

**Vermont Folklife Center  
Audio Log**

**Project:** Archie Green Project  
**Interviewer:** Greg Sharrow  
**Interviewee:** Jon Satz  
**Interviewee Contact:**  
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Time	Content	Keyword 1
START-00:00:12	Introductions.	Introduction
00:00:12-00:11:16	<p>Gardening not huge part of childhood. Parents always had small garden. Grew up in older suburb in NJ with yards and trees. In 1960 and 70s still fair amount of farms there. Always had local veggies and parents loved to cook, but not a huge interest of his growing up. More interested in games, sports, grew up in neighborhood with lots of kids and played outside a lot. Have older brother and older sister. Sister lives in Calais, brother down the coast, only one farming. Dad was a lawyer, mom worked for university in publications, then managed estate of Benny Goodman. Dad was excited about him farming, though they were curious and concerned as well. First time parents visited his farm saw why he loved it so much. Growing up didn't have a clue about his future. Loved working with animals when younger, but faded as he got older. Graduated from high school, went to some college in upstate NY but dropped out because didn't know what he wanted to do. Went to Colorado for a few years to work in mountains, got healthier, but didn't love being far from family on east coast. Came back to</p>	<p>Childhood, family, education, institution, University of Massachusetts Amherst, Wendell Berry</p>

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	<p>UMass Amherst, saw farming as potential reality. Studied environmental design and became interested in breadth of work in that field. Like idea to form Appalachian Trail. Was influenced by environmental writing, and had housemate from China who shared her parents perspectives on land from their life in China. Wendell Berry's "Unsettling of America" greatly impacted him. Realized he was in great valley for farming in western MA and had opportunity to farm and run a business there. In young 20s, had a lot of questions about his life. What is community? Wanted to connect different threads of what he was seeing, Berry's writing helped him do that and started paying more attention to agriculture in the area.</p>	
00:11:16-00:16:35	<p>At 24 years old attended talk on agriculture and health by biodynamic farmer. Asked farmer if he would teach what he knew, Satz went to work on their new farm as an intern. Had no background in agriculture or using farm equipment, but made good relationship with farmer and instantly loved the work. Worked there summer 1989 in Hatfield, MA. "I hadn't realized at the time that I was basically eating chocolate cake for my farming breakfast, so I kind of thought that's what soil was. It was years later when I left that area where people would scream at me when they found out that I had voluntarily left that area." "But it was something just that completely caught every part of my being. Taking the vegetables, planting them, growing them, all the way through harvest - there was everything about it that I loved. As well as the marketing - every Saturday we'd do the farmers market down in Northampton and that was like a day off. It was a blast to go down there and sell your wares." Sold some to restaurants but most to farmers market. Planned on working there again, but that farmer ended up supporting his wife's business more than the farm and lent Satz their farm to continue their work. A great opportunity. Many growers in that area, very helpful and supportive. Only one older neighbor and grower who didn't believe in biodynamic practices.</p>	<p>Biodynamic, producer, career, retail outlets, farmers market, system, soil</p>

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00:16:35-00:19:05	<p>Many different preparations and nettle stews in biodynamic farming. One of first days he picked dandelions to stuff into a stag bladder and brewing them. Haven't used those preparations in several years, but was big part of opening his eyes to breadth of agriculture possibilities. Steiner had infinite wisdom on agriculture connecting to human life. Had approach for rehabilitating soils and agriculture, was sought to help Germany and Austria. Steiner had 7 or 8 lectures that are pinnacle of his work. Had big influence on Satz. "I see nothing but incredible vibrancy on the farms that follow biodynamic practices. There's quite a few hybrid groups out there. I think when I was younger I used to think of it as more than organic; I no longer see it as black and white. He has a very strong influence on approach towards agriculture just as any of the many versions of organic agriculture that are out there, or conventional. And I honestly have learned as much if not more from a lot of conventional farmers as I have from organic. There's a lot more similar than there is dissimilar."</p>	<p>Biodynamic, organic, Rudolf Steiner, farming methods</p>
00:19:05-00:23:49	<p>Farm that started out on was biodynamic, but owner didn't have time to evolve the land. Wanted land to keep going with those practices in mind. A year later met other grower nearby who was more focused on wholesale. Satz brought retail and diversity skills to combine businesses with his scale and equipment. Continued Northampton markets and restaurant relationships, expanded to Boston markets, first Brookline, very good urban markets. Used wholesale accounts David had going. Combined all efforts between the businesses. First time building a greenhouse, growing own starts. There for a few years, but Satz wanted to focus on retail and partner more on wholesale. Parted ways. Took a few years away from agriculture to visit other interests. "It was several years later before I got back into farming, but I came into it a little bit slowly knowing that I really only wanted to get involved if I could own land, or at least have that promise of having that ownership. So I did not want to - there's often not a lot of cash,</p>	<p>Business plan, career, biodynamic, retail outlet, wholesale, Boston, land, ownership, institution, Northeast Organic Farming Association (NOFA)</p>

