

# 2022

## Brown Family Farm Case Study



Executive Farm Management  
Program

**NC STATE**  
EXTENSION





## Challenge: Farm Crisis

### Part 1: The Crisis

It was Friday before Super Bowl weekend and John was headed to the house for a bit of lunch when he received a call from Bud, his farmer friend. Bud asked if John was hauling grain today. John said yes, they were delivering stored grain from one of their bins. John then said why do you ask? Bud replied he was stuck in traffic on Mt. Bethel Road and heard over the CB radio that traffic was blocked by a truck hauling grain that had wrecked. The description of the truck's make and color sounded very similar to the Brown's farm truck. Bud didn't want to alarm John but suggested he check on his driver. John said he had not heard anything but would make a call to check it out.

Before John could dial his phone, he received a call from police dispatch informing him that a truck registered to the farm had been in an accident. Police are on the scene but details about the crash are sketchy and inconclusive. The driver is being transported to the local hospital.

The driver of the truck veered off the highway and over-corrected and ended up turning the truck over on the road. The truck and grain were completely blocking the road. The driver was knocked unconscious. Before the driver came to, a vehicle coming from the opposite direction rounded the curve and could not stop in time, running into the grain trailer. The damage to the vehicle was bad and the driver and passengers were transported to the hospital.

The driver regained consciousness after the impact. He got out of the truck cab and was groggy. A passerby called 911 and stopped to help. In trying to see if the driver was injured the driver was incoherent in responses to the passerby's questions. Other people who had to stop because the road was blocked came over to help and there were a number of bystanders.

What if:

- the driver had a heart attack or diabetic blackout that caused the wreck?
- the driver was under the influence?
- the driver is an employee?
- the driver was Anna or Kent?
- the passengers of the car die?
- the vehicle that crashed into the trailer was a school bus?

The police arrived on the scene and EMS tended to those involved in the accident. The driver and other victims were taken to the local hospital. After John had talked to the police he tried making contact with the driver with no success. He let Kent and Anna know about the accident. Anna said photos of the crash from eyewitnesses are starting to show up on Social media, and the company's logo can be easily viewed in them. It's only time before the local

news runs the story about the crash

**Part 2:**

After investigating the situation, it was uncovered that there are several deficiencies in the farm's overall policies and procedures. Anne calls a meeting with the team.

She starts the meeting with the details. She has just heard from the hospital where she learned the routine drug test after an accident has just come back positive for controlled substances. Fortunately the other drivers were not seriously injured and released from the hospital. Anne realizes that because of the COVID crises and the shortage of drivers, they advertised for substitute drivers with the correct CDL. Anne admits they had short cut their hiring practices, didn't set up the driver as a contractor, and didn't do the full onboarding they usually do with their drivers.

Now the local news station has sent a team that is currently filming at the end of the driveway with the Farm's logo in the background, waiting for someone to answer their questions.

She says, "So...you've seen the info. What do we do about it? We have a news team at the end of the driveway, and some serious gaps in our procedures."

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