



Snug Valley Farm

East Hardwick, VT

June 3, 2020

Retail/Grocers

For our retail grocery accounts, our sales are steady with current accounts. We have been communicating regularly with all of our accounts and I feel like we are hitting our stride with adjusting to an increased demand for local meats. We have had to turn down a few inquiries from additional outlets recently since we are focused on servicing our existing accounts. It's tough to say no to an opportunity but we need to make sure we have enough product for everyone as well as our direct to customer business. If the demand for local holds through this year and more slaughterhouse capacity opens up, then we will be able to add on some more accounts but we will do it slowly and with intention. We've been very intentional about not raising our meat prices right now even though we know we could. The fact is, people are all struggling to get through this moment in time and the last thing they need is profiteering. We want to stay focused on our mission of producing humanely raised sustainable meat that can nourish our New England community while building soil health and caring for the land we are farming.

Restaurants

More restaurants starting to open little-by-little and many are adding on more takeout options. I think it will be a long time before we are back to pre-COVID sales levels but our main concern is that they just weather the storm so here are a few of the ones we'd love people to order takeout from: Blackbird Bistro in Craftsbury, Prohibition Pig in Waterbury, Ardelia Farm's Kingdom Direct takeout meals (ordering windows are on Fridays only), The Scale House in Hardwick, Black Diamond Barbeque in Hyde Park.

Direct to Consumers

Next week we are adding Ploughgate Creamery butter to our offerings and have been talking with our baker friend Charlie Emers at Patchwork Farm & Bakery about developing a possible bread CSB model to help him better be able to pre-plan his orders. I can't tell you how much I love looking at orders coming through with a little bit of everything in them: Snug Valley Farm grass-fed beef and pasture-raised pork, salami from Babette's Table, maple cream and syrup from Gebbie's Maplehurst Farm, a gallon of Sweet Rowen Farmstead milk and some cheese, and a delicious loaf of Anna Rosie's French Bread from Patchwork Farm & Bakery. It's the coolest feeling to know we are offering our customers something special while helping to support sales for our friends. It just feels good and right at this time.

www.snugvalleyfarm.com

I have to admit this doesn't all come without challenges. There are so many marketing items I should be doing and things that need to be updated with our main website that are getting on my nerves but it's just hard enough dealing with what's going on in the

world, dealing with our weekly sales and deliveries, having a full-time off-farm job and parenting a very energetic toddler. It's pretty much just about survival and letting go of the expectations we have for ourselves.

Evolving Supply Chain Concerns

I continue to be impressed by Vermont's response to the COVID-19 pandemic as well as Vermont and New Hampshire slaughterhouses working hard to stay healthy while handling the increased demand for meat. **At the farm, meat processing has been at the top of our worry list and the center of our contingency planning discussions since early March.** The worry has not gone away but has evolved from worry about facilities closing to facility capacity. We have many slaughter dates already scheduled for the year ahead but the fact is that with the increased demand, we could be processing more if we had more dates available to us. Right now that's our bottleneck and our source of worry. I am going to trust the work we are all doing behind the scenes and I'm going to put my trust in the Universe that the supply chain will keep things moving for all of us: farmers, processors, retailers, consumers. OK. There. I'm letting it go now.

Virtual Tourism/Farm Experiences

We've been continuing to post weekly

[Facebook Live videos](https://www.facebook.com/SnugValleyFarm/videos/655530658192719/) (<https://www.facebook.com/SnugValleyFarm/videos/655530658192719/>) mostly moving our grass-fed beef herd to new pastures and talking about why we move them so often in the spring. All of our animals are now out on pastures so we'll probably feature some pigs bopping around soon!