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	<p>or there's not lot of equity often in farming, so I saw in my own experience and in other friends where you could work for years and after, if circumstances didn't continue positive, you can kind of end up with nothing. And I had just seen enough of that to say no you know I'd like to go towards having a farm and owning a place. So I did want to do it I just went back at it slowly and kind of defined more what I wanted." Worked for other growers, and for NOFA inspections. Helped run farm at school in Vershire. Had mixed farm with veggies and grazing animals. Defined the kind of agriculture he wanted to stay with over time.</p>	
00:23:49-00:25:31	<p>Had one year to learn from Clifford's farm in MA, next year on his own. "Anyone can put some seeds in the ground." Used seed guide to learn basics, but had to pick up details and nuances over time. "The rocket science isn't in any one crop - it's how to put it all together. And it's still not rocket science, but it was a learning curve." Orchestrating crops comes over time. Preferred lots of crops at same time and trying to keep up with it all.</p>	Learning, business plan, success
00:25:31-00:36:21	<p>Started looking for land when left Mountain School in Vershire. Sister was already living in Vermont near Milton and Georgia, used to visit her and loved coming to VT. When older, came up here for camping, backpacking. When came back from living out west, knew western MA very similar to southern Vermont. "A lot of the growing community, the ag community, is a very vigorous and friendly and social group of people, so the winter conferences you're always meeting growers from different places." Going to Vershire cemented connection to Connecticut River Valley. Had friends in Brattleboro, Putney. Started looking further from MA based on affordability, southern VT had very expensive land. Looked for land between jobs. Financially was a trick, had to afford borrowing money for land in good enough place to support your business. "Over time I came to the feeling that I really wanted to have a farm stand. That just became I think, as much as a I enjoyed going to farmers markets - loved going to farmers markets - I</p>	Institution, The Mountain School, land, ownership, retail outlet, farm stand, Northeast Organic Farming Association (NOFA), network, Vermont Land Trust, finances, career

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	<p>didn't want that to be the bread and butter of the business. The setting up, the – at least when you're not doing a lot of markets in a week - I don't know if pressure is the right word, but it has to be a nice day because your business rises and falls with the weather. And it's going to do that anyway but when you go to a farmers market it hinges on that one day." Can spread that risk by going to markets every day, but setting up also exhausting. Doing NOFA inspections brought him to a lot of new places in VT, and got to see a lot of different models in vegetable farming. It's hard to figure out exactly what you do and don't like about others' operations, but farms with farm stands felt like the best overall setup. When started looking at land, kept farm stand idea. Can have farm stand off-site, but on-site is ideal. Heard about his current farm for sale from friends, met Bob and Sally selling Wood's Farm on inspection in Brandon. Purchased later on. Loved getting to know Bob and Sally, treasured that transition. Became friends over a few years before buying the land. Met Bob in the cornfield, met Sally, got a tour of their farm, instantly wanted to be there in his long-term future. Had a lot of acreage, buildings, didn't know if could afford it financially and labor. Met them in 1997. Kept in touch after meeting them but never talked about buying the farm, knew the price was above what we could afford. Continued to look for land but things kept falling through. Was working with MA Extension in 1999, grant let him contract work with them but with intention of long-term. A week after taking that grant and agreeing to work, found out people set to buy Wood's Farm backed out a few days before closing. Bob and Sally offered it to him, was a big surprise, but wanted to go see Bob and Sally to discuss it. Hadn't seen farm when farm stand was open based on seasons, came during harvest season in September and knew it was everything he was looking for. Had known Vermont Land Trust, worked with them to get creative financing across multiple groups and worked to buy farm by that fall. Bob and Sally really didn't want business to shut</p>	

