



community development partnership

Creating opportunities for people to live, work, and thrive on the Lower Cape

The Salty Market Farm_Stand is Innovating the Outer Cape Food Scene

“Pam is so easy to talk to about business strategy. She helped me get the goals from my head down on paper and set realistic metrics to measure my success.”

-Liam Luttrell-Rowland, Chef and Owner, Salty Market Farm_Stand

The Lower and Outer Cape’s thriving small business scene is part of what makes the region so unique and attractive to visitors. Many business owners are striving to innovate within their respective industries. The Community Development Partnership is here to support them. One of these innovators is Chef Liam Luttrell-Rowland, the owner of the Salty Market Farm_Stand in Truro.



Liam has a long history with the CDP. In the early 2000s, he received help crafting a business plan for his first business. It was a service that would supply locally grown produce to restaurants on the Outer Cape. Unfortunately, that venture never became viable. It did help Liam make connections within the Outer Cape culinary scene, though, and sowed the seeds of the idea that would become the Salty Market Farm_Stand.

After working at many restaurants on the Outer Cape, Liam’s culinary career led him to Asheville, North Carolina. “There is a great food scene down there,” says Liam, “and I had the opportunity to work with many amazing chefs.” He had planned to stay in North Carolina, but eventually, his love for the Outer Cape called him back.

In 2017, Liam was hired as the Executive Chef at Spindler’s in Provincetown. “I learned a lot at that job, and we were making such great food,” he said. Liam had planned to stay with Spindler’s. However, when the pandemic hit the restaurant had to change its concept completely and downsize its staff.

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Not one to be kept out of the kitchen, Liam, along with his friend and chef Raina Stefani, began crafting menus and hosting a private Farmstand Supplier Club. This grew in popularity and led to Liam hosting popup dinners at several locations in Provincetown. Excited by the success of the popups, Liam knew he wanted to find a permanent home for Farmstand. “I really wanted a kitchen of my own to work in.”

Liam got his chance in the winter of 2022. The previous owners of the Salty Market in Truro were looking to sell the store and transition into a new business venture. But, they were determined to keep the business in local hands. “They were really committed to finding a local owner, and even supported me through the financing process,” recalls Liam.

Liam was excited about the opportunity. Not only would his Farmstand have a permanent home, but he would also have the opportunity to live where he worked. After considering some other options, Liam approached the CDP for a loan to buy the business. He was approved and took over in March of 2022.

Liam had a strong vision of what he wanted the store to be. This is reflected in the name change, from Salty Market to Salty Market Farm_Stand, combining the old with the new. “I wanted to keep that feeling you get when you walk into the store, while really putting an emphasis on the produce,” he says. The store sells organic locally sourced produce, as well restaurant quality meals made from that produce. “I want people to have access to those high-quality ingredients I got to work with in a restaurant setting,” he shared.

Liam is grateful for loan and additional support he has received from the CDP in the early stages of his business. A requirement of the CDP’s small business loan program is for borrowers to receive quarterly technical assistance with a member of the Business & Credit team. Although he had experience running businesses from his past restaurant work, these sessions enabled him to improve his record keeping and QuickBooks skills as he started this new venture.

In addition to record keeping, he particularly praised the support he received from Pam Andersen, Director of Business and Credit Programs, when creating a strategy and goals for his business. “Pam is so easy to talk to about business strategy,” says Liam. “She helped me get the goals from my head down on paper and set realistic metrics to measure my success.”

Looking towards the future, Liam has set three goals for his business. First, to continue to be innovative in the way they present food. Second, to be economically viable to support him and his family. Third, to create jobs that allow people to live on the Outer Cape.

We wish Liam the best of luck as he continues to grow his business and innovate the food service industry on the Outer Cape. To learn more about the CDP’s business and credit programs, visit <https://capecdp.org/local-business>.