

FY 2012 - Cheshire County, New Hampshire

\$62,422 to Cheshire County, Keene, NH, to launch a Buy Local campaign with targeted outreach to food desert areas through community partners, increase Community Supported Agriculture participation, and provide professional development and assessment of marketing skills for farmers.

[Final Report](#)

Cheshire Grows—The Use of Marketing Promotion to Grow Sales for Cheshire County Farms, Food Desert Project

USDA Farm Promotion and Marketing Program (FMPP) Grant
Final Evaluation Report

Compiled on behalf of
Cheshire County Conservation District
Amanda Costello Littleton, District Manager

Submitted
by
Libby McCann, PhD
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Introductory Overview

This evaluation report summarizes activities and outcomes for the Farm Promotion and Marketing Program (FMPP) grant, “Cheshire Grows—The Use of Marketing Promotion to Grow Sales for Cheshire County Farms, Food Desert Project.” The evaluation strategy for this FMPP initiative included both formative and summative components and gathered data about program impacts, quality, and accountability in terms of overall project implementation. Primary data were gathered data about programmatic impacts and process quality from the perspective of participating farmers, service agency personnel, community members and other initiative partners. The following report offers relevant background regarding the marketing of local food, a summary of findings related to key project deliverables, and suggestions for future consideration. Evaluative indicators show this overall initiative met proposed overall goals at an exemplary level.

Context & Project Overview

This is an exciting time to engage regional food producers in a marketing initiative as outlined in this FMPP initiative, particularly as consumer demand for locally grown food increases alongside their environmental concerns associated with food production across the U.S. (see Schneider & Francis, 2005; Berlin, Lockeretz & Bell, 2009; Conner et al., 2011). At the same time, growers and retailers across the globe are working to transform their efforts to decrease costs while responding to regional and local demand for new ways to produce and/or distribute produce (e.g. Ackerman-Leist, 2013; Atallah et al., 2014; Gilg and Battershill, 1998; Broderick et al., 2011). While direct sales of local farm commodities may account for a small overall share of US agriculture, this nevertheless is a burgeoning area for economic growth, which will most likely continue to rise in the face of climate change, food distribution trends, and consumer demand (Ackerman-Leist, 2013; Low and Vogel, 2011). Additionally, Low and Vogel (2011) found that Northeastern and West Coast producers were more likely to engage in direct sales than anywhere else in the United States. Sales in southwestern NH, which includes Cheshire County, ranges between \$1-2.5 million (Low and Vogel, 2011). As these markets grow, so do the needs for local growers to enhance their marketing prowess.

This initiative’s primary intent was the design and implementation of a *Buy Local* campaign, which was implemented in the community through multiple marketing avenues (print, radio, on-line). Additionally, professional development was developed for regional farmers to enhance their marketing know-how, and strategies were employed to expand access to local food for all in the southwestern region of NH (Cheshire County). All of these efforts combined worked synergistically to market local food in the region; increase knowledge and use of marketing tools among farmers; and increase accessibility for local citizens to purchase and use local food. What follows are highlights of the evaluation strategy employed, overview of findings, and suggestions for future marketing and capacity building among regional farmers and other agricultural stakeholders.

Evaluation Overview

The formative and summative evaluation components gathered data about program impacts and process quality from the perspective of participating farmers, service agency personnel, and other community stakeholders. Key evaluative questions and methods used are outlined in Table 1.0. The following section offers an overview of evaluation findings from this project.

Table 1.0 Overview of Evaluation Questions and Primary Methods Employed

Key Evaluation Question	Primary Evaluation Tools Employed
To what extent are farmers’ participation in this initiative associated with increased direct market sales of agricultural products from southwestern NH farms of Cheshire County by starting a Buy Local campaign	document and literature review; observations; summative meeting evaluation (e.g., 12/11/12, 2/24/14 farmer/food system stakeholder meetings); on-line survey to farmers to inform workshop series content; summative workshop evaluation instruments
To what extent is participation in this initiative associated with increased access and eating of healthy, local food among agencies that participate in the educational opportunities provided, including cooking demonstrations	observations; document review; summative workshop evaluation instrument; workshop tallies and produce tracking (total pounds donated)
How, if at all, is this initiative impacting farmers’ and farmers market managers’ ability to successfully market to consumers through offering professional development training	Observations; document review; summative workshop evaluation instruments; feedback gathered from FMPP stakeholder meetings (e.g., 12/11/12 “kick-off” mtg.; 2/24/14 wrap-up meeting)
To what extent is the CCCD initiative implemented as planned and sustainable?	Observations; document review; tallies of marketing materials created/distributed

Findings Summary

Buy Local Campaign Effectiveness

This evaluation tracked the design, implementation, and short-term campaign effectiveness (i.e., up to two years). Data suggest this FMPP initiative provided a more strategic approach to advertising and outreach related to local farming and buying local products than previously present in southwestern New Hampshire. Given that no such strategic marketing formerly existed—and based on marketing materials designed and distributed—this *Buy Local* campaign resulted in increased marketing for local food in the region and increased citizen awareness about where to purchase local food. Exemplars of promotional materials outlined in the original proposal that were developed and disseminated

“Collaboration with producers will help all of our social media efforts.”
 Farmer feedback on *Buy Local* marketing campaign

over the course of this initiative include: consumer-oriented “Find a Local Farm” web page; tactical media outreach via social media; online and print advertising; 1,113 thirty-second free broadcast ads to the entire targeted region, including low income households; and a print guide to local farms, among others. See *Appendix A: Activity Summary for Full FMPP Grant Period* for detailed accounting of marketing deliverables. Google analytics was used throughout this campaign as one avenue to understand programmatic impacts. For instance, from the promotional period May 1 thru June 30, 2013, compared to May 1 thru June 30 of 2012, website visits were up 28.6%; page views were up 23.5%; and unique visitors are up 27.2%. There were 208 visits to the *MonadnockFarms.org* page, which represented 13.2% of all website traffic during the period. Such increased web-based traffic served as proxy indicators of increased community awareness of why and where to buy local. Farmer comments also indicated a recognition of the value of collective media efforts like this one for enhancing personal direct market sales. As one regional farmer of 28+ years stated, “Raising awareness of Monadnock farms helps us all.” Another farmer participant reflected the value of this initiative’s overall strategy: “I would like to market my own products but I would also like to see a cooperative effort made by local farms to promote local food in this area.” An experienced farmer (15 yrs) summed up the intent of this collective work this way: “Working together and bringing awareness to our local products helps customers find us and brings us more sales.”