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	down, everyone was ready to make commitment. Happened quickly but strongly.	
00:36:21-00:44:42	<p>When bought current property, was really 2 farms. Small home farm that Bob grew up on with about 50 acres of woodland, meadows, only 10 of that in production. Had 100+-year-old house that had some renovations. Multiple old barns, farm stand with infrastructure. Also other farm as security blanket of extra land to secure business in case something happened to the land. Bob and Sally made commitment in late 1980s with H-2A program to employ seasonal foreign workers once their kids left the farm. Many orchards use this too. Part of H2A requires provided housing. Created small living area on other farm, so got those buildings too. Roughly 100 acres with 25-30 tillable land, plus house, barn, farm stand, and labor housing. From what he was used to, was large enough. Had done 25 acres with Dave doing wholesale crops, worked for much larger operations, but personally had not run much larger farm. Depends on your labor force. Looking at land previously, would either be good land and bad house or vice versa. Got fussier because saw pieces of what he wanted but not the whole. Wanted house set back from road but access to good road for business. Now have exactly that with farm stand on Route 7. A lot more sense of privacy than living on road. Feel very fortunate to have come into this land. Their legacy was growing quality vegetables and having good relationship with customers and community. Big shoes to fill but so much support to continue business. Bob and Sally moved into other house and were very helpful with the transition.</p>	Land, history of farm, H-2A, labor, infrastructure, business plan, community, change
00:44:42-00:51:21	<p>On first day meeting Sally, was asked what he would do. Wanted to add greenhouses for early tomatoes, more fruits. Can understand limits of making change for long-term things on farm. Their business worked for them, but at time Jon had room to make changes. Wanted to work in greenhouses. Since vegetable business as established and successful,</p>	Change, business plan, weather, diversification, retail outlet, farm stand, greenhouse, transparency, cooperation

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	<p>wanted to start the greenhouses for tomatoes. Had unconventional agreement. Didn't close until January, but best time to build greenhouse is before ground freezes. Was working 3 other part-time jobs, came up 1-2 days a week to build first 2 greenhouses in fall 1999 before owning the farm. Lived into house Bob and Sally would live in after closing. Helped each other with the transition. Bob was in legislature and busy in winter, so they switched houses before closing. Very simple with everyone on the same page, worked really well. Shared growing records, but everyone grows differently. But nice to understand how they used the land. Also shared weather books Sally made, with minimum, maximum, and comment on weather every day from 1960-2000. Helpful in knowing patterns. A lot of planning over first winter. Waited in bedding plants first years because too hard to start everything at once. Focused on early tomatoes plus growing own field starts. Changed farm stand a bit, but didn't want to completely redo it. Wanted to add other products that weren't from farm to create more of a market including baked goods, cheese, fruit, to make it easier for people to come and do full shopping but with focus on farm's produce. "You do whatever you can do in the winter, and I did that year to get it all ready, because the train leaves in late April, early May and you just hang on, which is what that first year, or two or three, felt like – still does."</p>	
00:51:21-00:57:28	<p>2000 was first growing year at Wood's Farm. End of 2000 met worker Elsie Cheryl who still works on farm. Also put up two more greenhouses for bedding plants by that fall. Spring 2001 Beth Wimet started working there and is now greenhouse manager. "The people here is a big part of it." Business grew a lot in first few years, bedding plant business wide open. Put up more greenhouses each year, by 2007 had 7 greenhouses with ½ acre of covered space. April 2007 had windstorm that wrecked a lot of greenhouses. Fall 2007 started rebuilding greenhouses with better construction based on their needs. Now have nicer peak-net greenhouses.</p>	<p>Change, success, challenge, family, labor, greenhouse, economy, consumer, retail outlet, wholesale, organic, CSA</p>

