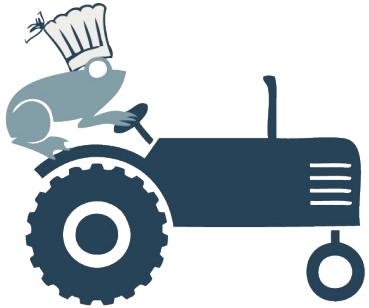


# Picnics & Hiking



FROG HOLLOW  
FARMSTEAD

REGENERATIVE FARMING, KITCHEN & MARKET



# Our Story

- Family of 6.
- Moved to Vermont - 3/25/2020 from a small suburban town on the west side of Cleveland.
- Started our farm with the intention of growing and selling vegetables at the farmers markets, then later adding in specialty foods and dinners.



# 2020 Roadblocks

- We couldn't get into farmers markets.
- We couldn't meet our neighbors.
- We were growing produce with no where to sell it.
- What could we do?



# The Pivot.

- We began making specialty foods from our produce we couldn't sell and created an online store.
- We opened a farm stand on our property.
- We got connected with UVM and Vermont Open Farm Week.
- We opened our farm to visitors.



# Vermont Open Farm Week

- We created a 1.5 mile hike around our farm simply with a mower and some wood signs.
- We moved our existing lawn furniture around the farm.
- We had over 200 people visit our farm in 5 days!

*Vermont Open Farm Week*

## FROG HOLLOW FARMS

### *Picnic Menu*

Picnics must be purchased 48 hours in advance. A cooler is recommended to carry your picnic on your hike.

### **FARM SANDWICH • \$15**

*herbed foccacia, local grass fed hanger steak, arugula, pickled radish relish, garlic aioli. served with a seasonal fruit salad, dessert and choice of beverage.*

### **SUMMER GREEN SALAD • \$10**

*farm specialty greens, purslane, leaf, lightly dressed with a vinaigrette and topped with pickled radishes, red onion, Creamery goat cheese, & calamansi served with herbed foccacia and choice of beverage*

### **PB&J • \$10**

*kid friendly, farm approved natural peanut butter, strawberry jam made right on the farm. served with seasonal fruit salad, sugar cookies and choice of beverage.*

### **NETTLE RAVIOLI • \$22**

*farm made nettle ravioli, generously stuffed with freshly made ricotta, brown butter sauce, toasted pine nuts. served with, grilled seasonal veggies, dessert and choice of beverage.*

### **CHEESE PLATE FOR 2 • \$30**

*local Vermont cheeses, charcuterie, seasonal fruits, farm crackers, crusty fresh farm bread*

FROG HOLLOW FARMS

farm walk  
& picnic



# A permanent plan.

- The picnics were so successful that we made it a part of our business plan.
- Each year we plan for 1 new thing to improve the picnics and hikes.



*weekend picnics*

9/18 - 9/20

grab a picnic lunch to have at the farm or take it to go!  
pre-order suggested with minimum 24 advanced notice. picnics also available in our farm stand on a first come first served basis.

**FRIED CHICKEN SANDWICH - \$9**  
buttermilk fried chicken, thick cut bacon, tomato relish, mizuna, on a farm fresh brioche bun. served with farmhouse chips with nettle salt.

**GAZPACHO & SALAD - \$9**  
freshly made gazpacho with tomatoes straight out of our tomato field. served with a summer harvest salad featuring our fresh greens, carrot & beet ribbons, feta cheese and our farmhouse vinaigrette.

**DESSERT**

maple glazed apple cake - \$5  
peach galette with whipped honey goat cheese - \$8

# Keys to our success

- Low cost start.
  - We use whatever we can find around our farm, first.
  - Keep it simple, don't over think it.
- We told our story through our farm and picnics.
  - We use our produce and meat whenever we can.
  - We tell a story in our social media and create flyers.
- We established clear expectations.
  - What will you provide? I.e. picnics, a trail, a port-a-potty.
  - What won't you provide? I.e. tables, we encourage blankets.
  - Self Guided.
- We gave ourselves grace, and kept an open mind.
  - Be open to feedback.
  - Be open to change.
  - There will be mistakes!

WELCOME TO:  
*Vermont Open Farm Week*  
sponsored by DigInVT

## *The Farm Walk*

WHAT YOU'LL SEE:

The Chickens  
The Berry Patch  
The Front Pasture - *sheep and cows*  
The Field  
The Future Orchard  
The Old Orchard -- *Picnic Stop and view of Lake Bomoseen*  
The Back Pastures and Woods  
The Barn

## *The Chickens*

HERITAGE BREED POULTRY

These aren't your grocery store chickens. Heritage breed chickens, that do well on pasture, are slow growing, and have been established prior to 1950.

They produce eggs in bold colors with rich yellow yolks, and have tender, juicy meat not pumped with antibiotics. Our chickens are pasture raised, and will soon be in their chicken tractor so they can move around the farm!

## *The Berry Patch*

HEIRLOOM BERRIES

This area will eventually be our berry patch. We have started a few berries this year, but our main focus has been pasture management with live stock and building the field.

# What will your guest experience be?

Will you have tables?

How will you mark your trail?

Will you have a restroom? Is it required to have one?

How will you mark safety concerns such as animals, electric fences, etc.

Walk your trail, and/or have a picnic yourself.

- Where will they park? Is it clearly marked?
- How will they check in? Do you have a waiver?
- Is it easy to get there or hard? How can you communicate that?
- Where will they dispose of trash?
- Will they check out?
- Will you allow dogs?



# Things to think about:

What are your goals for creating a picnic or hiking trail?

- is it strictly financial?
- Education?
- To introduce yourselves?

How will you implement that goal?

What are your challenges?

What can you do with what you already have?

What are the laws and regulations in your state or country?

**Talk to your neighbors!!!!**