

00:11 - Talk about the wheat.

00:44 - Making things from scratch - no wheat.

00:58 - End of summer availability.

01:11 - What else do you grow here?

- Herbs, corn, tomatoes, sweet corn, peppers, watermelon, cantaloupe, heirloom items - tomato, watermelon, onions.

01:55 - Reasoning behind gathering heirloom seeds.

- Before everything was genetically changed to hold shelf life longer.

02:14 - What happens when things are genetically altered; what they lose.

- Flavor, texture,

02:27 - Movement toward wanting more produce grown through heirloom seeds.

02:35 - "A lot of times, these old varieties [of seeds], you know, get lost."

02:40 - One of the varieties of their tomatoes actually *did* get lost for several years.

Farmer was able to find the seed in his barn and they were able to grow it again and keep it alive.

02:58 - Why aren't they so much more popular than if they're so much better?

03:00 - "Because they're very difficult to grow." If your farmer plants your standard Jersey tomato, you have a certain yield. Heirloom varieties yield have as much produce.

03:20 - Half the yield, rain problems - heirlooms crack - bug problems. Everything is magnified.

03:37 - More bugs = more pesticide?

03:42 - "All depends on the farmer."

03:51 - There's other things people can do to increase heirloom seed production.

- Plant marigolds next to them in your yard. Marigolds give off scent bugs don't like.
- Changing the place you plant them in your garden.

04:00 - Bugs go dormant right where tomatoes were planted in winter months; when it warms up, the bugs are right there again.

04:15 - This method is called crop rotation, and you can employ it the same way in your private home gardens that farmers do on their farms.

04:29 - More expensive to grow heirlooms? Pretty much - it can be.

04:36 - This roadside stand doesn't charge more for their heirloom products, but other farmers may not be so generous.

04:53 - Why charge more? More special care.

04:48 - Heirlooms are handed down generation after generation,

05:02 - so someone needs to recognize the seed as special for whatever reason and want to continue growing it each year.

05:16 - • Flavor, color (pink, white, black, orange, striped tomatoes)

05:22 - "Cut it open, it looks like tie-dyed." And it just tastes phenomenal.

05:30 - Someone was growing it and really fell in love with [the special characteristics], and passed it down to their children's to continue growing that crop."

05:45 - You have to track heirloom seeds down. But through the interwebs, "[farmers] can get their hands on seeds [they] wouldn't have been able to grow otherwise."

05:55 - Enables growers to try different things.

06:00 - German tomatoes, Italian tomatoes, Italian basil, etc. (this is actually really badass, not

gonna lie.)

06:25 - "Farmers are notoriously slow to answer e-mail 'cause they're out farming."

06:40 - Why it's really hard to get a hold of a farmer.

06:45 - They aren't restricted to one patch of land - rather, they have a few different growing areas, so at any point, they could be at one area. They have 9 acres they grow on where the interview was conducted, but they have over 300 acres in other places of Jersey.

06:55 - "We could be out at a farmers market or doing a restaurant order."

07:15 - Local harvests / Jersey Fresh.com and find your local farmer's e-mail to get in touch with them that way.

07:33 - the accountability factor.

07:46 - When buying produce grown in the continental US, USDA guidelines are strict. When purchasing produce grown outside of the country, the guidelines are less stringent.

07:50 - Products coming in from other countries can have stuff sprayed on it that's been banned from being used in the US for years.

08:10 - "But we still allow that produce to come into our country."

08:15 - Buy local (at least from US) so you don't have to worry about those things.

08:20 - Talk about the deliveries.

08:30 - The process involved taking it to the restaurants

08:50 - The chefs literally take the shipment right off of the farmers and instantly put the spices and herbs to use in the food they're making at the pizzeria.

09:00 - Keeping good relationships with the restaurant manager / customers, to grow certain things for them

09:15 - Customer feedback is important. Lettuce mix.

09:25 - "Last year was our first year growing broccoli rabe on the farm."

09:38 - They were selling so many more pizzas than they ever have before, and the difference was the fresh broccoli rabe.

10:00 - Will be you selling at the Kirby's market when they open?

• "Yes - every Sunday starting March 20th."

10:08 - How does that impact business? There's a lot of work to be done on the farm, and the market is an all day affair.

10:15 - "Doing farmers markets have become very valuable to us - get out in the community and spread the word / get new customers."

10:25 - New customers is what keeps local agriculture alive.

10:33 - "So many people don't know that we're here; they don't know there's a local farmer in their town growing produce, growing it naturally, without chemicals. They don't know the wide variety of things - the purple bell peppers or orange watermelon."

10:55 - We grow "things they'll never find in the grocery store."

11:05 - Making baby food, being able to ask the farmer how to go about doing it at the farmers market. Learn what some stuff is, learn about vegetables you may never have seen before.

11:20 - Talk to the grower and find out how *they* cook it.

• "Because everything we grow, we're making it in our own homes."

11:40 - Give people at the market their flyer so the customer now knows where to find them and

continue to shop/buy local. Helps build customer base.

