

Coaching on Coaxing: Farmer Panel September 5, 2013



GREEN MOUNTAIN GIRLS FARM

EAT. STAY. FARM.



EAT.



STAY.

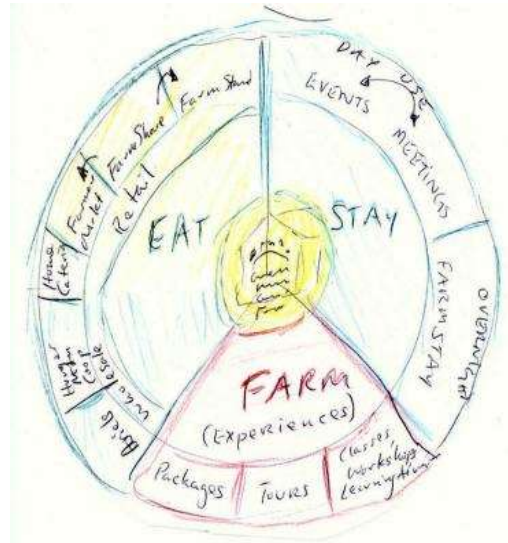


FARM.

WWW.EATSTAYFARM.COM

What value do we create?

We grow delicious food and celebrate this special place, restoring balance and connections for an expanding circle of people who share the Green Mountain Girls Farm. Integral to our success is ensuring the farmers, land, livestock and community are thriving.





branding marketing x Sept 5 Professional x Mari Omland x eatstayfarm.com/w x Our Services | Skills

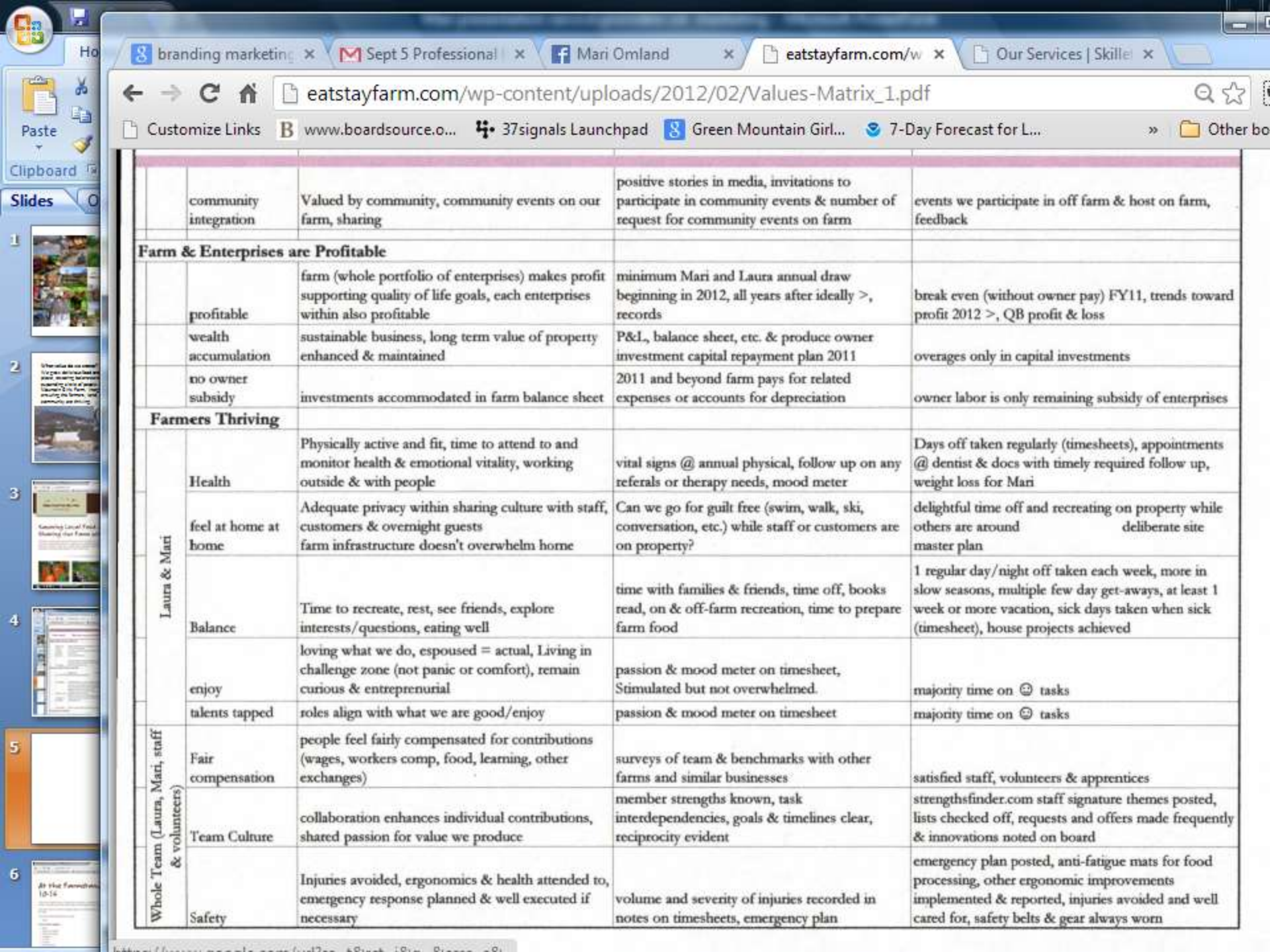
eatstayfarm.com/wp-content/uploads/2012/02/Values-Matrix_1.pdf

