

The Bread We Make

Johanson Farm



www.Johansonfarm.com @johansonfarm

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In the summer of 2017 Johanson Farm was officially established as a physical place and we began selling bread, among other farm goods, at the local farmers market in Menard, TX. Leading up to that point I baked appropriately 7,574,677 loaves of bread. Just kidding, I have no idea how many countless loaves I baked, but I am positive that at least half of them had some sort of issue, and at least half of those were a total flop, or brick, if you will. My sweet husband powered through, providing soft and kind suggestions, though somewhat inaudible depending on how extremely I failed. Bread has a learning curve, and what I know now is that, just like with most good things, it's the continual practice and dedication that gets us around the curve or to the point of excessive compliments on your "best rolls I've ever tasted" at the family Thanksgiving that year.

My process included trying all sorts of recipes, finding what we liked and then making slight changes to see how different elements affected the final product. In steps Laura Shane's beautiful Facebook feed from farm animals to kiddos to including, of course, tantalizing images of food and baked goods. Her sandwich bread looked magnificent, beyond compare. Big beautiful rounded tops, busting out of their pans, glistening with egg white wash. So I reached out to her, told her our long term plans, and asked if she would consider sharing her recipe with me. Being the loving, kind, amazing woman that she is, she said yes and quickly sent over the recipe. After a tiny bit of tweaking to fit my own process, our "Laura Shane Farm Bread" was born. Perfect for a sandwich, some French toast, or even just to devour while you pull it apart fresh out of the oven, favorite stick of butter in hand. When we take bread to our little market I bake at least 6 loaves, 2 half size, 4 whole. They go quick. Our customers have the same reaction I did to Laura Shane's original pictures of this same bread and I proudly slap on that "Laura Shane Farm Bread" label feeling the love from my friend way off in Oregon every single time.

A good sandwich bread is key, and it always sells, but of our two staples, I have found, our Artisan bread is more what the market crowd is typically looking for. This bread was basically born out of me reading every possible no knead bread recipe, experimenting with sourdough and then throwing it all out the window to make it work for our little business. I love this bread, because I can shape it however I want and depending on how I choose to bake, it can have a whole different look, feel, and taste. With the slow low temp rise in our fridge, I have been able to let a quadruple batch of dough last over a 7 day stretch. Always continuing to develop and add depth of flavor through that time period. It ends up with big air pocket holes, and a chewy texture begging to be dipped in a bowl of soup or to sop up a nice olive oil with a sprinkle of Parmesan on top. I can taste it now. My 5 year old runs a tight ship, and insists I bake a loaf for our house every time this bread is being prepared. She knows what she likes, and luckily for me, our bread made the list. You can imagine my delight every time she proclaims to our customers with pride, "Mommy makes the best bread!"

There you have it, folks. Our two staples that will forever be the stars. When we sell bread at the market I love having these two equally scrumptious options. They cover a wide variety of uses and are quite different in appearance, allowing for my display to be dynamic and visually appealing before I even have a chance to tell the story behind my dear friend Laura Shane. Or before my daughter adds her adorable two cents to the table. Ultimately, no matter what pandemic or the like comes our way, our Laura Shane Farm Bread and Artisan Bread will continue to be part of our operation. We like it, we use it ourselves, just like all the other products we make at Johanson farm.