopify.com).