Customize Links www.boardsource.o... 37signals Launchpad Green Mountain Girl... 7-Day Forecast for L... Other bo

Green Mountain Girls Farm Value Creation: relational farming producing a blend of values a.k.a. our "complex bottom line"

Value created	What does success look like?	How will we measure success?	2011 Indicators of success
High Quality Products Delivered			
Pride in our products	Happy with practices and management of crops and animals, vegeation!	are we proud of our products and practices, heart & gut seal of approval	scale appropriate for land, following organic, pasture-based, healthy animals, coherent record keeping implemented
Satisfied customers	customers pleased with quality of food, lodging, experience(s)	customer feedback	complements from customers, survey responses positive
Safe food	no food related illnesses	investigate any concerns or reported illness	best practices adopted
Vegeation	customers appreciate quality, organically raised food may not appear "perfect" & gain appreciation for non mainstream cuts etc.	customer interest in organ meats! & unusual offers, creative interactives ie taste tests of spotted chard & kale, surveys	weekly newsletters distinguish taste & nutritional quality from aesthetics > 10 specific examples
Natural Systems are Functioning Well			
Nutrient Cycling	Healthy soils verdent & productive pastures & gardens	productivity of gardens & pasture monitoring	test & amended gardens & pature, compost deliberately, pasture plan & monitoring system established
soil building	excellent tilthe and structure in gardens & pasture	annual soil test show phosphorous levels, compost tests and analysis	vehicles limited to specific roads, animals rotated & in large enough spaces, keyline 4 compaction, use cover crops ↑ soil organic matter
Minimize waste	reducing environmental costs of food, produce for local consumption (short travel), buy tools and equipment designed and built to last or decompose, less non-renewable energy use (propane, fuel oil, electricity)	less trips to dump, Limit use of non-renewable resources, number of broken/used up equipment	analyze and explore options to reduce energy use & produce more renewable energy, fy12 or beyond carbon footprint of farm and members reduced
pollinators & beneficials	habitat for polinators & beneficials preserved & created in or near growing spaces, floral resources, nesting habitat, etc	presence of known polinators & beneficial insects detected	yellow sticky traps presence/absence
water quality	pond & streams healthy and wells test clean	annual test of water quality of wells and pond, continued presence of known amphibians	test results show clean water, monitor any change against good existing baseline, annual photos of amphibians & their eggs
Community is Enriched			

