

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



7 Children • 7 Grandchildren

3rd Generation

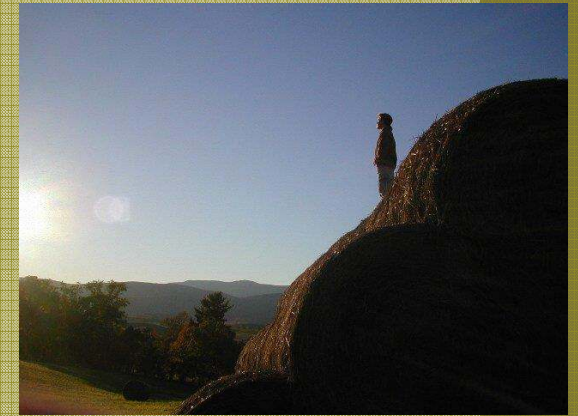
100 acre family farm

Cattle — Sheep

Owned and operated a floral
business 22 years



- 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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Just send your email address
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Text
MEADOWCROFT
to **22828** to get started.

