

Turkey Hill Farm, *Leon County*

Submitted by Extension Agent(s): Scott Jackson, Les Harrison

Turkey Hill Farm has long been a marketing and customer service innovator for panhandle Florida small farms. They identify and engage customers in a number of creative and effective ways. Their 90-acre farm is home to a variety of organic crops, all at the response of local customer demand. The diversity of products range from the conventional, such as tomatoes and squash, to the esoteric, such as shitake mushrooms and heirloom vegetables. To maintain contact with customers, Louise Divine sends a weekly newsletter with crop updates and product availability, and a variety of news items and events which would be of interest to their customers. Additionally, they maintain a very high profile internet presence. Turkey Hill Farm can be found on the Certified Naturally Grown page, Local Harvest page, Facebook and other sites. They also host the Tomato Festival, an annual fundraiser celebrating and showcasing local, organically grown, heirloom tomatoes and local small farms. This fundraiser benefits the Red Hills Small Farm Alliance.

Their commitment to honest effective marketing has identified Turkey Hill Farm as a small farm innovator of note.



Improving Agriculture through Extension Involvement

Turkey Hill Farm has had a long-standing commitment to working with the UF/IFAS Leon County Extension Office and specialists from the University of Florida. Louise Divine has served on the Leon County overall advisory committee, and the farm has hosted several events at the request of the Extension Horticulturalist. Additionally, the farm has served as a resource and as a client of the Leon County Agriculture Extension Agent.

Impacting Agriculture in Northwest Florida

Both Herman and Louise are founding members of the Red Hills Small Farm Alliance. This is a nonprofit organization working to strengthen the region's sustainable small farm community by promoting economic stability of small farm enterprises, providing professional farmer development education and expanding the availability of local food markets to all area citizens.

Over the years Herman and Louise have mentored countless individuals with an interest in farming. They have provided hands-on learning opportunities to

the young and novice producers, offering experience, advice and the chance to determine if farm life would be potentially viable for the individual. ■

Herman Holley & Louise Divine Tallahassee, FL