Member Contact List.xls updated
 "Member Contact List.xls" was updated to the latest version. (click to view)



	community integration	Valued by community, community events on our farm, sharing	positive stories in media, invitations to participate in community events & number of request for community events on farm	events we participate in off farm & host on farm, feedback
Farm & Enterprises are Profitable				
	profitable	farm (whole portfolio of enterprises) makes profit supporting quality of life goals, each enterprises within also profitable	minimum Mari and Laura annual draw beginning in 2012, all years after ideally >, records	break even (without owner pay) FY11, trends toward profit 2012 >, QB profit & loss
	wealth accumulation	sustainable business, long term value of property enhanced & maintained	P&L, balance sheet, etc. & produce owner investment capital repayment plan 2011	overages only in capital investments
	no owner subsidy	investments accommodated in farm balance sheet	2011 and beyond farm pays for related expenses or accounts for depreciation	owner labor is only remaining subsidy of enterprises
Farmers Thriving				
Laura & Mari	Health	Physically active and fit, time to attend to and monitor health & emotional vitality, working outside & with people	vital signs @ annual physical, follow up on any referrals or therapy needs, mood meter	Days off taken regularly (timesheets), appointments @ dentist & docs with timely required follow up, weight loss for Mari
	feel at home at home	Adequate privacy within sharing culture with staff, customers & overnight guests farm infrastructure doesn't overwhelm home	Can we go for guilt free (swim, walk, ski, conversation, etc.) while staff or customers are on property?	delightful time off and recreating on property while others are around deliberate site master plan
	Balance	Time to recreate, rest, see friends, explore interests/questions, eating well	time with families & friends, time off, books read, on & off-farm recreation, time to prepare farm food	1 regular day/night off taken each week, more in slow seasons, multiple few day get-aways, at least 1 week or more vacation, sick days taken when sick (timesheet), house projects achieved
	enjoy	loving what we do, espoused = actual, Living in challenge zone (not panic or comfort), remain curious & entrepreneurial	passion & mood meter on timesheet, Stimulated but not overwhelmed.	majority time on ☺ tasks
	talents tapped	roles align with what we are good/enjoy	passion & mood meter on timesheet	majority time on ☺ tasks
	Whole Team (Laura, Mari, staff & volunteers)	Fair compensation	people feel fairly compensated for contributions (wages, workers comp, food, learning, other exchanges)	surveys of team & benchmarks with other farms and similar businesses
Team Culture		collaboration enhances individual contributions, shared passion for value we produce	member strengths known, task interdependencies, goals & timelines clear, reciprocity evident	strengthsfinder.com staff signature themes posted, lists checked off, requests and offers made frequently & innovations noted on board
Safety		Injuries avoided, ergonomics & health attended to, emergency response planned & well executed if necessary	volume and severity of injuries recorded in notes on timesheets, emergency plan	emergency plan posted, anti-fatigue mats for food processing, other ergonomic improvements implemented & reported, injuries avoided and well cared for, safety belts & gear always worn



Savoring Local Food and Sharing Our Farm with You

Vermont is a special place and we are lucky to be at its center. Our farm is convenient, [just 2 miles from I-89](#). The views, vernacular architecture, charisma of our animals, and inspiration of our gardens are rewarding. Our farm has a complex "bottom line": healthy natural systems; thriving farmers; profitable enterprises; engaged community; and high quality products. Come be part of it!

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At the Farmstand: Jan 10-16

Some new items this week, including Pork Tenderloin, Goat Shanks, Dilly Beans and Rutbagas – what a combo! Plus still lots of other tasty treats from the fridge, freezer and pantry!

Next week, look for some new sausage options, we will be picking up from Green Mountain Smokehouse later in the week.

This week at the farmstand you can find:

- Eggs

Fresh/Stored Veggies

- Beets
- Buttercup Squash
- Butternut Squash
- Cabbage
- Carrots
- Celeriac
- Chard (frozen)
- Daikon Radish
- Garlic
- Onions
- Pesto, basil (frozen)
- Potatoes
- Pumpkin (long pie & round)
- Rutbagas



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GREEN MOUNTAIN GIRLS FARM

EAT. STAY. FARM.

OMNIVORE'S FARM SHARE

The omnivore's Farm share includes organic, pasture-raised meat, vegetables, eggs and more. We offer it year-round and have rolling admission for new members as space is available. Shares are currently available as we are expanding.

This is a free choice system. From what is on offer each week, you take home the quantity that you want with occasional limits on scarce items.

As a Farm Share Member, you will choose your meat from 18 pork cuts, chicken and turkey meat. Vegetable choices change with the season.