“We need each other to keep the open space of Cheshire County. Organic and production farmers are both important and needed.”

Farmer (20+ yrs) feedback on *Buy Local* marketing campaign

“Working together and bringing awareness to our local products helps customers find us and brings us more sales.”

Farmer (15 yrs) feedback on *Buy Local* marketing campaign

Marketing Professional Development for Farmers

While the design and implementation of the *Buy Local* marketing campaign comprised the bulk of this FMPP initiative, a series of 8 educational workshops were also designed, implemented and evaluated with positive results. The intent was to offer these professional development opportunities to farmers to increase their marketing skills, which was viewed as value-added among these primary stakeholders. One farmer indicated that “continuing to offer workshops/other marketing assistance” was the best way for this FMPP project to complement their product marketing. Sample workshop topics included: how to create a marketing plan for farm businesses; strategic planning for online sales; social media (Facebook, YouTube) for farmers; leveraging email and web marketing for farms; and farm-to-market strategies, among others. These 2-hour workshops directly engaged a total of 90 agricultural stakeholders (e.g., farmers, farm educators, other

“Overall I would say [this workshop] set my mind in motion to take the initiative to get more done on the farm when it comes to marketing.”

Marketing Workshop Participant

“This was a wonderful workshop series...and [I] really appreciated being involved.”

Marketing Workshop Participant

local food/farm producers). Participation ranged from 3 to 24 with a mean of 11 participants per workshop. Overall, nearly two-thirds (64%) of participants were female and just over one-third (36%) male.

Quantitative and qualitative feedback indicates this marketing workshop series targeting farmers resulted in an increased knowledge and use of marketing tools among participants. Respondents appreciated the focus on building the marketing capacity of regional farmers specifically, combined with the collaborative approach to regional marketing through the “Buy Local” campaign. Summative feedback consistently indicated satisfaction with the overall content and process of the marketing workshop series. In all cases, respondents specified that they gained new marketing ideas and tools, as well as more confidence in applying those new skills to their agriculture context. Additionally, participants consistently valued interactive networking opportunities among farmer participants. Sample qualitative comments reflective of the overall series’ successes: *“Good networking opportunity lots of resources and suggestions”*; *“Good information, well structured, knowledgeable presentation.”* *“Very informative, practical, inspirational, exciting...lots of ideas [and] positive encouragement.”*

While the overall workshop series successfully met stated objectives, evaluative data suggested areas for future improvement. Ideas included having some sensitivity to overwhelming participants with content information, providing more hands-on opportunities to practice new skills, and offering more network opportunities among participants where feasible. Interestingly, the lowest attendance workshop (n=3, plus 3 staff) had the highest level of participant interaction. Based on observational data, this high engagement stemmed from the presenter’s nuanced and effective facilitation skills, high content interest among participants, and user-friendly resources shared. These techniques and overall participant feedback can inform future programmatic directions beyond the scope of this FMPP initiative. A primary takeaway from evaluative data collected over the course of this project was that farmers were appreciative of this professional development, which enhanced their direct sales marketing capabilities, and would welcome such opportunities in the future.

Increasing Access

Another outcome of this initiative was offering seasonal fresh food for two years alongside associated educational programming (e.g., nutrition-related cooking classes, produce donations to local food pantry) to low and moderate income participants involved in Antioch University New England’s [Community Garden Connections](#) (CGC). This programmatic aspect increased access to local produce among community members who otherwise would not be able to afford it. While there was no direct FMPP funding for this component, additional funds and partnerships were made possible by leveraging the existence of this FMPP initiative. As a result, a series of 10 “Get Fresh” cooking demonstrations were designed, implemented and evaluated by a graduate student in summer-fall of 2013. Designed to increase awareness and use of local produce, this series engaged 46 low to moderate income community members. Financial support for the graduate

internship was provided through CGC, while supervision was provided by Cheshire County Conservation District (CCCD). Community members' enthusiastic support suggests that there is a need within the Monadnock region for free, community-based cooking classes, particularly among food insecure individuals. Participant feedback suggests that small class size and engaging, hands-on activities in a well-organized and structured environment contributed to student learning. Participants were excited to take home products that they made in class (e.g., vinaigrette, compound butter, hummus, pie crust). Recipes that used fewer, more affordable ingredients felt less intimidating, according to participant feedback. Surprisingly, the greatest impact made by the "Get Fresh" cooking classes was not necessarily increased knowledge and confidence in the kitchen; rather, it was the sense of community created when such a diverse cross-section of the community came together to learn and share with one another over food. Food, nutrition, and community spanned economic and cultural barriers, and new friendships were formed. The success of the "Get Fresh" cooking classes informed the piloting of a new "Fair Share" initiative in 2014, which provided (3) cooking demonstrations among CGC participants and fresh produce to interested CGC low-income program participants.

"...I want to convey...how much we appreciate this opportunity and the way in which it has positively impacted [our social service agency] by providing our members with fresh food and a connection to the earth. This is especially vital because the demographic [we] serve does not always have access to free, fresh food and it was also wonderful to be able to make food with the produce we harvested."

--CGC Agency Liaison

In addition to the educational cooking series, CGC and CCCD partnered to establish a new, one acre garden site in Westmoreland, NH in 2013, which provided another form of agricultural marketing and outreach to underserved, food insecure community members. Over the course of these two seasons (2013, 2014) Antioch students and community members worked to plant, tend and harvest over 3,000 pounds of food, all of which was donated primarily to The Keene Community Kitchen, along with the County Jail system and CGC cooking class participants. These collective efforts worked to alleviate hunger and increase access to local food.

Future Recommendations

- Consider a one-on-one "Farm Coaching" model to further enhance marketing and outreach capacity of regional farmers

Farmers indicated a strong interest in enhancing their marketing skills. Yet, they also highlighted an array of competing priorities and time constraints that interfere with their ability to hone such skills. Having some sort of "marketing mentoring" can be an avenue to enhance marketing capacity of farmers while mitigating logistical and/or other barriers to honing such skills.

"It's great to sit together with like-minded people and discuss ways to improve both farmers' sales and customer's health."

--Farmer FMPP feedback

- Employ additional evaluation strategy to gauge marketing and direct sales impacts in subsequent years.