11:50 - You find the "most passionate people that want to support local agriculture" out at these farmers markets.

12:05 - WIND!

12:10 - Other reasons to take the time out of their day - kinda messy 'cause of the wind. Hard to hear, but she mentions something about not having to drive far to purchase the stuff being grown local, I think.

12:55 - Anything growing right now?

13:15 - Herb rows.

13:40 - More herbs they're planning to move. Mint has been wintered over - going crazy, popping up all over.

13:50 - Since the area was taken over with mint, they'll move the chives and let the mint continue to grow.

14:20 - Qualities for mint - antiseptic, calm stomachs, keeping bugs/mice away

14:50 - on the way to the green house.

14:55 - They filmed a commercial for a restaurant opening in haddonfield - they filmed in the greenhouse. had to fake it because nothing was ready to cut in the winter. TV Magic.

15:30 - "So hot (because it's a green house) and we had to keep saying our lines over and over!"

15:40 - Entering the greenhouse and getting a view of the goods.

- Tomatoes, peppers, overflow.

16:00 - Transplanting.

- Little one-cups get sold to customers, the six-packs get planted.

16:25 - "Basically, it's like having thousands and thousands of babies. They need lots of attention - gotta keep an eye on them because it can get very hot in [the greenhouse] and you want to make sure they [don't] dry out."

16:40 - A lot of care, a lot of work.

16:45 - When the plants come out of the greenhouse, they're used to being babies. They're used to getting watered all the time, getting warm all the time at night. When they go outside, plants needed to be hardened.

17:00 If plants are taken from warm greenhouse and planted right away, they go into shock, get sick, possibly die.

17:15 - Take plants out on wagons and let them get accustomed to life outside the greenhouse before they get planted.

17:25 - The different plants require different dates of care. Short season, long season.

17:40 - They have to know to have tomatoes as long as possible - stagger the planting, stagger the lengths the crops will require to grow, that way they're always in stock.

17:50 - Eggplant.

18:20 - "Were you ever a teacher?" Great way of explaining things.

18:25 - Out at the markets, a lot of their jobs includes teaching people how to cook.

18:40 - You have all that produce, and a lot of people want to eat healthy but don't know how. So

the growers are there to not only supply the produce, but teach the common folks how to go about eating it.

18:44 - Passionate about nutrition, passionate about what they do.

18:50 - "This is not just a job to us, this is our family, our legacy. We do this for the community."

19:00 - Helping schools, helping those diagnosed with cancer, everyone having to eat healthier.

19:20 - Growing the variety of things they grow helps make people excited about eating healthier. I want to try orange watermelon, now.

19:25 - "If we can continue that - and giving new recipes, now they'll try it - and if everybody is getting more excited about eating their produce, they're gonna eat healthier, and in turn, we don't just get to feed *our families* healthier, we get to feed our *community* healthier.

19:50 - What makes the produce here better than the produce at ShopRite?

20:15 - Beehives. Honey on the farm / bees as pollinators.

20:30 - "Yesterday, we had a queen [bee] born on our farm, so that was kinda cool. A new colony started."

20:45 - How do you know when a Queen is born?

- "They swarm."

21:00 - kinda like high school.

21:10 - tractor backdrop. Shady!

21:15 - What makes the produce here better than the produce at ShopRite?

21:25 - One great thing - fresh picked.

21:30 - At farmers markets, it's picked either that morning or the night before.

21:38 - Picked at peak freshness.

21:44 - Produce gets a lot of its nutrients in the final days of ripening.

21:52 - Getting more vitamins from vine-ripened produce as opposed to produce picked before it's actually ready.

22:00 - Produce in grocery stores isn't picked ripe - it'll go bad before it's sold.

22:25 - String beans start to lose their nutrients after they've been picked.

22:37 - Not just fresh, but more flavor.

22:50 - Things like tomatoes you get from Wawa or fast-food places on a sandwich, when they're green inside, that's because they were picked when they were green and then gas-ripened to make it red.

23:16 - Usually buying direct from the farmers, you get greater prices. Buy what's in season, and help out local farmers.

23:29 - When we were all little, there were so many farms around. Now it's hard just to find a farm, so it's important to support that so it continues on for generations.

23:45 - That's why they do what they do - so their kids have something, so they can see what a real farm is and see what's growing.

23:55 - Growing popcorn.

- "People are like, 'Where's the bags?'"

24:15 - Kids can pick what they eat and get excited about eating what they picked over buying it at the store and just expecting kids to want to eat it.

24:50 - Shot of logo.

25:00 - Cheyenne is our daughter.

25:10 - Backstory - husband's parents moved out of state and they sold the farm off.

25:35 - 9th year here.

25:45 - Was originally a table and a couple of baskets and got bigger and bigger.

25:55 - Before that, husband's family had been farming in Evesham where the Walmart is - that was their original farm.

26:20 - No one left doing what Cheyenne's Roadmarket is doing in Evesham.