



Farm History & Markets

- Started 2010 on rented land in Burlington
- Currently 9 acres of veg and 300 laying hens in Plainfield, VT
- Market History:
 - 2010- 2014: Wed Union Square Greenmarket, Sat Burlington Farmers' Market, and a small CSA (+/- 40 members)
 - 2015- 2019: Wednesday and Saturday at Union Square Greenmarket
 - 2020- ?? CSA and wholesale (in NYC and Vermont)

Union Square Greenmarket

- 60,000 ppl on Saturday peak season
- 120 vendors peak season, only 10 or so organic farms

- Producer only & no prepared foods

COSTS: upwards \$1000 daily

- Fuel: \$250 for box truck plus tolls plus maintenance
- Staff: \$15- \$17/hr, 30 person hours average, \$500-\$600 daily (plus coffees)
- stall fees: \$120 daily



Pivot? Or Whiplash...

- Baby born mid February
- Between March 12-18 decided to not attend markets indefinitely
- **The Hustle starts.** Spring greens and root crops to local coops including Hunger Mountain
- March 25- start partnership with Bread and Butter Farm and Farmers To You
- April 9- first week of \$25 produce boxes at Plainfield Hardware
- Greenmarkets have stayed open throughout pandemic, but with healthy restrictions that hampered sales/ traffic.



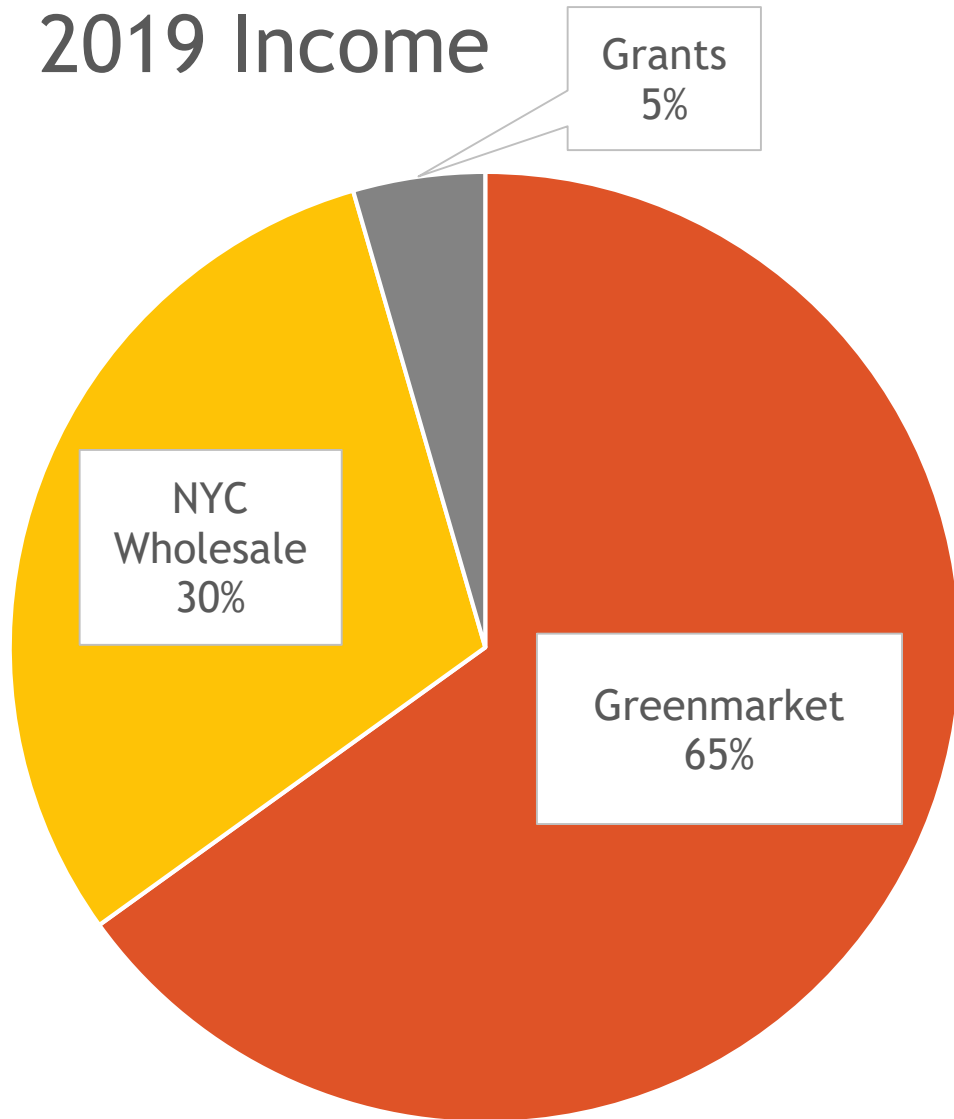
Decision time!