Throughout the year. Winter veggies include squash, potatoes, and kale as well as some fresh winter greens. We also offer salsas, pickles, and preserves. Winter season. Meats include pork chops, pork tenderloin, and poultry offers. We have a variety of pork and poultry offers. Throughout the winter and the spring, we have a variety of your food needs.

Price per adult per month, kids 10-15 are 1/2 price. We price per person in the household. Ask when folks start that they make at least a 3 month commitment, monthly, quarterly or yearly.

State Office Pick-up locations* (Barre, Berlin or Northfield). Share pick-up is Thursday from 4-7pm. Fresh foods are available. However, our farmstand is now set up to accommodate members to shop any day. Because our share is a free choice model, some members come less often than weekly, but we have frozen and easily stored items for weeks when they don't visit the farm.

For SOV State of Vermont Workplace Share's the pick up will be at our office on Thursday afternoons. With our free choice model, you will have the option to email us your order or receive the farmers' choice box. The SOV Workplace members can also choose to pick up their share at the farm some weeks.

LOCATION

We are located in Northfield, about 12 miles from Montpelier & Barre. Our farm is 10 minutes east of Northfield Village on the Williamstown line, 2 miles from the highway.

MEMBER BENEFITS

We want you to share the farm. Many members visit favorite animals during pick up hours. We welcome Thursday evening shoppers to enjoy the pond, walk, ski or snowshoe our trails or pastures and enjoy this special place.



EXAMPLE OF FREE-CHOICE FARM SHARE OPTIONS

April 12-18

- Eggs
- Milk

Fresh/Stored Veggies

- Beets
- Braising Mix
- Broccoli, Frz
- Butternut Squash
- Chard, Frz
- Cilantro, FRESH!
- Garlic
- Green Beans, Frz
- Kale, Lacinato Frz
- Onions
- Basil Pesto, Frz
- Potatoes
- Pumpkin
- Salad Mix
- Shallots
- Spinach

Meats

- Bacon
- Breakfast Sausage
- Chicken, Roasting
- Chicken, Stewing
- Chorizo
- Country Style Ribs
- Garlic & Parm. Sausage
- Ground Goat
- Ground Pork
- Ham
- Italian Sausage
- Kielbasa
- Leg of Goat (Roasts)
- Offals
- Pork Chops
- Pork Roasts
- Smoked Polish Sausage
- Spareribs, Pork
- Turkey

Veggies in the Pantry

- Mixed Veggie Pickles
- Pickled Daikon
- Dill Spears
- Lemon Pickles
- Gardinaire
- Canned Tomatoes
- Tomato Puroe
- Tomato Sauce
- Tomato Paste
- Red Salsas
- Salsa Verde
- Canned Tomatillos
- Dried Tomatoes
- Dried Hot peppers



FOR MORE ABOUT OUR FARM AND ITS OFFERINGS, CALL, EMAIL OR VISIT US ONLINE

GREEN MOUNTAIN GIRLS FARM
802-505-9840 FARMERS@EATSTAYFARM.COM
923 LOOP ROAD, NORTHFIELD, VT 05663
WWW.EATSTAYFARM.COM OR ON FACEBOOK

Stay on a Working Vermont Farm

If you appreciate...

- Vermont's pastoral beauty,
- playful antics of farm animals,
- the inspiration of 160-year old hand-hewn beams,
- gardens and the grounded humility of a working farm,
- peaceful forest trails and mountain streams,
- the sweet smell of hay, and
- quick access to Interstate 89 in the center of Vermont,

...you may just want to stay at the Green Mountain Girls Farm!



What a treat and a *retreat* to revel in two peaceful nights and luxurious mornings here! Dinner was fantastic – almost all of it from the land. It's such a pleasure to be here.

- Sylvia



Barn Guesthouse

Our barn guest-space combines the cozy comforts you would expect from a top notch bed and breakfast with the independence of a rental property.