This evaluation tracked the design, implementation, and short-term effectiveness (i.e. up to two years) of this campaign. Follow-up interviews, retrospective pre-test (Allen & Nimon, 2007) and/or other tracking of farmer impacts related to direct market sales may offer greater insights about the longer-term economic impacts of this marketing campaign beyond this initial roll out phase. Consider additional staff and/or resources to support longer-term tracking of programmatic impacts among farmers and consumers in this region. Doing so would allow more inquiry into how farmers transferred their workshop learning to their business practices.

- Extend the learning from marketing workshops by posting any educational materials (e.g., handouts, PowerPoint presentations, sample marketing materials) to the CCCD website or other accessible format.
- Offer additional resources and infrastructure for social media outreach such as video and blog spots.

The *Buy Local* campaign was not able to fully incorporate videos and blogs in large part because they relied on volunteers to complete. Interestingly, the video production workshop was the lowest enrolled (n=3) workshop in the professional development series. While a small sample, these two concurrent trends may suggest that outreach via video and/or social media generally is a new marketing arena for farmers. In contrast, farmers' comfort with email marketing parallels national trends in this regard. For instance, a 2013 agriculture media survey found that respondents viewed email as the most valuable communications tool over social media by nearly 2 to 1 margin (Truffle Media Networks LLC, 2013). Adopting new social media outlets may take time amid farmers' relative levels of comfort in using them.

- Being aware of social media trends and potential impacts on direct market sales of agricultural products. In April 2003, Americans spent a total of zero minutes on Facebook. In April 2009, they logged 13,872,640,000 minutes (Bauerlein, 2011, p. 10). Such trends suggest that continual enhancement of farmers' marketing skills is essential in our current digital age.
- Expand outreach and education among low to moderate income community members in collaboration with CGC programming and other relevant partners

The success of the "Get Fresh" cooking classes, Fair Share initiative, and CGC Westmoreland Garden Project reflect a need and desire for continuing these opportunities. One recommendation is to expand the cooking opportunities into a comprehensive cooking class curriculum that spans the scope of the growing season and showcases local, seasonal produce, continuing to emphasize DIY tips, and accessible, delicious recipes (Hightower, M., *Summer 2013 Internship Self-Evaluation Paper*). Such efforts to reach underserved community members will increase access and understanding about locally sourced produce.

- Leverage farmers and other relevant stakeholders' support for collective marketing efforts that are perceived as "win-win" for all.

Stakeholders were supportive of collaborative efforts to market local products through this *Buy Local* marketing campaign. Additionally, natural resource management research validates the advantages of collective action (i.e., voluntary action by one group to pursue shared purposes) for such things as innovation/technology adoption and efficient, sustainable and/or equitable resource use.

In conclusion, evaluative data indicate this initiative fully met or exceeded outlined objectives and deliverables. There is also clear support among key regional stakeholders such as farmers for additional marketing enhancement strategies moving forward.

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APPENDIX A—Activity Summary for Full FMPP Grant Period¹

Marketing Activity B Online Marketing	Activity Volume/Totals	Comments
Blog posts	<ul style="list-style-type: none"> 7 blogs written and posted. Guidelines and Tips for Guest Bloggers written and distributed. 	Baseline assumption that volunteers would create all blog content did not occur.
CCCD Website	<p>Consumer-oriented “Find a Local Farm” web page created. Resources to assist in locating a farm stand, PYO, and farmers markets included on webpage.</p> <ul style="list-style-type: none"> PDF Local Farm Guide added. 1/1/13 thru 9/30/14: 5,002 unique visitors to the CCCD website. 14,804 page views. 71% of all visitors were new to the CCCD website. 17% of visits used mobile or tablet devices. After the home page, “Find a Local Farm” page was most visited page on website, with 1,080 page views. 	<p>http://cheshireconservation.org/find-a-farmer</p> <p>New page has proven very popular and has helped attract a wider audience to the CCCD web site, including consumers.</p>
Marketing Activity C Advertising	Activity Volume/Totals	Comments
Advertising in Keene Sentinel. Subscription base: 10,623.	<p>6 ads in daily paper over 4 week period. 4 ads in daily paper over 4 week period. 10 ads in daily paper over 4 week period. 10 ads in daily paper over 4 week period. 7 ads in special ELF weekly insert.</p> <ul style="list-style-type: none"> Total of 393,051 reader impressions during grant period. 	Part of 5 print campaigns over the 2 year grant period.
Advertising Online in Keene SentinelSource	<p>26,914 online impressions over 4 week period. Click through rate: 83. 53,000 online impressions over 4 week period. Click through rate: 99. 65,463 online impressions over 4 week period. Click through rate: 88. 65,005 online impressions over 4 week period. . Click through rate: 104.</p> <ul style="list-style-type: none"> Total of 213,382 viewer impressions during the grant period. 	In-story online ad (part of the first campaign). Part of 5 print campaigns over 2 year grant period. Half tower ad for all other campaigns
Advertising in Monadnock Shopper News Subscription base: 42,374. Free publication delivered to all households in the area – effectively reaches low income households.	<p>5 ads in weekly paper 5 ads in weekly paper 7 ads in weekly paper 7 ads in weekly paper</p> <ul style="list-style-type: none"> Total of 1,016,976 reader impressions during grant period. 	Part of 5 print campaigns over 2 year grant period.

