

2013 IFTA pre-conference workshop

- PYO at Butternut Farm
- Owner- Giff Burnap



Quick Facts about Me

- I grew up on a 200+ acre fruit farm in western New York
- 1997 UNH graduate in Horticulture and Agronomy
- 1997-2005 I managed the tree fruit operation at my parents farm
- In 2005 my wife, 2 kids, and I purchased Butternut Farm, in Farmington NH



Quick Facts about Butternut Farm

Farmington, NH <2hrs north of
Boston

Strawberries	2.05 acres
Raspberries	.51 acres
Cherries	.69 acres
Blueberries	1.46 acres
Plums	.31 acres
Peach/Nect	4.46 acres
Apples	6.6 acres

TOTAL Acreage 15.78 planted
FOOTPRINT +/- 25
acres



The Farm's History

- In 1986 the original owners purchased an old dairy farm with the crazy idea of starting a PYO business.
- By the late 90's these gardeners (***with great marketing savvy***) had created a bustling PYO operation.
- In 2005 my wife and I purchased the farm. We kept true to the foundation that had been established with PYO, and added a new perspective and skill set that would help us grow the business.
- For the last 8 seasons our farm has continued to prosper.

What makes Butternut unique

- 100% of our fruit is sold to the pick your own market
- All we sell is fruit and the experience of picking it



100% pick your own means I can focus my efforts on that market

BEING THERE

hard at work

- Customers like my availability to talk with them
- Setting a positive atmosphere
- Customer service is key



100% PYO means having patience to
out last the rain



100% PYO means the farm has to be accessible

Golf cart..... Just one



Ladders



Quality and Experience

a happy customer

- Grow for quality
- Know your customer base
- Keeping it simple



Quality and experience

Keeping it simple



communication

Get them to the farm

- Web site
(www.butternutfarm.net)
- E- newsletter
- Phone message

SIGNS – to help direct at the farm



chalkboards



APPLES			PEACHES			PEACHES		
Variety	Pick Date	Description	Variety	Pick Date	Description	Variety	Pick Date	Description
Jersey Mac	July 1	Fresh eating, Sauce	PF-1	July 14	Semi-cling, Fresh eating	Bluebonnet	Aug 16	Small size, white flesh, very sweet
Concord	Aug 1	Wonderful eating, Pies, Crisp	Harmon Diamond	July 18	Semi-cling, Fresh eating	PF-24-007	Aug 15	Large size, Firm Flavor
Zestar!	Aug 1	Mild Sweet Flavor, Fresh eating	PF-5b	July 16	Semi-cling, Fresh eating	GBR18a	Aug 15	Firm, mild Sweet, Dessert Quality
Macintosh	Aug 8	Sweet, Fresh eating Pies	Sweet May	July 23	White Flesh, Sweet	Madison	Aug 8	Free-store Freezing
Jonagold	Aug 29	Best Freezing, Sweet, Crisp, Sauce	Garnett Beauty	July 29	Semi-cling, Fresh eating	Messiah	Sept 15	Medium Size, Keep well
Gala	Aug 2	Sweet, Crisp eating	PF-7	July 21	Great Flavor, Fresh eating	NECTARINES		
Corland	Sept 8	Long for everything, Non-browning, Crisp	Slaturn	Aug 7	Donut Shaped, Distinctive Flavor	Eastern Glo	Aug 3	Tart, Fresh eating
HoneyCrisp	Sept 11	Very juicy, Sweet + crunchy, Fresh eating	Old Haven	Aug 11	First true freestone, Good mark of all peaches	Summer Bnk	Aug 13	Fresh eating
Miloudi	Sept 15	Very Crisp, Great Flavor, Fresh eating	PF-9M-007	Aug 16	Freezing, Fresh eating	Sun Glo	Aug 25	Good Flavor, Fresh eating
Amy Mac	Sept 15	Tart, Fresh eating	TOM BOY	Aug 15	Flavor, Fresh eating, Freezing	Fantasia	Sept 15	Fantastic flavor, Fresh eating, WOW!
Empire	Sept 15	Best for cooking, Great for eating	White Lady	Aug 15	White, High Acid, Very Sweet	PLUMS		
Golden Wonder	Sept 15	Crisp, Strong, Soft Good for eating, Pies	White Lady	Aug 15	Wonderful Flavor, Freezing	Molly	July 21	Small but fast, Fresh eating, WOW!
Red Red	Oct 1	Tart, stores well, white pie apple	Glohaven	Aug 17	Flavor, Fresh eating, Freezing	Burbank	Aug 2	Fresh eating
Golden Delicious	Oct 1	Sweet Flavor, Pies and Sauce	Coralstar	Aug 19	Non-browning, Fresh Good Flavor	Dark Promise	Aug 11	Fresh eating
Hannover Mac	Oct 1	Great Fresh stores well, Good for eating, Large, Crisp, Good	Sugar Lady	Aug 19	White, Fresh Sweet, Fresh eating	Warrior	Aug 17	Fresh eating
Natsia	Oct 1	Great Fresh stores well, Good for eating, Large, Crisp, Good	Ronald Reck	Aug 19	White, Fresh	* = Farmers Favorites = *		
Empire	Oct 1	Stores well	Canadian Harvest	Aug 21	Large, Unique Flavor, Good eating + Freezing			
Sun Crisp	Oct 1	Tart, Crisp, stores well	Harmon Beauty	Aug 23	Small, Fresh eating			

Directional signs

Communicate a feeling of freedom



Communicate a responsibility

- try your best to keep it positive



Other Important Thoughts

- My goal is for the farm to rival a golf course with its appearance
- Diversification
- Pricing: comparable to if not slightly higher than prices in the grocery store

Other Important Thoughts

Very low overhead

- No bins
- Low equipment demands
- No fruit storage
- No labor camps
- Low labor needs



Hurdles to Success

Some days there is never enough parking



Hurdles to Success

**Maintaining the quality
customer experience**

**So they leave wanting to come
back**



Contact info

- Feel free to drop me a note if you have any questions
- giffandmae@butternutfarm.net