The New Farmhouse Inn

The new Farmhouse Inn, a three-bedroom luxurious vacation space, complete with gourmet kitchen

Eat

Stay

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Farm

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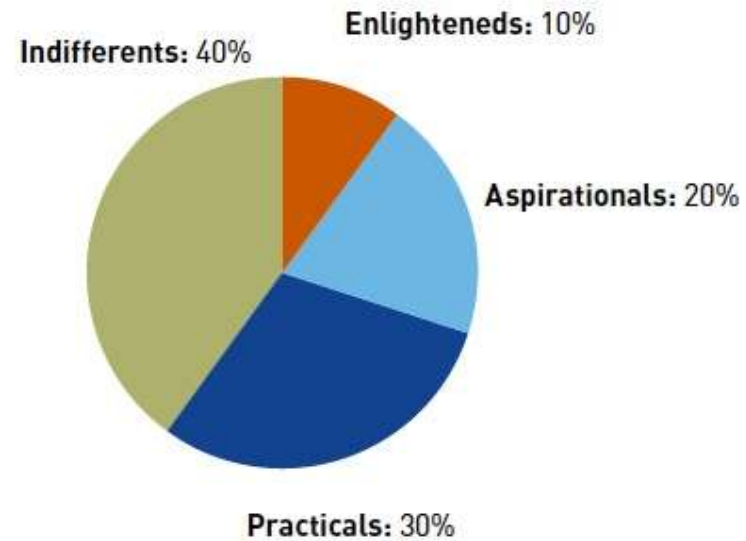
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OLD CONSUMERS VS. NEW CONSUMERS



Enlighteneds, the most conscious consumers, represent 10% of the U.S. population.





Floating Bridge Food & Farms Cooperative



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Farm Products

Dining

Experience small farm living, locally raised food with big flavors, and the seasonal beauty of Central Vermont's working landscape.

Floating Bridge Food & Farms is a co-operative of working farms, food producers, lodging properties and dining establishments located in Brookfield, Randolph



EAT
EXPERIENCE the AUTHENTIC
TASTE of VERMONT

- HOME
- DIG IN to VERMONT PLACES
- DIG IN to VERMONT EVENTS
- DIG IN to VERMONT TRAILS
- DIG IN to VERMONT REGIONS
- DIG IN to VERMONT BI...

Floating Bridge Food and Farms Trail

+ ADD ALL TO MY PLACES MY P...



The Floating Bridge Food & Farms is a co-operative of working farms, food producers, lodging properties and dining establishments located in Brookfield, Randolph Center and Northfield, Vermont. We offer great opportunities to meet the farmers, spend time with the animals, take workshops and classes, attend events, eat amazing food and stay at beautiful inns, Bed and Breakfasts and

farmstays. Come for an hour or a weekend- there's tons to do! Check out our website for a listing of all of our members and find out more about our unique agricultural community!
<http://www.floatingbridgefoodandfarms.com>







"Our eggs are particularly awesome today."

Northfield farm offers CSA members free choice (and does the harvesting)

BY STEVE HORN
When Mari Omland and Laura Olsen joined Green Mountain Girls Farm, they dreamed of a community that would foster interdependence among people, animals and the land. Just three seasons later, they've met their goal but also brought a delicious twist to the traditional, convenient neighborhood agriculture model.

Members are accustomed to CSA and the idea of getting a weekly box of seasonal food that they include some favorites and some surprises. But at Green Mountain Girls Farm in Northfield, CSA members get to choose exactly what they want—and how much they want—each week, all year. April is not just vegetable. In addition to the customary produce, the July mix includes androgynous peppers, Omland root. Other pastures raise pigs, lambs and chickens for meat, chickens for meat and eggs, and goats for milk. Members enjoy pick meals and cooking, chicken, sausage, hot lamb, bacon and ham.

Two hoop houses extend the season for fresh greens and herbs down all winter long. In January, Omland and Olsen spend weeks planning the harvest, and CSA members can enjoy current in-season, add-on, pickles and pickled items and tender greens almost year-round from the soil over springtime.

"Green Mountain Girls" CSA members pay to be household (2000 weekly per adult, \$100 monthly per child) and choose what to take home each week. The farm's

ask only that members not board food or feed the neighborhood. This loose menu works, Omland says. Members take only their favorites, waste is minimized, and it all balances out.

The farm's family of Northfield has found that the free-choice arrangement works well for them. They've been members since the farm began selling shares, and they enjoy the range of food the CSA offers.