¹ Compiled by Dave Deziel, Nebesek Marketing and Communication

Advertising on WKBK/WKNE (Audience numbers not available). Free broadcasts reaching entire FMPP geographic area, including low income households.	<p>197 spots WKBK over 5 week period 196 spots WKNE over 5 week period 200 spots WKBK over 5 week period 200 spots WKNE over 5 week period 80 spots WKBK over 5 week period 80 spots WKNE over 5 week period 80 spots WKBK over 5 week period 80 spots WKNE over 5 week period</p> <ul style="list-style-type: none"> Total of 1,113 thirty second ads during grant period. 	4 radio campaigns over 2 year grant period.
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Marketing Activity D Print/Collateral Material	Activity Volume/Totals	Comments
Guide to Local Farms	Published two times, during the Summer, in the Monadnock Shopper News. Full 2-page center spreads in the newspaper.	Once each year during the 2 year grant period.
Guide to Local Farms	Online PDF version of the Guide was created and made available via the CCCD website. http://cheshireconservation.org/find-a-farmer	Once each year during the 2 year grant period. This exceeded grant deliverables for the Guide.
Guide to Local Farms	Printed versions were created (additional funding from C&S Wholesale) leveraging the grant.	Q: 750 in 2013 Q: 1,000 in 2014
Promotional collateral	2 rack card-style handouts printed during the 2 year grant period	Q: 2,500 each. 5,000 in total printed.
Marketing Activity E PR/Social Media	Activity Volume/Totals	Comments
Press Releases	10 press releases and articles. Submitted to 7 local, regional and state publications.	Released during the 2 year grant period.
Facebook	<p>New CCCD Facebook page created Q1 2013.</p> <ul style="list-style-type: none"> From zero to 137 Likes for Facebook page by 12/31/13. 137 to 232 Likes for Facebook through end of grant period, 9/30/14. All Likes are organic (not paid). During the grant period only 1 “unlike” occurred. CCCD Posts during the grant period: 120 (estimate) Daily Reach of Page Posts: The number of people who saw any CCCD Page post during the grant period: 5,456. Two thirds of CCCD Facebook Likes are women. 	Significant engagement over the grant period, with a substantial spike in Likes during Q1 2014.
YouTube	CCCD YouTube Channel was completely updated – graphics and content.	Baseline assumption that volunteers would create all video content did not occur.

Where Does Your Food Come From? With Monadnock Farm-Fresh, You Know!



Vegetables, fruits, meats, eggs and dairy grown locally are better tasting, more nutritious, and keep longer than anything harvested and processed hundreds (or thousands) of miles away.

Buy From a Monadnock Farm Today

Fresh, local farm-grown foods offer more variety, support and build our local economy, and help the environment.

Try it! Buy a few things from a nearby farm stand or farmers' market for dinner. Enjoy an hour or two at a pick-your-own farm. Buy a share from a CSA (Community Supported Agriculture) farm.

Once you try local farm-grown, we're confident you'll want more!



Find a Local Farm or Farmers' Market

There are dozens of Cheshire County farms that grow a wide range of foods and sell directly to consumers. There are also several area farmers' markets. To find one that's right for you, visit:

www.MonadnockFarms.org
[www.Facebook.com/CheshireCCD](https://www.facebook.com/CheshireCCD)

This promotion is made possible through a grant awarded to the Cheshire County Conservation District from the USDA's Farmers Market Promotion Program and administered by the County of Cheshire.



MONADNOCK FARM-FRESH!

**Shop at a Local Farm Stand,
Farmers' Market, or Pick-Your-Own Farm Today!**

You'll love Monadnock farm-fresh dairy, fruits, vegetables, and meats. The flavor is incredible and everything is packed with nutrition. Buying local helps support our local economy too. And it's fun to visit a farm or farmers' market!

Find a farm near you at MonadnockFarms.org.

www.MonadnockFarms.org
www.Facebook.com/CheshireCCD

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MONADNOCK FARM-FRESH!

Discover Your Favorite Local Farm Stand, Pick-Your-Own Farm, or Farmers' Market

When it comes to local farms and foods, there's plenty to explore! It's a delicious and nutritious journey of discovery. You'll love Monadnock farm-fresh dairy, fruits, vegetables, and meats. Where will you find your favorite farm? Start here, at MonadnockFarms.org.

www.MonadnockFarms.org

www.facebook.com/CheshireCCD

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MONADNOCK FARM-FRESH!



Fresher tasting and more nutritious than foods shipped thousands of miles, there's nothing like locally grown and produced food for you and your family.

Find a local farm stand, Farmers' Market, CSA farm, or pick-your-own farm and start eating better today!

www.MonadnockFarms.org
 www.facebook.com/CheshireCCD

Sponsored by: Cheshire County Conservation District

Enjoy the Goodness of Foods Grown Right Here at Home



Local means fresh! And fresh means great taste and nutritious, healthy eating



Local is affordable. Fresh foods keep longer at home. And your family will eat what tastes good (less wasted food and money)



Discover the joys of eating in-season. Enjoy local varieties of fruits, vegetables, meats and dairy as they mature and are harvested



It's fun! Visiting a farm, buying direct from farmers and shopping at farmers' markets is an exciting, authentic connection with our local roots

MONADNOCK FARM-FRESH!

Buying from your local farmer supports our local economy. Twice as much of your dollar stays in the community when you buy local!



It's good for the environment. Strong farms keep historic landscapes open and our heritage of small farming active and productive



It's OK to start small! Try it. Buy something new each week. Explore the delicious choices offered by local farms



www.MonadnockFarms.org



www.facebook.com/CheshireCCD

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MONADNOCK REGION GUIDE TO LOCAL FARMS

ABENAKI SPRINGS FARM

Farm Owner: Bruce Bickford
Address: PO Box 33, Walpole, NH 03608
Phone: 603-209-7100
Online: www.abenakispringsfarm.com
Email: info@abenakispringsfarm.com
How we sell: Farm Stand; CSA; Farmers Markets
What we sell: Certified organic vegetables and small fruit.

ALYSON'S ORCHARD

Farm Owner: Susan H. Jasse
Address: 57 Alyson's Lane, Walpole, NH 03608
Phone: 603-756-9800
Online: www.alysonsorchard.com
Email: melissa@alysonsorchard.com
How we sell: Farm Stand; Pick-Your-Own; Select Local Retailers
What we sell: PYO blueberries, raspberries, and tree fruit including heirloom variety apples, peaches, plums, and pears.

BACK MOUNTAIN BEEFALO FARM

Farm Owner: John and Dawn Baybutt
Address: 161 Onset Road, Bennington, NH 03442
Phone: 603-762-8238
Online: NA
Email: jbaybutt@granitegorge.com
How we sell: Farm Stand
What we sell: Natural grass fed beefalo, natural pork and turkey, natural compost, weathered stone for landscaping, native sawn lumber.

BERYL MOUNTAIN VIEW FARM

Farm Owner: Marion Ingoldsbys Trust
Address: 546 Forest Road, Alstead, NH 03602
Phone: 603-835-6509
Online: NA
Email: berylmtnviewfarm@comcast.net
How we sell: Farm Stand; Select Local Retailers
What we sell: Grass fed full-blood, low fat & cholesterol healthy choice Beefalo meat.

BO-RIGGS CATTLE COMPANY

Farm Owner: Dana, Tiffany, Olivia, and Victoria Briggs
Address: 232 River Road, Westmoreland, NH 03467
Phone: 603-370-1877
Online: www.bo-riggscattle.com
Email: brcc@myfairpoint.net
How we sell: Farm Stand; Farmers Markets; Select Local Retailers
What we sell: Black Angus beef born and grown in Cheshire County. Ground beef, stew beef, short ribs, and steaks.