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	<p>Having better greenhouses is a big benchmark because can control environment better. Met wife Courtney in 2008, her mom was one of his first customers. Started family on farm, have 2 little boys, has changed things significantly. Road construction on Rt. 7 is least favorite benchmark. Had 2 years of hell from that, second year had personal bout with cancer and was very challenging. Now Jon and road better, but economy is not. In those years were a lot of challenges, made him look strongly at business as a whole. Had gone from years of growth to dropped business. Brandon had lost a lot of jobs, gas prices doubled so not as many customers from Rutland. Economic changes impacted who was able to shop at farm stand and how often. Decided only way to support business was to look at outside markets, especially positive wholesale markets, in 2008-2009, because farm stand would not grow. Added capacity to grow more acreage, rent 50 acres from neighbor. Certified about 50 acres organic each year recently. Coming to Wood's farm became worth it to obtain organic certification in 2009-2010 for wholesale markets to obtain premium. Farmed organically but without certification before that. 2014 hit goal where half of produce was sold at farm stand and half sold off-farm, either through CSA or wholesale accounts. Wanted that diversity so wouldn't be entirely dependent on farm stand.</p>	
00:57:28-01:02:58	<p>Middlebury Co-op is single largest wholesale account. Once certified, could go to them and step up in their priorities. They're very focused on local and organic. Officially would have been called conventional even though growing organic, so certification helped a lot. Jon selling directly to them. Great people to work with. "They're actually a tremendous group to work with. They're completely opposite from my previous wholesale experience down with a distributor down in Massachusetts. It's very one to one, it's box to box, it's very much a two-way conversation, which is great. It's not just numbers, ordering this and that." Primary off-farm CSA is project with two other growers, Justin Rich in Huntington and Erin in Warren and Waitsfield,</p>	<p>Retail outlet, Middlebury Co-Op, wholesale, local, organic, Muddy Boots CSA, producer, Kingsbury Market Garden, processing, distribution, consumer</p>



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	<p>the Kingsbury Market Garden, and the three together created the Muddy Boots CSA. A collaborative CSA. Have 150 people in Warren, 250+ in Canton, MA where they send weekly shares. Started 3-4 years ago with 100 members, has been significant part of off-farm income. The three work as one farm. Each grower focuses on their own specialties, go into year with rough plan of what they want to grow and how much, put together rough outline of the share. Box everything themselves, aggregate products at Erin's place, have one distribution center there on Wednesdays. Thursday morning rent a box van from Burlington with driver who takes CSA to Canton to drop off share. They ship whole crates, don't bag individual bags. Shareholders come and have list of what they get, sometimes with choices, and make their own bags. Really helpful that they don't do individual bagging. Do similar format in farm stand in fall. Run CSA in fall after farm stand closes, lay out stations for people who signed up to build their own share often with choices.</p>	
01:02:58-01:08:00	<p>"Part of what I love is the diversity of it. Part of what I hate is the diversity of it. It's the bane of our existence - it's the fun and challenge of it. It's part of the most difficult things, it's hard to not get scattered and hard to do a really good job on all these different things." Corn, strawberries, and tomatoes are each about a quarter of income, all other things that take up 90% of space in farm stand is only 25% of income. "They're not hobbies. You're trying to make a living, you're trying to actually make an income while you're doing these things you enjoy. But it's more, it's increasingly difficult when you're doing smaller amounts of things. There's no way to get around economies of scale, and yet it's the small attention to detail work that is also enjoyable. It's kind of the little niches of what we do in a day that are fun." But can't ignore main crops because they are the income. Seed order in spring of flowers and vegetables is now around 600-800 kinds of seeds. Are experts at being novice Excel users to keep track of what they're doing. "I still do</p>	<p>Diversification, income, challenge, success, labor, managing farm, H-2A, pride, CSA, distribution, economies of scale, retail outlet, Middlebury Co-Op, community</p>

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	<p>quite a bit of harvesting; there's some crops that I don't ever touch. I'm a grower, but I'm usually setting up the work for someone else or moving on to the next thing. It's a lot of orchestrating is what I do as the manager, owner, whatever you want to call it, is keeping the whole train running. And so there's some things that are just by nature delegated or just done better by people other than me." Has to pick slowly because can get very distracted. Guys that come up through H-2A program are so good at staying on task. They each have favorite crops to pick whether or not they like to eat it. "Everyone pretty much here has a lot of pride in what we put out. What we love, all the work and everything, it's so wonderful to have the farm stand – especially because that's right in your face – but to have it all, see it go out, and not just in a box going out." CSAs and Co-op give great feedback that makes it worth it.</p>	
01:08:00-01:10:25	<p>More challenging in VT to stay connected to grower community than in western MA, due to location and geography. Brandon has low population and not a lot of great growing land. Not a lot of nearby vegetable growers. In western MA had big population, great land, and a lot of growers nearby. Not possible here. Share stories over time, listservs to communicate over email with vegetable growers group in VT, but become friends with people you reach out to with helpful advice, have common experience, winter conferences, farm tours in summer, word of mouth, exchanging equipment, etc. "It's not a secret to know there's roughly, or less than 1% of the people are actually on a day to day basis growing food, so there's that automatic brotherhood or sisterhood that your shared experience and it's not as common as it used to be. So I think people seek out that little common is when you do cross paths with people who do it."</p>	<p>Challenge, community, geography, shared experience, producer</p>
01:10:25-01:15:06	<p>"I think it's not that simple, that it's actually come circle. I think people as a culture got a lot more lazy in the 80s and 90s and maybe parts of the 70s." Know this from reading literature on it, and from talking to Sally and Bob</p>	<p>Cultural shift, producer, distribution, retail outlet, seasonal, consumer, change,</p>

