



# Fish Hawk Acres

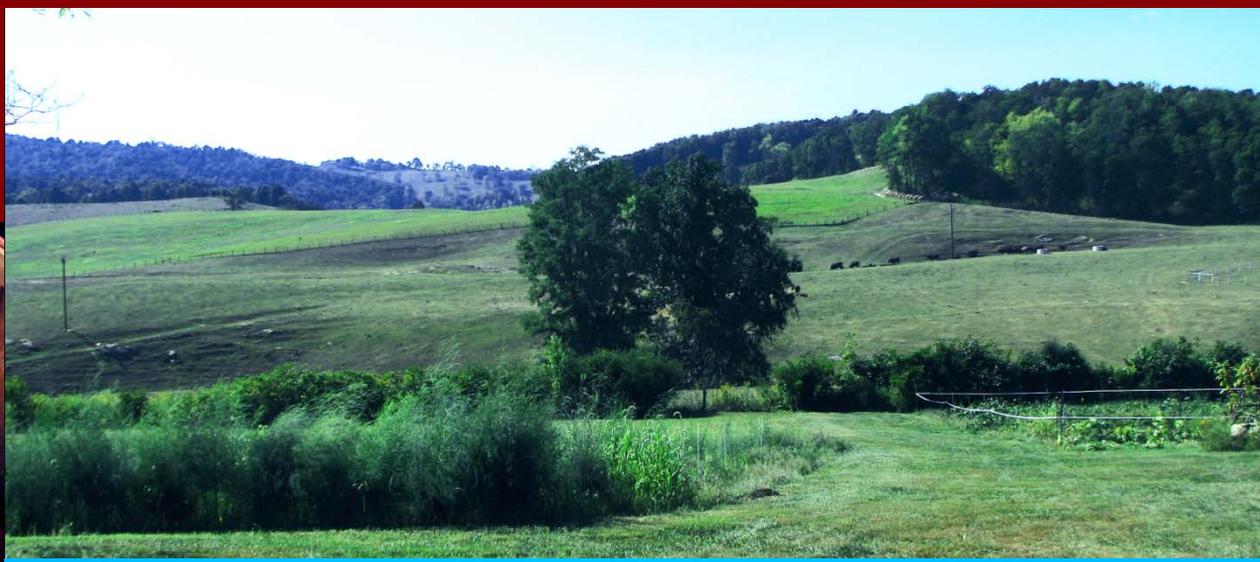
A FAMILY OF FARMS

Farm · Market · Catering

# What is Fish Hawk Acres?

- We are all about good food grown and produced by folks who know and love what they're doing. We are a group of producers who have aggregated our products and services under one brand. We believe in supporting local and regional food systems. Our hope is to serve as a catalyst for people who wish to reclaim the food they eat.

# Fish Hawk Acres family of farms



# Our Family of Farms

- The Hawkins Farm
- Circle H Farms
- Cecil McCartney
- Hidden Acre Farms
- Central West Virginia Nursery
- Cole Farms
- Little Stingers Apiary
- JCH Mountain Farm



- Waggy Farm
- Shipley's Forest Hills Farms
- Hickory Hill Farm
- Floral Acres
- North Hills Nursery
- Sun Up Farm







# Revenue Streams

- CSA (community supported agriculture)
- CSK (community supported kitchens)
- Farmers Markets
- Restaurants
- Retail
- Farm Events



# RAMP CHOWDER

After tasting his way through WV—including Fish Hawk Acres—we like the Travel Channel Bizarre Foods host Andrew Zimmern’s description of a ramp...

“It’s like wild garlic on steroids!”

Spring has sprung...the ramps are up..And we promise you...this ain’t no ordinary potato chowder.

Pint \$4

Quart \$8



# Ramp-A-Roni Rolls

This lunchbox treat could slay a vampire—load ‘em up kiddies! Heaps of Pepperoni, caramelized ramps & mozzarella cheese are rolled into our classic pizza dough and baked to bubbly perfection—comes with complementary breath mints (just kidding).

**Ramp-a-roni Roll \$7**



# Roasted Garlic, Ramp & Parmesan Scones

Savory & sumptuous...our delectable scones have spring fever. We start with the same classic batter and then fold in caramelized ramps, roasted garlic and Parmesan Cheese. Tantalize your taste buds...slice and serve with a smear of one of our European artisanal butters and thinly shaved country ham.



Man in plaid shirt and khaki pants sitting on the left.

Man in blue shirt and cap sitting on the bench in the background.

Man in grey t-shirt with American flag and blue shorts stirring the pot.

Man in grey t-shirt with "CVS Pharmacy" logo and blue jeans standing on the right.











NEPCO 1993  
22BX

Timber Ridge Farm  
Gore, VA

# CSA Learnings

- Time is money
  - Postal Service
- Consumers want variety
  - Family of Farms
  - Common Brand





New Appalachian  
Farm & Research Center

# Economic Impact



If every person in West Virginia spent \$10.00 a week on regionally produced food, \$18 million dollars would stay in the local economy each week. That's about \$80 million dollars each month and nearly \$1 billion dollars per year. Spending money on local food not only sustains our economy but it provides us with greater nutrition, preserves family farms, generates job opportunities and beautifies the rural and urban landscape



# NAFRC

a non-profit 501-3c

Providing the community with:

- Leadership
- Research
- Monitor Trends
- Demos, Seminars & Workshops
- Brings in experts
- Make connections



Community row cover machine demonstration

# Season Extension



# Building Cold Frames



# Companion Planting















# NAFRC for Farmers

- Processing plant
- Farmers Market
- Value Added
- Equipment
- [Wvfarm2u.org](http://Wvfarm2u.org)



# NAFRC for Cooks and Chefs

## WORKSHOPS & SEMINARS



- Cooking with the Seasons
- Value Adding through preserving
- Using fruit juice reductions to replace sugar

# The Value of Capacity Building

## Gathering Resources

- Bringing in Experts to do Workshops and Seminars
- Season Extension
- High & Low Tunnels
- Fertigation
- Plasticulture

## Sharing

- WV Department of Education-Ag Curriculum
- Pierpont Community & Technical College
- On Farm Demonstrations
- Elementary and High School Farm Tours



# New Appalachian Farm & Research Center

Sustainability practices | Direct Market | Season Extension  
Increase percentage of the food dollar to farmers