

***Diversify Your Minnesota Farm Business Through Food Service:  
A How-to Manual for Serving Food on Your Farm, from Farm-To-Table Dinners to  
Pizza Farms and More***

**Case Studies**

\*\*\* = Recommended for this manual. We have 7 currently recommended, with the idea that some won't be interested/have time and we'll end up with 4-6 completed case studies.

**Minnesota**

**The Red Barn Farm of Northfield (Northfield, MN) \*\*\***

[www.redbarnfarmofnorthfield.com](http://www.redbarnfarmofnorthfield.com)

10063 110<sup>th</sup> Street East, Northfield, MN 55057

607-664-0304

[redbarnfarm@northfieldwifi.com](mailto:redbarnfarm@northfieldwifi.com)

- Also does other value-added products (salsa)
- Serves Wednesday and third Sunday of the month

**Two Pony Gardens (Long Lake, MN) \*\*\***

[www.twoponygardens.com](http://www.twoponygardens.com)

1700 Deer Hill Road, Long Lake, MN 55356

763-473-0783

Owner: Lisa Ringer

- Also does dahlia & tomato sales & private events
- Requires reservations (and has pre-payment options)

**DreamAcres (Wykoff, MN) \*\*\***

[www.dreamacresfarm.org](http://www.dreamacresfarm.org)

17289 County Road 8, Wykoff, MN

Owners: Eva Barr & Todd Juzwiak

[info@dreamacresfarm.org](mailto:info@dreamacresfarm.org)

507-352-4255

- Serves Fridays
- Rustic cabins house art camp & retreat participants
- Kitchen is solar-powered

Squash Blossom Farms

[www.squashblossomfarm.org](http://www.squashblossomfarm.org)

7499 60<sup>th</sup> Ave NW, Douglas, MN

507-252-9638

Owners: Roger Nelson & Susan Waughtal

- Completed successful Kickstarter campaign (\$25k) to build on-farm commercial kitchen
- Set to launch Sept. 2013 – no more info on website; may not be far along enough to be a case study?

## **Wisconsin**

### **Stoney Acres Farm (Athens, WI) \*\*\***

[www.stoneyacresfarm.net](http://www.stoneyacresfarm.net)

Owners: Kat Becker & Tony Schultz

7002 Rangeline Rd., Athens, WI

- Launched 2012
- Sold \$30 worth of pizzas in 2013
- Serves Friday night

(Lisa Kivirist to do on-site 8/14-15; John Ivanko to do photo shoot)

### **Suncrest Gardens (Cochrane, WI) \*\*\***

[www.suncrestgardensfarm.com](http://www.suncrestgardensfarm.com)

S2257 Yaeger Valley Rd., Cochrane, WI

Owner: Heather Secrist

608-626-2122

- Serves Friday & Thursday nights

### **Lovetree Farm (Grantsburg, WI) \*\*\***

[www.lovetreefarmstead.com](http://www.lovetreefarmstead.com)

12413 County Road Z, Grantsburg, WI 54840

Owners: Dave & Mary Falk

715-488-2966

- "Pizza by the Pond"
- Also makes cheese

Sawmill Pizza (Clear Lake, WI)

805 30<sup>th</sup> Ave., Clear Lake, WI

Owners: Dustin Booth & Emily Fradenburgh

- Serves Thursday night
- Opened 2013 (may be too new for a case study; could be a back-up)

A to Z Produce & Bakery (Stockholm, WI)

N2956 Anker Lane, Stockholm, WI

[www.atozproduceandbakery.com](http://www.atozproduceandbakery.com)

- One of the original Pizza Farms (started in 1998 – probably underground)
- Serves Tuesday nights
- Eventually installed full commercial kitchen/brick oven (sells wholesale bread)
- Generally not too open about talking about operations; probably not interested in being a case study

## **Illinois**

Prairie Fruits Farm (Champaign, IL)

[www.prairiefruits.com](http://www.prairiefruits.com)

217-643-2314

4410 N. Lincoln Ave. Champaign, Illinois

- Does more gourmet farm-to-table dinners;
- Could be a back-up if we don't have enough MN & WI case studies **6182**

**Companies that coordinate Farm to Table events:**

- Potential interview contacts but not case studies

**Dinner on the Farm (St. Paul, MN)\*\*\***

[www.dinneronthefarm.com](http://www.dinneronthefarm.com)

Contact: Monica Walch; [dinneronthefarm@gmail.com](mailto:dinneronthefarm@gmail.com)

- Coordinates farm-to-table dinners
- Example of how a farm can “outsource” a farm-to-table venture

**Cottage Gourmets**

[www.cottagegourmets.com](http://www.cottagegourmets.com)

Contact: Barbara Westman

320-236-7743

- Hosts farm-to-table dinners/events at Fairhaven Farm (South Haven, MN)

**TourDeFarm**

<http://tourdefarmmn.com>

- Run by Minneapolis Chef Scott Pampuch
- Last event in 2011 (Scott Pampuch is now District Executive Chef/University Dining Services/ARAMARK)

## **Sample Questions for Case Study Interviews:**

### Background/Start-Up Process

- What first sparked this business idea?
- What resources did you find helpful in the start-up process? Where did you go for information?
- Describe the history of your start-up process. How long did it take? Do you have a business plan written?
- Describe your commercial kitchen set-up. Any particular challenges or surprises? Anything you would do differently in hindsight? Approximately how much did it cost and how did you fund it?
- What local zoning or other regulations did you need to manage? Any particular challenges or surprises? What licenses did you need?
- Describe your health department inspection process. Any advice for those starting the process?
- How is your business structured?
- What are your key pieces of kitchen equipment? How/where did you acquire them?

### Event Management

- Describe your food service events: How often, how long, etc. What is your “day-of” schedule like? How much time/people do you need to pull the event off? Approximately how many people attend? Do you do any other kind of entertainment/music?
- What do you charge and how do you process payments (i.e., accept credit cards?)
- How do you handle alcohol and non-alcohol beverages?
- Where/how do people eat?
- How do you manage reservations? Parking?
- Any issues with your neighbors?
- How do you manage nights with inclement weather?
- How do you market/advertise? Who is your target? How do most attendees find out about you?
- What are your approximate gross sales? Any estimate/perspective on profit? What percentage is this on-farm food service element of your overall farm business gross sales?

### Future

- Are there other ways you generate income off your kitchen facility outside of the events above (i.e., private party rentals, value added, etc.). How much does this generate/percentage of business?
- What are your plans for the next five years?
- Looking back, is there anything you would do differently in the start-up process?

### Misc

- Do you have high resolution photos on file of your kitchen set-up for use in this manual?