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

<table>
<thead>
<tr>
<th>Value created</th>
<th>What does success look like?</th>
<th>How will we measure success?</th>
<th>2011 Indicators of success</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>High Quality Products Delivered</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pride in our products</td>
<td>Happy with practices and management of crops and animals, vegetation!</td>
<td>Are we proud of our products and practices, heart &amp; gut seal of approval</td>
<td>Scale appropriate for land, following organic, pasture-based, healthy animals, coherent record keeping implemented</td>
</tr>
<tr>
<td>Satisfied customers</td>
<td>Customers pleased with quality of food, lodging, experience(s)</td>
<td>Customer feedback</td>
<td>Complements from customers, survey responses positive</td>
</tr>
<tr>
<td>Safe food</td>
<td>No food related illnesses</td>
<td>Investigate any concerns or reported illness</td>
<td>Best practices adopted</td>
</tr>
<tr>
<td>Vegetation</td>
<td>Customers appreciate quality, organically raised food may not appear &quot;perfect&quot; &amp; gain appreciation for non mainstream cuts etc.</td>
<td>Customer interest in organ meats &amp; unusual offers, creative interactives ie taste tests of spotted chard &amp; kale, surveys</td>
<td>Weekly newsletters distinguish taste &amp; nutritional quality from aesthetics &gt; 10 specific examples</td>
</tr>
<tr>
<td><strong>Natural Systems are Functioning Well</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nutrient Cycling</td>
<td>Healthy soils &amp; productive pastures &amp; gardens</td>
<td>Productivity of gardens &amp; pasture monitoring</td>
<td>Test &amp; amended gardens &amp; pasture, compost deliberately, pasture plan &amp; monitoring system established</td>
</tr>
<tr>
<td>Soil Building</td>
<td>Excellent tilthe and structure in gardens &amp; pasture</td>
<td>Annual soil test show phosphorous levels, compost tests and analysis</td>
<td>Vehicles limited to specific roads, animals rotated &amp; in large enough spaces, keyline 4 compaction, use cover crops ↑ soil organic matter</td>
</tr>
<tr>
<td>Minimize waste</td>
<td>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)</td>
<td>Less trips to dump, Limit use of non-renewable resources, number of broken/used up equipment</td>
<td>Analyze and explore options to reduce energy use &amp; produce more renewable energy, fy12 or beyond carbon footprint of farm and members reduced</td>
</tr>
<tr>
<td>Pollinators &amp; Beneficials</td>
<td>Habitat for pollinators &amp; beneficials preserved &amp; created in or near growing spaces, floral resources, nesting habitat, etc.</td>
<td>Presence of known pollinators &amp; beneficial insects detected</td>
<td>Yellow sticky traps presence/absence</td>
</tr>
<tr>
<td>Water Quality</td>
<td>Pond &amp; streams healthy and wells test clean</td>
<td>Annual test of water quality of wells and pond, continued presence of known amphibians</td>
<td>Test results show clean water, monitor any change against good existing baseline, annual photos of amphibians &amp; their eggs</td>
</tr>
</tbody>
</table>

https://www.boardsource.org/
<table>
<thead>
<tr>
<th>Farm &amp; Enterprises are Profitable</th>
<th>Farmers Thriving</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Community Integration</strong></td>
<td><strong>Laura &amp; Mari</strong></td>
</tr>
<tr>
<td>Valued by community, community events on our farm, sharing</td>
<td>Physically active and fit, time to attend to and monitor health &amp; emotional vitality, working outside &amp; with people</td>
</tr>
<tr>
<td>Positive stories in media, invitations to participate in community events &amp; number of request for community events on farm</td>
<td>Adequate privacy within sharing culture with staff, customers &amp; overnight guests</td>
</tr>
<tr>
<td>Events we participate in off farm &amp; host on farm, feedback</td>
<td>Farm infrastructure doesn’t overwhelm home</td>
</tr>
</tbody>
</table>

**Farm (whole portfolio of enterprises) makes profit supporting quality of life goals, each enterprises within also profitable**

- **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

**Laura & Mari**

- **Health**
  - Time to recreate, rest, see friends, explore interests/questions, eating well
  - Vital signs @ annual physical, follow up on any referrals or therapy needs, mood meter
  - Can we go for guilt free (swim, walk, ski, conversation, etc.) while staff or customers are on property?
  - Days off taken regularly (timesheets), appointments @ dentist & docs with timely required follow up, weight loss for Mari

- **Feel at home at home**
  - Remains curious & entrepreneurial
  - Time with families & friends, time off, books read, on & off-farm recreation, time to prepare farm food
  - Delightful time off and recreating on property while others are around
  - 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

- **Balance**
  - Loving what we do, espoused = actual, Living in challenge zone (not panic or comfort), remain curious & entrepreneurial
  - Time with families & friends, time off, books read, on & off-farm recreation, time to prepare farm food
  - Delightful time off and recreating on property while others are around
  - 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

