

Customer Profile: Kearney Feed-Kearney, MO

Below: Kelle and Eugene Brammer

Kearney, Missouri is located just a few miles Northeast of Kansas City on I-35 and is a community of a bit over 8,000 people. Kearney may be best known as the birthplace of Jesse James and there is an annual festival in September to recognize the notorious outlaw. However, if you see a modern day horseman near the railroad tracks in Kearney, they are likely headed to **Kearney Feed** to do some shopping-not rob a train. **Kearney Feed** has been in the “feed” business for 37 years, but don't think for a minute they are a just a “feed store”.

Operated and owned by Kelle Brammer and her husband Eugene, **Kearney Feed** serves all facets of the equine industry, along with poultry, cattle, companion and small animals, and they even have a gift shop for that “hard to find” perfect gift.

Kelle is quick to mention that the level of service her customers receive is what sets her apart from her competitors, and considers the store as a source for information as well as a provider of products. Also, a great deal of emphasis is put on developing and keeping loyal customers.

Promotion and merchandising is definitely a strength for

Kearney Feed! Examples include a 15 year tradition of hosting fish days at the store, as well as hosting **12 “Chick Days” per year!!** The chick days are activity intensive to say the least, as over 2000 baby chicks are sold in just 3 hours. These promotions attract customers from a 50 mile radius consistently.

Although **Kearney Feed** is a long standing established store, they face a continuing challenge of getting the word out about who they are and what they do. A great website (www.kearneyfeedstore.com) and a presence on Facebook are a few methods of spreading the word, but they depend a great deal on “word of mouth” advertising. The level of service they provide each customer every single visit makes this a solid bet for continued success!

Paul G. Hunt is the K&K sales professional that services **Kearney Feed**.



Kelle Brammer grew up in the family feed business helping her parents operate it in her spare time after school. She later inherited the store when her father and step-mother died in a tragic accident. Initially it was a tough decision for Kelle on whether taking over the feed store was the right thing for her career. In looking back on that decision today, she has no second thoughts and has continued to grow the business and become an invaluable knowledge resource to the community.

With an eye to future and an ever-expanding offering while continuing to honor their history, Kearney Feed is definitely ready to serve the next customer in the door.

