



We grow what we refer to as 'specialty crops':

- Baby summer squash
- Colorful mini-peppers
- 37 types of salad greens
- Four colors of carrots
- Haricot Vert beans
- Four colors of tomatoes
- Over 30 culinary herbs
- Lemon & English cucumbers
- Assorted colors of potatoes
- Garlic, shallots, leeks
- Blueberries, strawberries
- Blackberries, raspberries
- Edible flowers
- Colorful garnish
- Cut & dried flowers



We grow over 48 varieties of flowers sold as fresh bouquets, dried arrangements or edible flowers....



We use unheated hoop houses for season extension of heat loving crops....

We have 3 hoops 13.5' X 36' and five that are 13.5 X 18' size.

This gives us an additional 40 days of growing.



Garlic is a major crop for us.
We harvest the scapes for pesto and sell the garlic by the pound or in braids.



We have chickens for eggs that we sell at farmers market and through CSA's.

Occasionally we raise & sell chickens and turkeys for meat.

Marketing at a glance...

- ◆ 1990-1992 Started out with Saturday Farmers Market sales
- ◆ 1993 added Restaurant sales
- ◆ 1995 added CSA's & flower subscription sales
- ◆ 1996 added on-farm workshops, apprenticeships and consulting
- ◆ 1997 added working with caterers for special events such as farm tours, organic wine tasting, fund raisers + a Friday farmers market & a natural foods store.
- ◆ 2003 began Sunday Brunch on the Farm



Farmers Market



Farmers Market Sales

- ◆ Fresh flower bouquets
- ◆ Assorted seasonal vegetables
- ◆ Garlic scape pesto
- ◆ Herb vinegars
- ◆ Fruit jams
- ◆ Dried and fresh herbs
- ◆ Farm fresh eggs
- ◆ Blueberries, strawberries
- ◆ Blackberries, raspberries
- ◆ Garlic
- ◆ Grapes



Marketing strategies... We sell by the bag, not by the pound.



We sell our salad mix in 7 ounce bags for \$4.00



Which is approximately \$9.15 per pound

Stir-fry Special \$3.00/LB



Selling Produce to Restaurants

- ◆ Started with a small establishment and developed a relationship with the chef.



- ◆ After working out the kinks, added two more restaurants....



Restaurants buy larger quantities of produce and generally expect to pay wholesale prices.

We have had to educate the chefs about what our produce is worth.

When 'courting' a new restaurant, we give them free samples of our produce and challenge them to compare quality.

We guarantee freshness, quality and quantity of our product and don't hesitate to replace it if they are not satisfied.

Planning for success....

- ◆ Three restaurants went out of business in the same year...
- ◆ This forced us to look at alternatives for selling our produce.



Community Supported Agriculture CSA's

- ◆ An excellent program for knowing where your produce is going...
- ◆ Pre-paid by the month or by the season for a share of your harvest.
- ◆ We started with five CSA' and had 19 shares in 2006. We plan on 24 for 2007.

Apprentices



Started in 1996

Apprentices are usually with us
April 1st through October 15th



On-farm workshops



We have a seven week on-farm course covering all aspects of organic gardening. We also have a workshop on season extension every year teaching how to build a hoop house.....



Farm Tours



Farm tours have become a regular part of our summertime.... Last year we hosted the Chamber of Commerce tour with 79 people. This is a way to build relationships with our community.

Organic Wine Tasting



The Pumpkin Project



Sunday Brunch on the Farm





Nature Journaling Workshop →

Delightfully Decadent Sunday Afternoon Tea With Cathi O'Leary Celtic music

Considerations for On-farm activities....

- ♦ Liability – Business Insurance is an investment you do not want to be without!
- ♦ FARM TOURS - We tell visitors to *please wear appropriate shoes*. Also put up sign: Caution! Electric fence.....
- ♦ ON-FARM WORKSHOPS
- ♦ SCHOOL RELATED EVENTS
- ♦ ORGANIC WINE TASTING
- ♦ SUNDAY BRUNCHES

