

Schwinn Produce Farm



The Early Years

Everything Happens for a Reason

www.schwinnproducefarm.com



Stability

- Moved to current market location when Jay was 9 and Joe was 6
- Big Family Garden was the norm
 - Strawberries
 - Root Crops
 - Tomatoes
 - Sweet Corn
 - Cantaloupe

A “Business” is Born

- “I’m going to have enough cantaloupe” Jerry Schwinn (Dad)
- “Jerry! What are we going to do with all these melons? Pat Schwinn (Mom)
- “What? You can get money for cantaloupe? That is so cool!” Jay and Joe

Joe with a Proud Load



Dad plants, Jay and Joe Pick

- Home made signs, a card table, and two boys under a tree.
- Spending Money for the Fair
- Our first “Wholesale” order
 - Blown Tire
 - Dads hospital stay
 - Billy comes through

Our First Wholesale Sale



Times and Interest Change

- Jay begins work on large production farm, eventually moves to Colorado and changes careers
- Joe grows the garden business to 8 acres
- Opens Market at Home
- Begins attending Overland Park and Parkville Farmers Markets.

Early Years Production



Proud to be a Wildcat

- Joe goes to Kansas State and obtains horticulture degree.
- Garden gets Joe through college
- Bill Lamont, leading researcher in plasticulture.
- May 1990, Graduation
- First big equipment purchases

Plasticulture Production



Greenhouse Production



New Market Built 1991



Business Growth

- Rented additional 36 acres
 - Huge production increase
- Cabbage production for Reeser's
- Federal Prison

Captive Customers



A Friend In Deed

- Steve Frey Introduction
 - What are these guys thinking?
- Maybe we should be thinking

Developing a New Market

- Instrumental in starting Leavenworth Farmers Market
- From Wal-mart parking lot to a new pavilion built downtown specifically for Farmers Market.
- From 3 to over 30 vendors

Farmer's Markets



Farmer's Market



Leavenworth Farmers Market



Pumpkin Boom

- Purchased the 45 acres Joe had been leasing
- Fort Leavenworth Commissary market
- Refer truck purchased for vegetable transport.
- September 11, 2001
 - Security hurts Ft. Leavenworth marketing opportunities

Our Family's Place in the world



Loaded for the Commissary



Off Season & Additional Revenue

- Woodworking
- Red Barn Farm
- Cabinet Shop
- Sweet Corn Roaster

Woodworking



Sweet Corn Roaster



Life Goes On

- Joe gets married (not in a barn) 1998
- Sarah Jo born 1999
- Zachary Born 2001
- Sarah Jo diagnosed with leukemia 2001
 - Cancer Free August 17, 2003
- Dad Passes away 2005

Passion on hold to Make a Living

- Landscaping
- Realized had to get back to the farm
- Able to purchase additional 6 acres of Mom's home place (2008)

Barn Talk

- Steve Frey an ally, a consultant and a friend
- Jay returns to the farm after several years in the corporate world.

The Barn Beginnings

- Business Plan
- Market Research
- Permit Process
- Secure Funding
- Identify Site and Design
- Hire contractors

The Barn Building Begins





Frame is Up it's Jay and Joe Now

- Timing is everything
 - Lift rental
 - Hired help
- Weather
- Our First Booking



Phase II Bridal House



Barn up and running Back to Vegetable Production

- Salt Creek Valley Agriventures LLC
- Focus on
 - You-Pick
 - Agri-education
 - Agri-tainment
- Cousins involvement
 - Leverage Strengths, Likes and Land

Salt Creek Valley Farms



Our Market



Fridays were "Special" days with activities for children or entire families.

- Touch a Tractor
- Story Time
- Free Pick Day
- Weed Pulling Day
- Charity Pick (last weekend of season)

- Fall Activities included:
- Pumpkin Patch Hayrides
 - Corn Maze
 - Fun Park
 - Pumpkin Smashing
 - Bon Fires



2018 Plans

Everything we did in 2017 +

Future Plans

- Additional Berries
- Increased Vegetable Varieties
- Cut Flowers
- Vegetable Festivals
- Pizza Farm
- Permanent Market
- Full Service Bakery
- Goat Dairy
- Creamery
- And More