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Jenkins Sunshine Farm – providing Hand Made Soaps, Skin Care Products, a Dryer Sheet Spray and over 900 other Natural, Plant Based Products that keeps Customers Coming Back for More



Lisa Jenkins
President
Jenkins Sunshine Farm, LLC

Interview conducted by:
Bud Wayne, Editorial Executive
CEOCFO Magazine

CEOCFO: *Ms. Jenkins, can you give us a little background on Jenkins Sunshine Farm, LLC, when it got started? What was the impetus for it? What was the focus originally, and has anything changed since then?*

Ms. Jenkins: My husband and I married 18 years ago, so the business is about 17 years old. I actually moved from West Texas to Southeast Texas, near Houston when we married, and did not have a job. I had been in commission sales, and left my book of business in West Texas, with a business partner, and moved down here and kind of just started over. My husband had bought the property and built the house. I began gardening and working with flowers and herbs. I had been wanted to make soap for some time and began to experiment. I realized that there was a craft show circuit out there, and I began to take my soap to local events which began to raise my profile ever so. While visiting with customers, I began to advertise that we had a farm, and were opened to the public. We began receiving people and giving farm tours showing people our gardens, farm animals, and the gift shop. We saw people from all over the world who wanted to experience what we were doing. We saw families, students, girls and boy scouts, home schoolers and even senior groups.

We served refreshments that had been made from items in our garden. We walked them around; creating memories and the gift shop was the logical ending point where they could see where everything was made and available for purchase.

My husband's side of the business is the raising of farm livestock, and he breeds and sells farm animals. We are fairly sustainable in that we grow our own food here. I predominantly deal with herbs and flowers, which I then incorporate into our products.

We began to get a lot of business from groups of people that wanted to come and get something that was naturally made, and plant based. What we found was that over a course of time, people began to seek us out for healthy living ideas with an emphasis on skin care to avoid toxic ingredients found in many mass-produced products.

The product line started with soap, but we now have over 900 individual products in our line, and they all deal with the daily needs that people have in order to maintain their health and wellbeing. Those include skin care products, herbal teas, and some home care items as well. Many of the products were designed because of individual needs in our family.

What we find now is that the people who come to us tell their friends and their friends come to us. Our products are not fancy, but they are also not overpriced. Frequently, we find that it is not necessarily what is in our products that assist, it

is what is not in them. That includes all the junk that is put into commercial products; that end up attacking our immune system, attacking our skin, and the list just goes on and on and on.

CEO CFO: *Do you design all of your products yourself?*

Ms. Jenkins: The products are all designed by me over the course of the last 17 years and based on needs. I spend a lot of time researching and learning to become more and more versed with natural ingredients and how they work to assist and improve the body.

I find that I have a question or concern and I want to produce a solution. I begin by accumulating thoughts and ideas, start writing down what it is that I am trying to do with this product, and what the best ingredients are, to address that need.

It can be a long process before I actually begin to formulate. Then once I formulate, it is just basically math calculations, which I am not great at, so my daughter who assists me with that. Percentages of raw ingredients are combined, just like as if it were a recipe or cooking in the kitchen.



[Jesse Garant Metrology Center](#)

CEO CFO: *After you design the product and you have your ingredients in place, what does the manufacturing process look like? Do you have a manufacturer for each one, or do you have a specific manufacturer who does this for you? Do you manufacture them yourselves?*

Ms. Jenkins: Everything that I make and everything that is on the web site, is hand made by me. I work in small batches. I do everything from designing the product, to making it, to bottling it, to labeling it to selling it, to shipping it. Everything is done in house.

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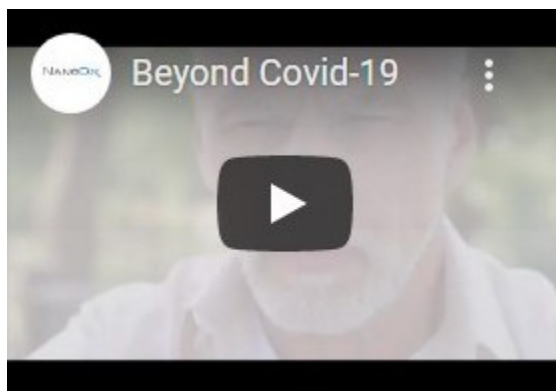
CEO CFO: *You were talking about the importance of the ingredients that are not in there. Is that something that differentiates your products from some of the others that are sold?*

Ms. Jenkins: One of my main concerns is that when I buy an ingredient it comes as a raw ingredient; a jug of oil or a bucket of butter. I use essential oils, and natural aroma compounds. Perfumes and fragrances specifically, have some of the most toxic ingredients on the planet, just to maintain the preservation of that fragrance on a person's skin.

I know that your skin is actually the largest organ of your body, and it absorbs everything that touches it, whether it is in the air, whether it is sprayed on, or whether your hand is dipped into it. Therefore, when you are looking at putting on something every day, like lotion on your face every single day, right there next to your brain, right there by your eyes, and your nose, and your mouth, and your ears. If you are using something that regularly one should always be concerned about the chemical build up that occurs in the body. It's no wonder we have such a high rate of cancer and autoimmune disorders.