BROOKFIELD FARM

Farm Owner: Christian and Holly Gowdy
Address: 460 Old Drewsville Rd., Walpole, NH 03608
Phone: 603-445-5104
Online: www.brookfieldfarmgrassfedmeats.com
Email: cdgowdyco@aol.com
How we sell: 94% **What we sell:** Certified organic farm selling 100% grass-fed beef, greenhouse veal, pastured lamb and pork, 100% browsed chevon (goat meat).

CHESHIRE GARDEN

Farm Owner: Patti Powers and Ralph Legrande
Address: 227 Burt Hill Road, Winchester, NH 03470
Phone: 603-239-4173
Online: www.cheshiregarden.com
Email: patti@cheshiregarden.com
How we sell: Farm Stand (by appointment); Farmers Markets; Select Local Retailers
What we sell: Preserves, mustards, vinegars and sauces from our organically grown berries, fruit, herbs, and vegetables.

COOK HILL FARM

Farm Owner: Michael and Jean Balamuth
Address: 71 Cook Hill Road, Alstead, NH 03602
Phone: 603-835-2592
Online: NA
Email: cookhillfarm@gmail.com
How we sell: Farmers Markets
What we sell: From seed and heirloom stock; trees, shrubs, perennials, edibles, vegetables, fruits, flowers, and herbs.

CRESCENDO ACRES FARM

Farm Owner: Russ and Diana Fiorey
Address: 21 Carpenter Road, Surry, NH 03431
Phone: 603-352-9380
Online: www.crescendoacres.com
Email: rfiorey@ne.rr.com
How we sell: Farm Stand, Farmers Markets
What we sell: Alpaca yarn, handmade alpaca fiber items, alpaca socks, Christmas trees, maple syrup, blueberries.

EARTH HAVEN FARM

Farm Owner: George & Mary Iselin and Family
Address: 151 Laurel Street, Marlborough, NH 03455
Phone: 603-876-4036
Online: www.earthhavenfarm.com
Email: ehf@maryiselinfineart.com
How we sell: Farm Stand
What we sell: Grass-Fed Beefalo meat; registered Romney sheep, lambs, handspinning fleece; hay; maple syrup.

EAST HILL FARM

Farm Owner: Sheri St Larent
Address: 460 Monadnock Street, Troy, NH 03465
Phone: 603-242-6495
Online: www.east-hill-farm.com
Email: info@east-hill-farm.com
How we sell: Farm Stand
What we sell: We sell meats including pork, beef, lamb, turkey and whole chickens, livestock and yarn and farm stands.

ECHO FARM PUDDINGS

Farm Owner: Courtney and Beth Hodge
Address: 573 Chesterfield Road, Hinsdale, NH 03451
Phone: 603-336-7706 x.11
Online: www.echofarmpuddings.com
Email: beth@echofarmpuddings.com
How we sell: Select Local Retailers
What we sell: Premium, all natural, Gluten Free, and Certified Humane.

EDGEFIELD FARM

Farm Owner: Bill Foshier
Address: 97 Old County Road, Westmoreland, NH 03467
Phone: 603-399-9975
Online: www.edgefieldsheep.com
Email: bill@edgefieldsheep.com
How we sell: CSA; Farmers Markets; Select Local Retailers
What we sell: Pasture-raised meats - lamb, pork, chicken, and turkey. Eggs from pastured free-range hens. Vegetables - winter greens from our high tunnel.

FARMER JOHN'S PLOT

Farm Owner: Non-profit working farm
Address: 26 Chesham Road, Dublin, NH 03444
Phone: 603-289-5927
Online: www.farmerjohnsplot.org
Email: farmerjohnsplot@gmail.com
How we sell: Farm Stand; CSA; Farmers Markets; Select Local Retailers
What we sell: Pasture-raised: chickens, heritage turkeys, lamb, beef, and eggs; 20 week CSA; farm stand produce, meats and other area farm products.

FERTILE FIELDS FARM

Farm Owner: Lori Schreier and James Warren
Address: 916 River Road, Westmoreland, NH 03467
Phone: 603-399-7772
Online: www.fertilefieldsfarm.com
Email: schreierlori@aol.com
How we sell: CSA; Farmers Markets
What we sell: Organic vegetables, melons, raspberries, strawberries, herbs, and composting worms.

FLYING CLOUD DAIRY

Farm Owner: Bill Jahos
Address: 426 Hill Road, Alstead, NH 03602
Phone: 603-835-2519
Online: NA
Email: bjahos@comcast.net
How we sell: Farm Stand; Select Local Retailers
What we sell: Certified organic milk from cows fed only grass.

FOGGY HILL FARM

Farm Owner: Christine and Andy Pressman
Address: 331 Squantum Road, Jaffrey, NH 03452
Phone: 603-593-5325
Online: www.facebook.com/FoggyHillFarmNH
Email: foggyhillfarmer@gmail.com
How we sell: CSA
What we sell: Organic vegetables, honey, herbs and flowers.

FULL MEASURE FARM

Farm Owner: Nancy & John Hann
Address: 60 Wolf Tree Road, Winchester, NH 03470
Phone: 603-239-4006
Online: NA
Email: nancyhann10@gmail.com
How we sell: Farm Stand; Online
What we sell: We sell fleece online through Ravelry as "nancy-wolftree" as well as breeding lambs and grass fed lambs.

GOATS ROCK DAIRY

Farm Owner: Evan Laurie
Address: 21 Whitney Stage Road, Gilsum, NH 03448
Phone: 603-355-1866
Online: www.facebook.com/pages/Goats-Rock-Dairy/159337190911182?ref=ts
Email: goatsrockdairy@gmail.com
How we sell: Farmers Markets; Select Local Retailers
What we sell: We make artisan quality farmstead goat cheese

GREAT BROOK FARM

Farm Owner: The Graves Family
Address: 437 County Road, Walpole, NH 03608
Phone: 603-756-4358
Online: www.facebook.com/pages/MILKHOUSE-FARM-STORE-AT-GREAT-BROOK-FARM/111514138861365
Email: cindy@gallowayservices.com
How we sell: Farm Stand
What we sell: Raw cows' milk, organic eggs, raw honey, Boggy Meadow Cheese, our own ground beef, maple syrup.

