

# Farm Fresh Network Member Spotlight



## Greener Pastures Chicken

A regenerative organic farm feeding Texas students

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[Greener Pastures Chicken](#) is a Central Texas poultry farm that specializes in high-quality, locally-produced chicken products. Through Commissioner Miller's Farm Fresh Initiative and the Farm Fresh Network, Greener Pastures has been able to form new partnerships with local schools and expand their sales revenue by \$100,000. "Joining the Farm Fresh Network isn't just about recognition; it opens doors and opportunities that wouldn't have been possible otherwise," says Diego Diverde, Sales Director at Greener Pastures.

Founded by Von Miller, NFL linebacker for the Buffalo Bills and native Texan, and Cameron Molberg, Greener Pastures Chicken has experienced significant growth since its founding in 2018. The farm is known for its commitment to sustainability and ethical practices.

Working with schools, through the Farm Fresh Network, helps Greener Pastures Chicken go beyond their business goals to the core of their mission: increasing access to nutritious food and growing the regenerative farm movement.

Diego Diverde knows that good nutrition reaches beyond physical wellness. "We understand the impact that good nutrition has on mental health," he shared with conviction. Recognizing that nourishment directly influences cognitive function, Greener Pastures Chicken's purpose is more than just producing food—it's nurturing the potential of future generations.

The team at Greener Pastures Chicken recognizes the value a resource like the Farm Fresh Network brings to the typical local producer, who usually does not have a full

sales team. "A lot of farmers aren't salespeople, but they're forced into that role due to circumstances," Diego admits. This is where strategic partnerships prove invaluable. The alliance with the Farm Fresh Network helped Greener Pastures connect with schools, nurture those relationships, and work through the complex process of becoming a vendor for school systems.

When it came to the initial process of registering with the Farm Fresh Network, Diego shared that it could not have been easier and was definitely worth the effort.

"Good partnerships can be critical to the success of local farms," Diego shares. "By connecting local producers with school districts and care facilities, TDA's Farm Fresh Network is helping to support and strengthen local supply networks and give local producers the support they need."

*Are you a local farmer or producer? Don't wait to join Texas Agriculture Commissioner Sid Miller in the Farm Fresh Network and start reaping the rewards of this collaborative network designed to get local Texas products into Texas school and care facilities!*



**Join the Network**



TEXAS DEPARTMENT OF AGRICULTURE  
**COMMISSIONER SID MILLER**

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