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	<p>about it. In 70s, no one had corn until August, where now people race to have it earlier. “More and more people grew past their local, and this is going back in time now, and started shipping, and your grocery stores started bending the rules of what’s in season. It’s been one slow croddle like get anything you want any time. So, like a frog boiling in water, that happened increasingly so over the last 30 years. I remember growing up even in New Jersey just eating in the summer from these farm stands. That’s not really the case except for a few exceptions anymore. But, these incredible grocery stores that make it like you’re in a farm stand – you don’t even know what season it is sometimes. But I’d be the first to say they do a heck of a lot better job than they did even 10 years ago. I mean produce has become a much more focused-on thing in a lot of stores in a quality kind of way. So Sally had been telling a story of how, yeah, you know people wouldn’t buy the corn unless it was local, not just us, but they would wait. People would wait. They didn’t go buy it in a grocery store, they wouldn’t buy it if it was shipped up from a farm in the Hudson Valley, they’d wait. The first big week was always like the first weekend in August, and she goes there’d be a line up Route 7, up past the little cabins up the road here, a quarter mile up the road of just people coming in when the corn here finally came in. That people honored it a lot more back in the day because it’s what they knew and there was a lot more pride. And, as the supermarket mentality, whether it be fresh, or frozen, or whatever, it became less special. And I think only in the last, especially like you’re saying in the last 10 years, where it’s just become sexy again to kind of pay attention to it – I don’t think it’s anything new. You know there’s a lot of press that comes on from the younger set growing, which is really fascinating and wonderful to see a lot of younger people get into growing. There’s this incredible group of people that started farming in the 70s and 80s who didn’t have a background doing it, kind of part of that Back to the Land movement. And</p>	<p>community</p>

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	<p>they became for one reason or another, depending on opportunities, growers, and that became their vocation and profession. And there was never this huge pat on the back; they're kind of these like quiet mentors. And occasionally they've gotten accolades I think they deserved, but the way the media works now is a lot more attention on sort of the younger things coming up, which is positive but it's interesting to see a lot of the people who laid that ground work now for what is so popular, quieter. I think it's part of our culture now, a little bit more, "Ta-da', look at me kind of thing." Lots of growers who have been doing it for a long time, running incredible businesses.</p>	
01:15:06-01:18:02	<p>Need for urgency may not be best way to address local food movement. Regarding producing and consuming local food, "It's as important as any language. There's a skillset to it. There's something so phenomenally tangible. I mean what person doesn't put on a big smile and feel really good biting into something fresh in the middle of the summer, or in winter something stored and cooked well. I mean food is such a universal language, and an important language that can be I'd say the accent of the local agriculture. And agriculture has, it is so much a part of our heritage, and it's always going to be a part of our future." But may not always be understood and appreciated very well. "I think there's a lot more sustenance and aliveness that can come out of the whole local food, I don't want to use the word economy, but that whole momentum that has really kind of regained some of its own momentum. And I think a lot of it is just people willing to listen to it. I wouldn't be surprised if it sometimes fades or sometimes gets stronger in different ways - I don't know how it's going to go."</p>	Local, producer, consumer, culture, future, importance of food, community, change
01:18:02-01:19:50	<p>RAFFL good example of an area with challenge, it's not a Burlington because food movement and economy different there. Burlington has schools and business, Rutland has always had some challenges in creating what it wants. RAFFL has been paramount in getting agriculture to be point of pride for</p>	Rutland Area Farm and Food Link (RAFFL), community, economics, change, challenge, success