GREEN WAGON FARM

Farm Owner: Bill Jarrell
Address: Court Street, Keene, NH 03431
Phone: 603-313-5130
Online: www.facebook.com/greenwagonfarm
Email: greenwagonfarm@gmail.com
How we sell: Farm Stand
What we sell: A wide range of fresh fruits, vegetables.

HILLSIDE SPRINGS FARM & CSA GARDEN

Farm Owner: Frank Hunter & Kim Peavey
Address: 32 Comerford Rd, PO Box 233, Westmoreland, NH 03467
Phone: 603-399-7288
Online: www.hillsidespringsfarm.com
Email: hillsidespringsfarm@gmail.com
How we sell: CSA
What we sell: Vegetables, herbs, flowers, apples, and apple cider.

HOLLAND HOMESTEAD FARM

Farm Owner: Scott and Rebecca Holland
Address: 111 Gleason Falls Rd, Hillsborough, NH 03244
Phone: 424-888-GOAT
Online: www.hollandhomestead.com
Email: info@hollandhomestead.com
How we sell: Farmers Markets; Select Local Retailers
What we sell: Goat milk products. Handcrafted soap, lotions and scrubs. Goat milk, pork and poultry for sale seasonally.

KNIGHT FARM

Farm Owner: Aaron Knight
Address: 186 Black North Road, Acworth, NH 03601
Phone: 603-835-9077
Online: NA
Email: knightfarm11@yahoo.com
How we sell: Farm Stand; Select Local Retailers
What we sell: Raw milk, yogurt and cheddar cheese.

LINDEN APIARIES

Farm Owner: Charles Frederick Andros
Address: 18 MacLean Road, Alstead, NH 03602
Phone: 603-756-9056
Online: www.facebook.com/cfandros?ref=tn_tnmm
Email: lindenap@gmail.com
How we sell: Farm Stand; Select Local Retailers
What we sell: 47 colonies for unheated honey, fresh-frozen pollen, propolis tincture, beeswax, candles, apitherapy, nuclei, polination, paraffin-treated woodenware, and beekeeping supplies.

MANNING HILL FARM

Farm Owner: Samuel Canonica & Sarah Costa
Address: 79 Old Manning Hill Road, Winchester, NH 03470
Phone: 603-239-4397
Online: www.manninghillfarm.com
Email: info@manninghillfarm.com
How we sell: Farm Stand; Farmers Markets; Select Local Retailers
What we sell: Glass bottled milk, eggs, pastured meats by the cut of beef, pork, and chicken; maple syrup; hay.

MAPLE LANE FARM & ORCHARD

Farm Owner: Julie Barrett
Address: 220 Gunn Road, Keene NH, 03431
Phone: 603-352-2329
Online: www.facebook.com/maplelanefarm.keene.nh
Email: jcbgarden@yahoo.com
How we sell: Farm Stand; Pick-Your-Own
What we sell: PYO & ready-picked apples, apple cider, maple syrup, honey, pumpkins, winter squash, fall mum & decorations.

MAYFAIR FARM

Farm Owner: Sarah Heffron & Craig Thompson
Address: 31 Clymers Drive Harrisville, NH 03450
Phone: 603-827-3925
Online: www.MayfairFarmNH.com
Email: mayfairfarm@gmail.com
How we sell: Farm Stand; CSA; Farmers Markets; Select Local Retailers
What we sell: Pasture raised lamb, pork, beef and poultry, raw milk, fruit and berries and value-added products: artisanal sausage, prepared foods and pastry.

MONADNOCK BERRIES

Farm Owner: Fenella and Anthony Levick
Address: 545 West Hill Road, Troy, NH 03465
Phone: 603-242-6417
Online: www.monadnockberries.com
Email: monadnockberries@gmail.com
How we sell: Pick-Your-Own; Farm Stand; Farmers Markets; Select Local Retailers
What we sell: PYO blueberries, raspberries, currants and gooseberries. Peaches, apricots, nectarines, plums, apples, and pears. Our own fruit jams.

NYE HILL FARM

Farm Owner: Deb and Anthony Kline
Address: 250 Middletown Road, Roxbury, NH 03431
Phone: 603-355-1277
Online: www.nyehillfarm.com
Email: anthony@nyehillfarm.com
How we sell: Select Local Retailers
What we sell: We are committed to providing the healthiest, highest quality produce while honoring our respect for the land.

OLD BRIDGE FARM

Farm Owner: Bill and Colleen Lauer
Address: 694 Old Homestead Highway, Swanzey, NH 03446
Phone: 603-903-0850
Online: www.oldbridgefarm.net
Email: cwlaue@ne.rr.com
How we sell: Farm Stand; Farmers Markets; Select Local Retailers
What we sell: Organically grown vegetables, blueberries, eggs, alpaca products, Adirondack chairs.

OLD CIDERPRESS FARM

Farm Owner: Angie & Marius Hauri
Address: 119 Thompson Road, Westmoreland, NH 03467
Phone: 603-399-7210
Online: NA
Email: oldciderpressfarm@yahoo.com
How we sell: Pick-Your-Own; Farm Stand
What we sell: Over 70 varieties of heirloom apples, apple pies, turnovers, heirloom cider (non-pasteurized), chestnuts.

PATRICK'S HILL FARM ELEMENTAL DESIGNS

Farm Owner: Susan Weaver and Ted Lenk
Address: 115 Log Cabin Road, Nelson, NH 03457
Phone: 603-847-9763
Online: NA
Email: elementalfiber@gmail.com
How we sell: Farmers Markets; Select Local Retailers
What we sell: Veggies, eggs, & wool products (fleece, roving, yarn, lambskins and finished goods) as well as Romney and Romney cross lambs for breeding stock or freezer.

PETE'S STAND

Farm Owner: The Janiszyn Family
Address: Route 12, Walpole, NH 03608
Phone: 802-376-9737
Online: www.facebook.com/PetesStand
Email: teresajaniszyn@hotmail.com
How we sell: Farm Stand
What we sell: A wide selection of locally grown, fresh-picked vegetables and fruits. Specializing in sweet corn, tomatoes & Fall produce.

