FARM
Born & Raised

Bill
OWNERS
Judie

MeadowCroft Farm
Heirloom Pickles • Relishes • Salsas
Pepper Jellies • Fruit Jams

AUGUSTA COUNTY VA

5th Generation
1,500 acre family farm
Dairy — Feedlot
Cow Calf — Sheep

3rd Generation
100 acre family farm
Cattle — Sheep
Owned and operated a floral business 22 years

7 Children • 7 Grandchildren
• Looking for a personal income

• Children have graduated from college and left the farm
  leaving us with extra produce
• Began researching agritourism — agribusiness

• Attended the Staunton Augusta Farmers’ Market with 11
  family recipes of canned pickles, relishes, and pepper jellies
• At the end of the 1999 market season I was offered a contract for a large amount of product
• Built a commercial kitchen on the farm

• Became certified for acidified food processing through Virginia Tech

• Had products approved by FDA

• Joined Virginia’s Finest — Virginia Dept of Agriculture and Consumer Services

• Became an LLC — MeadowCroft Farm aka “The Pickle Factory”

• Grew more produce and hired our first employee
• Farming operation lost three partners in three years

• Farm went into estate

• HOW CAN WE KEEP THE FAMILY FARM?

• Regroup — Restructure — Diversify

• Developed a direct marketing strategy
• Bill comes on board full time in sales
• Began marketing products through 40+ trade shows in East coast metropolitan areas
• Began marketing wholesale products to gift and gourmet stores through the Atlanta Merchandise Mart
• Designed our first website for reorders
• Hosted our Annual Christmas Open House at the Farm
• School groups and tours
• Began restoration of cabins for guests visiting the Farm
• We now have 7 full-time employees and seasonal staff
• Process 60+ All Natural Heirloom products
• Grew over 22,000 lbs of produce in 2014— we grow 50%
  or more of what we use
• Redesigned our E-commerce website highlighting “The Pickle Factory”, The Farm, The Inn at MeadowCroft, and Animals on the Farm
• Incorporated social media via Facebook and ConstantContact
Advice for Success

• Every successful person has failed at least once
• Never give up on your dreams
• Stay grounded
• Be patient
• Work diligently
• Pass it on
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SCAN or TEXT to join our secure mailing list and receive our monthly newsletter.

It’s easy to join our mailing list!

Just send your email address by text message:

Text MEADOWCROFT to 22828 to get started.