



Farmer Associate 2022

Hello! My name is Patti Travioli from Heartwood Forest Farm, a USDA certified organic farm located in Cedar, Michigan, just minutes from downtown Traverse City and Lake Michigan. We are specialty growers of farm cultivated culinary and medicinal herbs. I have always been a grower of plants and outdoor enthusiast, and farming fits my lifestyle preferences. I attended Michigan State University and obtained a bachelor's of science degree in Horticulture. Besides growing plants, Heartwood Forest Farm is an Elite Dealer of BCS two-wheel tractors.

There is one acre in permanent bed production, some annual and some perennial crops, as well as two 30' x 72' hoopouses for season extension and/or year round growing. There is an additional acre which is currently in cover crop and can be planted for future crops and/or pasture. About two acres has been planted and is preserved as pollinator habitat. In total, there are 20 certified organic acres; most of it is forest and my residence. Our farm and homestead are powered by about 99% renewable energy.

For 2022, I am providing an opportunity for the right person as a Farmer Associate.

as·so·ci·ate

verb

/ə'sōsē, āt, ə'sōSHē, āt/Submit

1.

connect (someone or something) with something else in one's mind.

"I associated farming with freedom"

synonyms: link, connect, couple, relate, identify, equate, bracket, think of together; More

noun

/ə'sōSHēət/Submit

1.

a partner or colleague in business or at work.

"she/he/they arranged for a close associate to take control of the farm"

synonyms: partner, colleague, coworker, fellow worker, workmate, compatriot, comrade, friend, ally, supporter, wingman, confederate, connection, contact, acquaintance;



Farmer Associate 2022

FAQ's

Q: How is an associate different than an employee?

A: I will expect the associate to work in the same capacity as myself, the farm owner. Working side by side, making decisions, planting, harvesting, weed control, attending farmers markets, as well as business decisions to enhance and grow Heartwood Forest Farm while learning more about the practices of organic and regenerative farming. I am looking for a two year commitment. You will also be moving toward the development of your own farm business.

Q: Wouldn't this be like a farm manager?

A: Similar, but I would expect the Farmer Associate to invest their time and energy toward the business side of farming in addition to the day to day work.

Q: So, something like an incubator farm, right?

A: Yes, maybe more like a landless farmer, someone that is looking for some actual experience operating a farm business working alongside me as a mentor. Or, in exchange for the land, tools, and equipment to work on your own crops for your own farm business, you provide part of your time to work at Heartwood Forest Farm. Let's be creative!

Q: Ok, what is the cost?

A: The cost is your commitment of time at the farm and/or market. You would be expected to work a minimum of 24 hours/week at the farm. A typical schedule must include Fridays and Saturdays, with an optional additional day during the week. No Sunday's please, this is a day off for all of us. If you want to rent space and equipment with cash, then we will accept that also.



Farmer Associate 2022

Q: Do you provide housing?

A: No, there is no housing on property.

Q: How much will I get paid?

A: You will earn a percentage based on gross sales.

Q: How do I benefit from participating as a Farmer Associate?

A: 1-You will gain an invaluable amount of experience and knowledge that will help you to start your own successful farm business or develop your product.

2-Or, if you decide, and if the opportunity presents itself, at the end of two seasons, you may wish to invest in and become a full partner at Heartwood Forest Farm with me.

Q: Who are your customers?

A: We primarily sell our products at the Sara Hardy Farmer's Market located in Traverse City, which is one of the top markets in the state. You can find more information here:

<https://www.downtowntc.com/events-attractions/sara-hardy-farmers-market>

We sell direct to consumers, as well as wholesales to herbalists, chefs, stores, and other food businesses. For 2022 we are looking to expand our wholesale business and create an online presence.

Q: What kind of experience do I need to have? Do I need a degree?

A: I am looking for someone with plant growing experience, along with an entrepreneurial spirit and good business sense. You should have a strong willingness to work outside, a passion for growing plants, while taking pride in



Farmer Associate 2022

working hard and providing an exceptional product for our customers. A degree or experience in farming or plant science will put you at the top!

Q: How do I get more information and/or apply?

A: Send me an email patti@heartwoodforestfarm.com with Farmer Associate 2022 in the subject line. Answer the following questions:

1. Introduce yourself and tell me why you are interested in becoming a Farmer Associate with me at Heartwood Forest Farm.
2. Tell me about your experience. Farming/plant growing/business
3. Your preferred crops (herb, flower, vegetable, grain etc.)
4. What are your expectations as a Farmer Associate?
5. Please include any questions you may have.