PHOENIX FARM

Farm Owner: The Kerman Family
Address: 350 Troy Road, Marlborough, NH 03455
Phone: 603-876-4562
Online: www.phoenixfarm.org
Email: info@phoenixfarm.org
How we sell: Farm Stand; CSA (meat & eggs); Select Local Retailers
What we sell: Egg shares, meat shares for pigs and chicken; freezer space; pasture raised pork, chicken, and lamb; chicken, duck, and goose eggs.

PICADILLY FARM

Farm Owner: Jenny and Bruce Wooster
Address: 264 South Parrish Road, Winchester, NH 03470
Phone: 603-239-8718
Online: www.picadillyfarm.com
Email: csa@picadillyfarm.com
How we sell: CSA; Select Local Retailers
What we sell: CSA shares: 25 weeks June-Nov, 12 weeks June-Sept, and 2 storage boxes in December. Farm pick-up or delivery to Keene, pork in the fall.

PJA PIONEER GARDENS

Farm Owner: Pioneer Junior Academy Elementary School & Country Clipper Gardening Services
Address: 13 Mount Gilboa Road, Westmoreland, NH 03467
Phone: 603-762-2517
Online: www.pioneerjunioracademy.org
Email: doug@thetekoa.org
How we sell: Farm Stand, CSA; Farmers Markets, Select Local Retailers
What we sell: Joint agriculture education program; fruits, vegetables, herbs, heirloom seed, flowers, and winter crops.

RUFFLED FEATHERS FARM

Farm Owner: Karin Asseng
Address: 210 Newell Pond Road, Marlow, NH 03456
Phone: 603-446-9474
Online: www.facebook.com/RuffledFeathersFarmNh
Email: ruffledfeathersfarm@gmail.com
How we sell: Farm Stand; Farmers Markets
What we sell: Veggie starts, potted herbs, eggs, chickens, rabbit, pork, maple syrup & poultry processing.

SHATTUCK FARM

Farm Owner: Daniel & Travis Shattuck
Address: 474 Great Road, Jaffrey, NH 03452
Phone: 603-532-8356
Online: NA
Email: shattuckfarm@gmail.com
How we sell: NA
What we sell: Fresh eggs and in-season and vegetables. Baled first and second cutting hay from fertilized fields.

STONEWALL FARM

Farm Owner: Non-profit organization
Address: 242 Chesterfield Road, Keene, NH 03431
Phone: 603-357-7278
Online: www.stonewallfarm.org
Email: abettler@stonewallfarm.org
How we sell: Farm Stand; Pick-Your-Own; CSA; Select Local Retailers
What we sell: An educational farm with a certified organic dairy, CSA gardens. The Farm Store is open year round.

STUART & JOHN'S SUGARHOUSE

Farm Owner: Stuart Adams & John Matthews
Address: 31 Rte 63, Westmoreland, NH 03467
Phone: 603-399-4486
Online: www.stuartandjohnssugarhouse.com
Email: sradams@stuartandjohns.com
How we sell: Farm Stand, Select Local Retailers
What we sell: We sell Pure NH Maple Syrup all made at our sugarhouse. Offering retail and wholesale.

SUNFLOWER FIELD FARM

Farm Owner: Craig and Judy Unger-Clark
Address: 107 Fitzgerald Road, Rindge, NH 03461
Phone: 603-899-2817
Online: NA
Email: junger@myfairpoint.net
How we sell: Rindge Farmers Market
What we sell: Maple syrup, organically grown produce, cut flowers.

TEKOA HERITAGE GARDENS

Farm Owner: Tekoa Missions Inc.
Address: 36 Old New Ipswich Rd, Rindge NH 03461
Phone: 603-762-2517
Online: www.thetekoa.org
Email: doug@thetekoa.org
How we sell: Farm Stand, CSA, Farmers Markets, Select Local Retailers
What we sell: Adult Agriculture Education program, fruits, vegetables, herbs, heirloom seed, flowers and winter crops.

THE 1780 FARM

Farm Owner: Jeanny & Richard Aldrich
Address: 89 Winchester Rd., Chesterfield, NH 03443
Phone: 603-363-4476
Online: www.the1780farm.com
Email: the1780farm@live.com
How we sell: Farm Stand; Pick-Your-Own; CSA; Select Local Retailers
What we sell: PYO blueberries, raspberries, and strawberries, Organically grown vegetables, herbs. Pastured organic poultry, pork, beef and Lamb by the cut; cheese, ice cream, pudding, maple syrup, fresh bread and eggs, homemade jellies, jams, apple sauce, apple butter, chutney.

THE HERON'S HALF

Farm Owner: Chris Hayhurst
Address: 111 South Village Road, Westmoreland, NH 03467
Phone: 603-991-9234
Online: www.facebook.com/theheronshalf
Email: theheronshalf@gmail.com
How we sell: Farmers Markets
What we sell: Sustainably grown, hand-cultivated vegetables, especially salad greens.

THE RED FOX FARM

Farm Owner: The Beal Family
Address: 82 Tolman Road, Troy, NH 03465
Phone: 603-242-3441
Online: NA
Email: sharenjbeal@yahoo.com
How we sell: Farm Stand (by appointment)
What we sell: Chickens, eggs, veggies, tree seedlings.

TRACIE'S COMMUNITY FARM

Farm Owner: Tracie Smith
Address: 72 Jaffrey Road, Fitzwilliam, NH 03447
Phone: 603-209-1851
Online: www.traciesfarm.com
Email: farmertracie@hotmail.com
How we sell: CSA; Farm Stand; Pick-Your-Own; Select Local Retailers
What we sell: Spring, Summer & Fall CSA shares. Farmstand vegetables, herbs and flower plants, eggs, ice cream, & bread.

UP THE HILL FARM

Farm Owner: Hilary Baker & Art Scott
Address: 281 Old Hinsdale Road, Ashuelot, NH 03441
Phone: 603-726-0430
Online: www.facebook.com/upthehillfarm
Email: artscott.away@gmail.com
How we sell: Farm Stand; Farmers Markets; Select Local Retailers
What we sell: Organic vegetables, fresh ginger, heritage pork, poultry & eggs, farm-made breads, pesto, and more.

VERA FLORA FARM

Farm Owner: Sarah Barkhouse
Address: Hammond Hollow Rd, Gilsum NH 03448
Phone: 603-313-5159
Online: www.veraflorafarm.com
Email: veraflorafarm@gmail.com
How we sell: Pick-Your-Own (by appointment); Farmers Markets; Select Local Retailers
What we sell: Organically grown, seasonal cut flowers. Late June through Early October.