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	<p>what sustains the community, making the best of what you have. A lot of creative and strong approaches to keeping agriculture a part of the economy, and has great impact on the area. Urgency has a lot of different directions and meaning.</p>	
01:19:50-01:23:10	<p>Dairy has more cows now than ever before, but just a fraction of the farms milking them. In 1950s were 11,000 dairy farms, now fewer than 1,000. Only have 6-7% of people involved in dairy, hardly anyone. Vegetable farming has small seasonal spike, highly perishable so don't typically use distributor. So much energy behind it because of the short season, if had longer seasons would probably take away the explosion of interest in crops. Vegetable industry wouldn't lend itself to big producers or distributors, don't have distribution and population to support other than micro enterprises. Some places better at larger production, if distribution improves could reach more Boston markets. California farmers live in country and market to city, even if several hours away. Boston and NYC very close to VT, has that same potential.</p>	<p>History of dairy, change, challenge, producer, diversification, seasonal, distributor, retail outlet, community support</p>
01:23:10-01:28:34	<p>Sees competition as major grocery stores, not other new small farmers. Bigger companies are making more of an effort to work with local producers. 10 or 15 years ago was easier to put big groceries on list of bad people, now not so clear. More complex now to form an opinion. All food comes from farms somewhere, even if it's not local. There are different advantages to buying local, but those stores still have to meet their needs in an economy of scale. Farmers won't get farmers market prices at wholesale level, so might have challenge getting bigger if only stay with that. Wholesale is a very different kind of market, need to increase production but won't get as big a price. Every producer has to find their niche market and decide what kind of business and life is important to them. Many growers didn't grow up doing it, so have to find your path as you go along. Leaves a lot of room for creativity, especially with younger producers</p>	<p>Retail outlet, producer, challenge, local, retail outlet, wholesale, change, accessibility, community support, institution, University of Vermont Medical Center, success</p>

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	<p>because they don't personally have precedents for how they should do things. Invent business as they go along, brings you to really interesting nuances of farming. Will always be new small growers, some will stay small, others will grow, others will drop out. "Land is clearly one of the biggest challenges, access to land." Have to gain knowledge from your network, and experience only comes with time. Capacity is more important on consumers' end, growers can step up to it when consumers ready. Some areas have more support than others, especially working institutions into their market. Interest in supporting local food is newer, trying to bridge the gap between retail-focused producers and wholesale-focused buyers. Bigger buyers have lower budgets, hard to produce at their scales, but institutions are making strides to include local food. Some schools doing great job of working with local growers. UVM Medical Center tries really hard.</p>	
01:28:33-01:29:28	<p>Occasionally read Wendell Berry, but could revisit him again. Turning 50 this year, becoming more reflective but has lack of time given family. Always relevant though. Berry also has other great non-ag related reading. Will always appreciate Berry's ability to verbalize connection with farming.</p>	Wendell Berry, family
01:29:28-END.	<p>Never had explicit list of future needs, definitely had goals but maybe not clearly laid out. Fall under worker bee category, work is satisfying. Probably first summer on Clifford's farm realized that. "I noticed really quickly, subconsciously or over the table consciously, that it's a work that keeps you very honest. If you don't go do something, it shows. If you don't go water that, that can die. You don't take care of that, that dies. It's driving in and of itself, and so there's a discipline that comes from it. If you have the goal of or the enjoyment of what the results are as being good, you've got to do the work." Work comes in many different forms, many different steps, but you get to feel the season. Envy orchardists because have season but trees last a lifetime. Vegetable farming is life and death every season, no final goal</p>	Future, connection to land, seasonal, producer, challenge, diversification, success, economics, business plan

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	<p>because always ongoing. Challenge and exhaustion at end of season, sometimes don't know if can do it again, especially in winter, but energy always comes back in spring. Didn't plan that drive and interest. None of his recent generations did this in family, a lot of friends who are growers didn't grow up doing it either, but worker bee nature keeps it going. "Nothing too fancy or mysterious about it on some level, you bring your personality and your drive to it and you get a lot of different interpretations of it." Many small joys in work, sometimes hard to completely stop and enjoy it because always moving forward, but get used to it. A rush to get through season and have it go well, deal with challenges of weather, economics, but still come out successfully on a lot of different levels. Economics always a driver because if not successful there, can't succeed on other levels, so always part of the business. Probably why younger growers more focused on balance between business and growing, will keep them in business longer.</p> <p>Conclusion. END.</p>	