



HONEY FIELD
FARM NORWICH
VERMONT 

Growing Veggie and Herbs for Live Plant Sales





25 acre family farm

12 acres organic vegetables

10 production greenhouses

Annual and perennial flowers

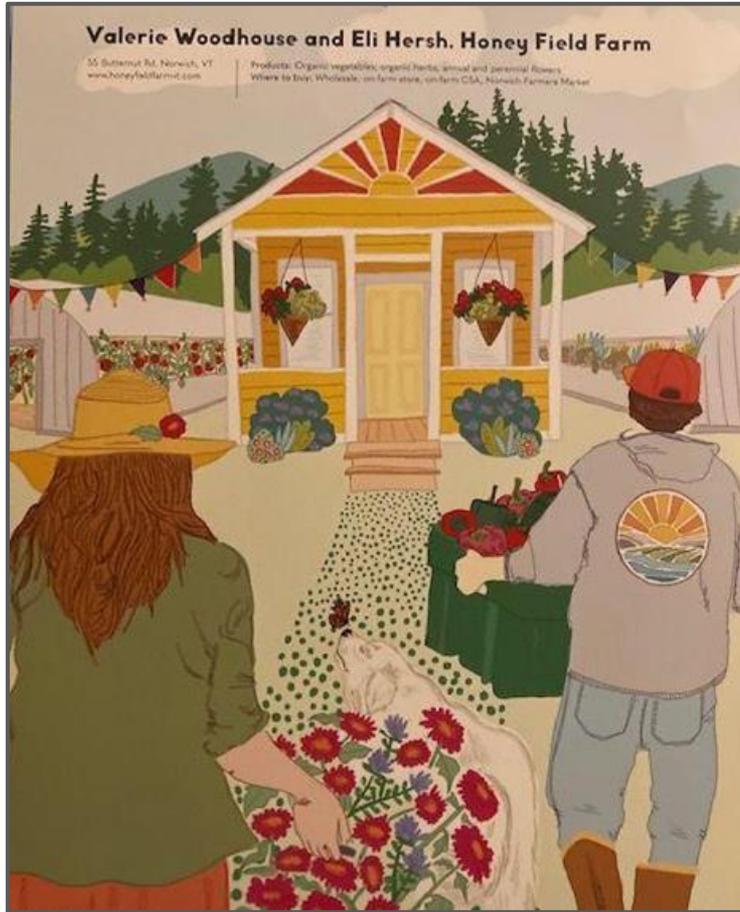
Organic veggie and herb starts

Cut flowers, hot sauce, events

Local and regional wholesale

Farm stand + farmers market





HONEY FIELD FARM

NORWICH  VERMONT

Established Spring 2020 at the former home of Killdeer Farm

DBA Shadow Creek Farm 2015-2019

Worked with Dirt Capital and Farm Viability to purchase farm

Scaled up by >1000% in first 3 years and still growing

Hoping to purchase the farm in 2024!



Gaining Ground

Used incubator enterprise as leverage

Wanted to include plant production to complement field crops

Influenced by our time at River Berry Farm

Benefitted from generous mentorship

Dirt Capital made it happen





Stepping into big shoes

Taking on a legacy farm

Existing business was key for financing

Smooth transition for customers

Developing our own style over the years

Thanks to Julie Rubaud for mentorship

Now grow over 1,000,000 plants per year





Selling Live Plants

Does it makes sense for me?

Early season revenue boost

Assessing local competition

Finding product gaps



A few things we learned about retail plant sales

Peak plant sales are in May

Weather impacts even indoor sales

Gardeners love holidays!

Let them plant their tomatoes too early if they want to





A few things we learned about retail plant sales

Customers want more support for plants than produce

Garden friendly varieties vs commercial hybrids

Containers and planters are early, high value items

It's ok to say no to tomato packs





Things we think about each season

Plan for weather impact on production & sales

Displays

Signage

Labels

Markets

Transportation





**HONEY FIELD
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Our plants on display at
local retailers







Pots and trays

We use as few sizes as possible for simplicity

Larger packs like 804 and 806 keep our plants happy longer than smaller 1004, but bring in less revenue per tray unless priced differently

We use 1004, 804, 4" pots, 6.5" pots and 1 gal pots plus assorted planters



Starting with the soil

Our mix includes:

Compost

Peat Moss

Perlite

Vermiculite

Lime

Bloodmeal

Epsom

Rootshield






TikTok
@honeyfieldfarm



Watering

Training is key to consistency

1-5 soil moisture scale

Easy to miscommunicate and
over/under water

Some plants bounce back better than
others





Seeding

Seed depth consistency for even growth

Topping layer w/ fine vermiculite mix

Water in with fog nozzle

7-10 day successions for retail plants





Scouting & Pest Control



Scout upon arrival plus weekly

Dip incoming plants with Mycotrol WPO (OMRI)

Preventative ZeroTol (OMRI) foliar sprays & soil drenches

Deploy beneficials for prevention & treatment

Thank you UVM Extension and IPM Labs!





Buying in plugs



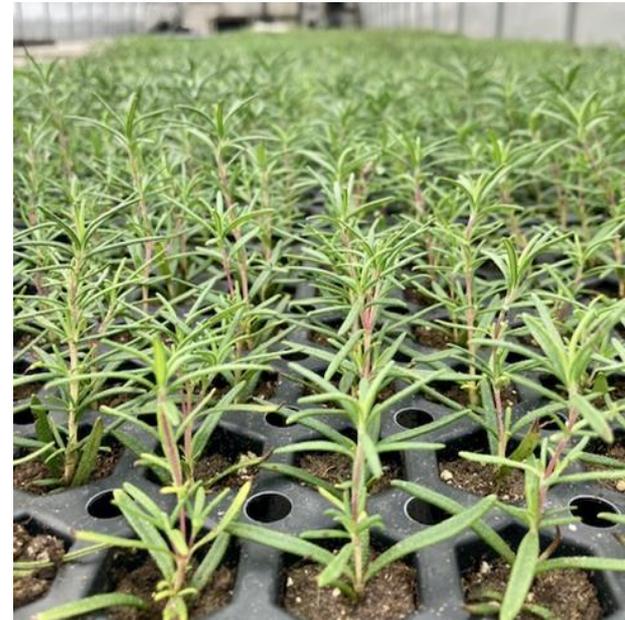
Sourcing from organic suppliers

Rooted cuttings from Hillcrest

Scout and dip

Document issues

Plant within 1 week





Resources

Mentors

VHCB Farm Viability Program

Intervale Center

VT Agency of Agriculture

UVM Extension

VVBGA

NOFA-VT

Vital Communities

Farm First

Dirt Capital Partners





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Contact us

Eli Hersh - eli@honeyfieldfarmvt.com

Valerie Woodhouse - valerie@honeyfieldfarmvt.com

www.honeyfieldfarmvt.com

@honeyfieldfarm

on Instagram, Facebook & TikTok