WALKABOUT FARM

Farm Owner: Todd Horner
Address: 15D Callies Common, Peterborough, NH 03458
Phone: 207-251-6163
Online: www.walkaboutfarm.org
Email: todd@walkaboutfarm.org
How we sell: Farm Stand; CSA
What we sell: Organic vegetables, flowers, and herbs. Fresh farm eggs!

WALPOLE MOUNTAIN VIEW WINERY

Farm Owner: Virginia Carter
Address: 114 Barnett Hill Rd., Walpole, NH 03608
Phone: 603-756-3948
Online: www.bvineyard.com
Email: vineyard@sover.net
How we sell: Farm Stand; Farmers Markets; Pick-Your-Own; Select Local Retailers
What we sell: Wine, grapes, raisins at the winery.

WALPOLE VALLEY FARMS

Farm Owner: Chris & Caitlin Caserta
Address: 663 Wentworth Rd., Walpole NH 03608
Phone: 603-756-2805
Online: www.WalpoleValleyFarms.com
Email: chris@walpolevalleyfarms.com
How we sell: Farm Stand; Farmers Markets; Select Local Retailers
What we sell: Diversified pasture-based farm specializing in 100% grass-fed and finished beef, pasture-raised pork, grass-fed lamb, pasture-raised chicken and turkey, eggs from pasture-raised hens, garlic, berries, jams, maple syrup.

WELLSCROFT FARM

Farm Owner: David Kennard
Address: 167 Sunset Hill Road, Harrisville, NH 03450
Phone: 603-827-3464
Online: www.wellscroftfarm.com
Email: info@wellscroft.com
How we sell: Farm Stand
What we sell: Naturally raised lamb sold by the whole or half animal. Greek and Italian lamb sausage. Chicken and duck eggs. Hay and composted manure. Agricultural fence systems.

WICHLAND WOODS

Farm Owner: David Wichland
Address: 64 High Street, Keene, NH 03431
Phone: 603-357-2758
Online: www.wichlandwoods.com
Email: wichlandwoods@hotmail.com
How we sell: Farmers Markets; Select Local Retailers
What we sell: We sell fresh mushrooms & mushroom: spawn, tea, art, education books and medicinal products.

THIS PROMOTION IS MADE POSSIBLE THROUGH A GRANT AWARDED TO THE CHESHIRE COUNTY CONSERVATION DISTRICT FROM THE USDA'S FARMERS MARKET PROMOTION PROGRAM AND ADMINISTERED BY THE COUNTY OF CHESHIRE.



- Resources & Partners
- Upcoming Events
- Find a Local Farm
- Make a Donation
- Sitemap
- Community Blog
- My Account

Newsletter

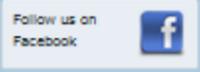
Email: *

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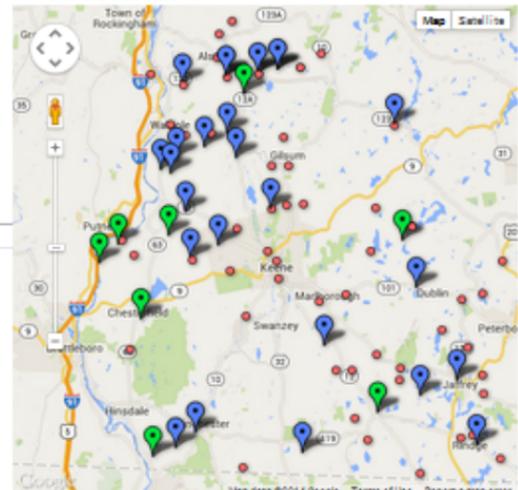
Solve this simple math problem and enter the result. E.g. for 1+2, enter 4.

Search this site:



Home

Find a Local Farm



- Green Marker** - CSA farm, visit us on share pick up day!
- Blue Marker** - we sell directly to the public from our farm, come on over during open hours!
- Red Dot** - please make an appointment before visiting our farm or buy our products at locations listed.

Buying locally grown and produced food is a terrific idea. Local vegetables, fruits, meats and dairy are loaded with benefits for you and your family. When you purchase directly from the farm, you're buying foods that are exceptionally fresh, nutritious, flavorful, economical and sustainable.

There are lots of farms in Cheshire County. In fact, there are well over 100 Cheshire County farms of varying size that grow a diverse array of foods and sell directly to consumers. But sometimes it's hard to know where to start.



- The Next Step to Finding Tasty Local Farm-Grown Foods!**
- 2014 Monadnock Region Guide to Local Farms
 - www.findcheshirefarm.com
 - www.monadnocktable.com/farm-directory - Monadnock Table Magazine also prints its directory in their quarterly magazine
 - www.localjournal.org
 - Harvest to Hand (this is a Mobile App. Visit www.harvesttohand.com)

Enjoy Shopping at a Local Farmers' Market

- Here's a listing of where you'll find a farmers' market in Cheshire County:
- Keene Farmers Market** - Tuesday and Saturday 9am-1pm (May - October) on Gibb Ave, Keene, NH (behind Margartax) www.keenefarmersmarket.com
<http://www.facebook.com/keenefarmers>
 - Walpole Farmers Market** - Friday 4-6pm (May 16 - October 10) Walpole Town Common, Walpole, NH
www.walpolefarmersmarket.com
 - Jeffrey** - Saturday 9am-12pm (June 21 - September 12) Downtown Jeffrey, Jeffrey, NH
 - Rindge** - Thursday 3-6pm (May 15 - October 2) Intersection of Route 202/Bradford Street, Rindge, NH
 - Hemaville** - Friday 5:30-7:00pm (June 20 - August 22) at the Hemaville Mill Complex in Hemaville, NH

By the way, it's OK to start small! Don't feel that you have to abandon your regular grocery store to buy directly from a local farm. Buy a few things from a nearby farm stand or farmers' market. Buy a share from a CSA (Community Supported Agriculture) farm. Enjoy an afternoon at a Pick-Your-Own farm or orchard. Once you try farm-direct local food, we're confident you'll be back for more!

This project is made possible through grant funds awarded to the Cheshire County Conservation District from the USDA's Farmers Market Promotion Program and administered by the County of Cheshire.

Recent News

Gleaning Program now available in the Monadnock Region!
-- Please contact info@everythingfarm.com for more info and to get involved

Everythingfarm.com
Buy • Sell • Farm
JOIN US FREE!
NH's Farmer-To-Farmer Exchange