- Dropped “super specialty” crops (agretti, shiso, red amaranth greens)
- Kept “unusual crops,” These gave us an in with new wholesale accounts
- Increased “hardware crops” but this was maybe a mistake...

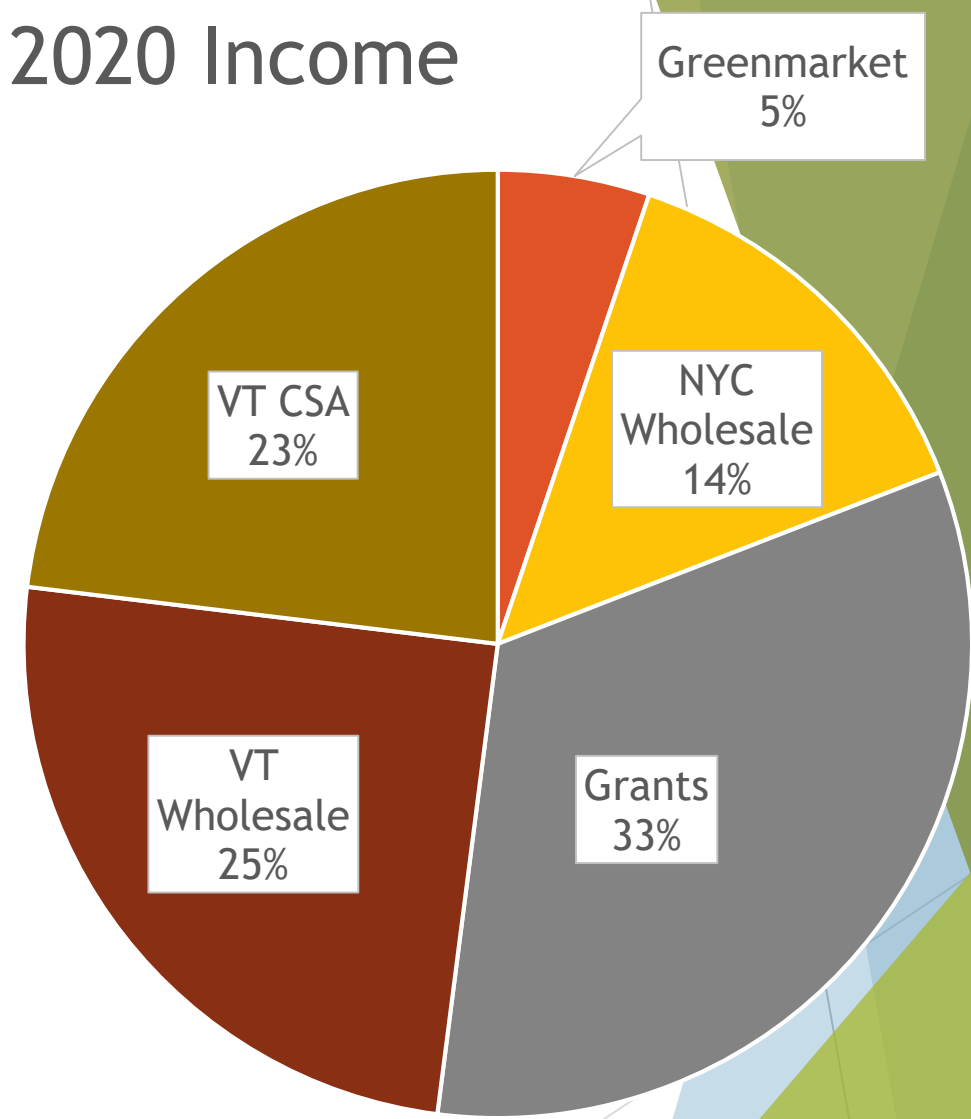
\$25
Produce
Boxes:
April 9-
August 27



2019 Income



2020 Income



2020 gross sales were 74% of 2019 gross sales
2020 expenses were 83% of 2019 expenses



Farm Adaptations

- The market wants bagged greens and roots! We used NOFA-VT Emergency grant to build a greens bubbler
- Greatly increases our salad greens output- we can wash & spin salad mix or baby kale 3-4x faster than previous wash-only time
- Roughly: previous 3x dunk 40 lbs in 2 hours. Now can do 200 lbs in 4 hours, including set up time



Farm Adaptations cont'd

- Pneumatic Bagging table for fast bagging of greens & roots
- U-boats!! Sort unwashed and washed vegetables by account

Thank you Vermont Working Lands Initiative!

Successes

- Winter CSA sold out!
- Baby is amazing!
- Bought the farmhouse!
- Paid off a lot of debt!
- Not driving to NYC all the time!



Questions?

Thank you
2020 crew!