All of these things are directly connected, such as parabens, sulfates and synthetic preservatives. You say, "Well, the FDA takes care of that." That may be true, but in the UK they are really just cranking down on these chemicals and synthetic ingredients that the FDA just let run rampant. The average person just does not even know it. Years ago, when I was raising my children, I did not know about that stuff. I was just putting on the popular skin lotion.

I spend a lot of time on a website called the Environmental Work Group, Skin Deep. It is a wonderful resource for people. You can search for specific ingredients and find out how dangerous the ingredients may be in the products you are using. That is a valuable tool for me.



[Nano Diagnostics/NanoDX](#)

CEO CFO: *Do you list all of your ingredients?*

Ms. Jenkins: Yes!

CEO CFO: *Who maintains your website?*

Ms. Jenkins: In addition to everything else, I also maintain the website. It is lacking a little bit there; I try to give as much information as I can. I am also very, very customer service oriented. People know that they can call me almost any time of day and I am going to pick up. They are going to talk to me, and they can ask me questions right there. That is kind of unusual for a company.

CEO CFO: *Where are your products mostly sold? Is it local throughout Texas? Do you have worldwide customers that find you online?*

Ms. Jenkins: We ship in the continental USA, and we are probably in every state. We do have local business. We still have people that come and shop with us here. When Covid occurred, we closed our gate and did not allow people in.

Then we just kind of left it closed and people make an appointment now, but most of our sales are done online or by phone.

CEO CFO: *Would you tell us about your reusable cotton products?*

Ms. Jenkins: We have a couple of reusable cotton items.

CEOFCO: *Is that a big thing for you?*

Ms. Jenkins: We have a reusable dryer sheet spray. It is a big thing for me! It is our best seller.

The dryer spray comes in a 16oz bottle and includes the reusable dryer sheet. You spray the dryer sheet with the dryer spray, and then toss it in the dryer, instead of using dryer sheets. I do now know if you are aware of the toxicity of conventional dryer sheets, but people are really on the wagon about, "I am not going to use those dryer sheets anymore, I am not going to use that fabric softener anymore, but I am sad because my clothes do not have a fragrance when they come out of the dryer."

We get dryer sheet spray orders every day and feel great knowing people are doing something to better their lives and the environment. We offer it now as a refill, because they have the dryer sheet. You can wash the dryer sheet occasionally when the spray builds up or one changes their fragrance choice but it is just going to live in your dryer, and you spray it with each new laundry load and then toss it back in.

The dryer spray has just been an amazing product for me for probably around 5 years and with the refill option we are reducing the number of plastic spray nozzles going into the trash.

We just recently release our reusable cotton balls, that come in a little laundry pouch. It is a crocheted cotton ball circle, made from organic or recycled cotton yarn and is about a quarter of an inch thick. This little round pad is perfect for applying face toner, cleanser, and even serves well as a hot or cold compress. The little laundry pouch is made from a mesh fabric and closes with a zipper. This ensures they don't get lost in the load. The used cotton balls go into the laundry pouch and then into the washer and dryer. Once dry, they come out and are ready to use again. I hate cotton balls as I'm never sure they are truly organic. I don't like buying them and I don't like throwing them away. I do like to use a toner, I use them for cleansers, I use them for heat compresses. If I have a skin issue, I will heat it up and put it on whatever. There was a press release about it not too long ago.

CEOFCO: *Are you looking at future growth? Would you ever be interested in partnerships or investors?*

Ms. Jenkins: At this point I might be open to an acquisition. It is ready to go. Just earlier this week, someone called and said, "We want you to come to this CBD conference and we are selling to wholesale people," and they said, "What if you had a wholesale company that wanted to order 1,000 units a month." I said, "I cannot do it, I cannot do it myself, and I am not going to the next level."

CEOFCO: *What surprised you as you started this business and grown to where you are today? Was that surprise transformational? What sets Jenkins apart from other businesses?*

Ms. Jenkins: One of the biggest blessings through all of this is that I have customers that I made the first year I was in business, and they are still my customers. People call me on the phone. They know my name. I know their name. I know what they use, and I just feel like we have a real personal connection with a large percentage of our customers. We still have new customers that come and go, but we have so many customers who have been with us for so many years, and who are now friends. They are not just customers. They come and visit. We talk about all kinds of things, we hug. It is not like a big box store? It is a totally different experience.

I never expected to have made so many true friends. People will mention my name in a group of people, and someone will turn around and say, "I know her, I know them. She always puts a note in the box!" It is just stuff like that. I think I have made an impact on people that I never thought I would make!

CEOFCO: *That is important especially given your nature and what you are looking to do!*

Ms. Jenkins: That is probably what sets us apart from many businesses. People can call me up at 9pm, and if I am awake, I will answer the phone. I consider myself a problem solver and I am always ready to listen, learn, and then help an individual address the problem in a natural way. I am always ready to try and help.