- **Talents Tapped**
  - Roles align with what we are good/enjoy
  - Passion & mood meter on timesheet
  - Majority time on ☑️ tasks

- **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
  - Satisfied staff, volunteers & apprentices

- **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

- **Whole Team (Laura, Mari, staff & volunteers)**
  - 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

- **Safety**
  - Surveys of team & benchmarks with other farms and similar businesses
  - Satisfied staff, volunteers & apprentices

- **Whole Team (Laura, Mari, staff & volunteers)**
  - 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

- **Whole Team (Laura, Mari, staff & volunteers)**
  - 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!
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

Tags

ariels restaurant Bacon Beets carrots Chard Chicken chicks chili Cilantro Compost Eggs ethical event events farm supper Garlic Goat Goat Milk Goats Greens Green Tomatoes hens kale kids Milk music Napa Cabbage onions piglets pigs pork pork chops pork roast potatoes pumpkin ribs Salsa Sausage soup Spinach spring Squash Tomatoes Turkey Turkeys
GREEN MOUNTAIN GIRLS FARM
EAT. STAY. FARM

OMNIVORE'S FARM SHARE

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

***

The Farm Share 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, 5 beef cuts, and 4 lamb cuts. Vegetables change with the season.

MANAGING THE FARM SHARE

During the spring and summer, winter veggies will be in along with some fresh winter veggies turned into salsas, pickles, and sauces. After this period, we will focus on growing lots of pork and poultry offers, along with the many other items of your food needs.

We price per person in the household and ask when someone new joins or leaves. We do this on a per person basis, but we ask when folks start that they make at least a 3 month commitment, which will save money annually, quarterly or yearly.

The State of Vermont Workplace Share's the pick up will be at the Vermont Department of Ag's 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.

FOR MORE ABOUT OUR FARM AND ITS OFFERINGS, CALL, EMAIL OR VISIT US ONLINE
GREEN MOUNTAIN GIRLS FARM
802-525-8880, FARMERSTEASTAFARM.COM
923 Loop Road, Northfield, VT 05663
WWW.EATSTAYFARM.COM OR ON FACEBOOK

EXAMPLE OF FREE-CHOICE FARM SHARE OPTIONS

April 12-18
• Eggs
• Milk

Fresh/Stored Veggies
• Beets
• Broccoli 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)
• Offal
• Pork Chops
• Pork Roasts
• Smoked Polish Sausage
• Spareribs, Pork
• Turkey

Veggies in the Pantry
• Mixed Veggie Pickles
• Pickled Daikon
• Dill Spears
• Lemon Pickles
• Giardiniera
• Canned Tomatoes
• Tomato Puree
• Tomato Sauce
• Tomato Paste
• Red Salads
• Salsa Verde
• Canned Tomatillos
• Dried Tomatoes
• Dried Hot peppers
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.
OLD CONSUMERS VS. NEW CONSUMERS

**Total value**

Creating their own solutions

Asks, “What’s in it for me?”

Asks, “What’s in it for we?”

Seeking meaningful experiences

Looks at ingredients on back of the box

Active co-creators of content, products and experiences

**Oldest price**

Waiting for solutions

Seeks more stuff

Trusts marketing messages on front of the box

Passive recipient of brand communications

**SUSTAINABLE BRAND INNOVATION**

**BRAND**
Purpose
Meaning
Cultures
Values
Relationships

**INNOVATION**
Business Models
Products
Packaging
Platforms
Marketplaces

**PERFORMANCE**
Economic
Environmental
Social
Governance

**SUSTAINABILITY**
Materiality
Biodiversity
Energy
Waste
Regeneration
Resilience

**INDIFFERENTS: 40%**

**ENLIGHTENED: 10%**

**ASPIRATIONALS: 20%**

**PRACTICALS: 30%**

Enlighteneds, the most conscious consumers, represent 10% of the U.S. population.
Floating Bridge Food & Farms Cooperative

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 and Stowe, VT.
Floating Bridge Food and Farms Trail

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
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."

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

by Tom Horne

When Mari Omland and Laura Olsen moved to Northfield from Vermont in 2006, they were city dwellers looking for a change of pace. They found it in Northfield, where they sell their produce at local markets and CSA members can choose what they want to plant and when they want it harvested.

"We started out with a few chickens and a small garden," Mari said. "We didn't know what we were doing, but we were doing something different."

Today, the farm is home to hundreds of chickens and a variety of vegetables, fruits, and herbs. The Omlands and Olsen use organic farming methods to create a diverse and sustainable food system.

"We want to provide fresh, healthy food to our community," Mari said. "We want to create a sense of belonging and connection to the land."
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 worldclass, 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, 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

Floating Bridge Food and Farms Cooperative
floatingbridgefoodandfarms.com
facebook.com/floatingbridgefoodandfarms
(802) 276-0787
We are behind you all the way!