"With our adult and teen members, I worried that it would be expensive," Omland says. "We haven't added it up yet, but I think it's probably not more because we're not buying for the most all the time. We're big consumers," says her husband, Mark. "And the nice thing is that you take what you need. We don't get a box—we choose what we want."

The farm's free choice is a result from the farm, so they see it as a benefit. The farm's CSA members are invited to engage in farm activities, and a greenhouse over the barns hosts visitors for fallage tours, workshops, and ongoing weekends or just a quiet garden.

The farm is a mid-career move for Omland, a Rutland-area native, and Olsen, a UVM grad. The job had both needed for connections-based opportunities in the Washington, D.C., area and needed to try something even potential when they returned to Vermont.

"We felt like food production was an important way to work in conservation, especially in a time of climate change," Omland says.



Laura Olsen, right, and Mari Omland harvest salad greens in a greenhouse at their Green Mountain Girls Farm in Northfield.

farmers wanted to do a community event, hosting cooking classes, farm classes, yoga classes and music performances. CSA members are invited to engage in farm activities, and a greenhouse over the barns hosts visitors for fallage tours, workshops, and ongoing weekends or just a quiet garden.

MOUNTAIN PEAKS

THE TANGIBLE MAGIC OF GREEN MOUNTAIN GIRLS FARM

BY COREY BURDICK

Green Mountain Girls Farm is not a landscape you drive idly by on a Sunday afternoon, admiring cows and hay bales. The magic of being on a farm like this is challenging to depict without experiencing it firsthand—and so many do exactly that. In fact, in the 4½ years since Mari Omland and Laura Olsen purchased the property, it has quickly become a cornerstone of the Northfield community.

"People still want to have a meaningful experience with the land and the foodscape. The inspiration they get back is so gratifying," Mari said. "People will visit for one reason, but end up becoming hooked on the farm lifestyle."



THE FALL / HOLIDAYS 2012

EDIBLE GREEN MOUNTAINS



When Rutland native Mari Omland and UVM graduate Laura Olsen returned to Vermont via Washington, DC, in 2007, they planned to match their interests in land conservation with their desire to create an ambience that would foster community involvement.

"We made a mid-career shift into agriculture, each bringing with us 15 years of experience managing small to large nonprofits and the skills and talents we developed along the way." Passion for community engagement, local food and sustainably raised food comprise the staples of their relational farming model and people in the surrounding area have wholeheartedly embraced the concept. Mari said she was warmed by how quickly and thoroughly they were folded into the community.

"People see the potential of farms," she said. "The evidence lies in the remarkable response to their CSA free choice omnivore share (they also offer a Farm Stand Share, where you commit to at least \$100 per month in purchases of your choice and get a 10% discount off retail prices) and their farm stay program."

Their CSA model is unique in that once an individual signs up, every member of the household must be included and you are a member for life. One can choose meat, eggs, milk, vegetables,

Photos courtesy of Green Mountain Girls Farm





Planning a Wedding? Think Local!

Whether you are planning a wedding, family reunion, milestone birthday, anniversary or other special event, the Floating Bridge Food & Farms Cooperative offers world-class, localvore elements to make your day or weekend memorable.

Catering • Lodging • Local, Seasonal Flowers • Wedding Favors
Event Space • Farm Fresh Food • Wedding & Thank You Gifts
Celebrant • Custom Tours and Workshops • Square Dance Caller

Catering

Ariel's Restaurant specializes in delectable meals custom designed to your wishes using the region's best local products and world class wines.

Field Stone Farm offers on or off-farm wood-fired pizzas with farm fresh ingredients great for in-between meals or more casual get-together or rehearsal dinner.

Lodging

Unique lodging options in Central Vermont from cozy bed and breakfasts to private guesthouses at one of our participating farms or retreat centers.

floatingbridgefoodandfarms.com/packages/lodging-descriptions

Flowers and Decor

Local seasonal flowers from Spruce Lane Farm or Pagoda Ponds Daylilies. For winter events wreaths, holiday trees and seasonal centerpieces, see LH Stowell & Son Christmas Tree Farm and Spruce Lane Farm.



Favors

Memorable and unique local treasures specially packaged for your guests.
Fat Toad Farm Farmstead Caramel • Maple Syrup • Jams
Honey • Soap • Beeswax candles

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We are behind you all the way!