



# NORWICH — FARM —

**A diversified, value-added dairy farm serving the educational and nutritional needs of the Upper Valley community.**

## **WHO ARE YOU AND WHAT IS THE PLAN?**

As community members of Norwich, we are passionate about the future of Norwich Farm. We formed an open working group (the “Milk-Tank” think-tank), conducted research, and have prepared a proposal for wider consideration. This is a summary of a detailed, 60 page proposal which we have submitted to Vermont Technical College and the Upper Valley Land Trust.

Supporting local businesses and purchasing local products are important to us. We care about working landscape, land conservation, environmental issues, stewardship, outdoor activities, healthy lifestyles, and recreation. We also value community outreach, multi-generational resources, education and accessibility as ways to give back. Most importantly, we understand the need for operational and financial sustainability of the project.

The Norwich Farm plan proposes to create a not-for-profit organization, which will operate a value-added dairy and creamery as well as a multi-generational, multi-faceted educational center through which the community can learn about value-added dairy and diversified agriculture.

Using an innovative agricultural model, combined with community support, Norwich Farm will create a working farm whose operations will allow the property to operate in a revenue neutral manner, putting it on a sustainable path for long-term productivity that will restore and perpetuate this invaluable working landscape.

## **WHY VALUE ADDED DAIRY?**

New England’s original farms they were not simply one type: dairy, vegetable, or fruit. They were diversified in order to support the family that lived on the land. Norwich Farm will establish a diversified farm, with a value added dairy its core, evocative of times past but tooled for innovation and the future.

Norwich has a rich agricultural tradition, in which dairy has always played a vital role. By 1950, there were more than 20,000 diversified farms in Vermont that shipped milk. In less than a lifetime Vermont now has less than 700 working dairy farms and a forecast to the mid 500’s by year’s end. Norwich Farm remains as the town’s last functional dairy farm.

As consolidation in the dairy industry increases, there is an even greater need to foster decentralized production systems that directly impact their communities and increase the value of the milk crop. Our solution is Norwich Farm: an exceptional dairy infrastructure and land base, proximate to a dynamic local community and economy, coupled with a Grade A food safe facility and highly trained operators, that is at the ready to quickly scale production.

## **USE OF THE FACILITY**

Norwich is extremely fortunate to have this intact property with a large agricultural infrastructure in excellent condition. The facility has seen \$600K in upgrades in the last two years, with the addition of a state of the art micro-creamery. Facilities and uses:

**Creamery:** For the production of dairy products

**Milking Barn:** For the housing of the milking herd and their calves

**Community Meeting Room:** For multiple uses including education

**Dry Cow Barn:** For the housing of cows in between birthing cycles

**Heifer Barn:** For housing of young stock and hay storage

**Old Barn:** For diversified agriculture and a future Education Center

**Housing:** Work share housing for herd manager, cheese maker, and future staff.

## **ABOUT THE DAIRY**

We will establish and operate an intensively managed dairy farm, that focuses on cow care and a regenerative agricultural system, where farming practices increase biodiversity, enrich soils, and improve watersheds.

Establish a working herd of 10 Jersey cows, with a target herd size of 20 milking cows, and a total herd size of 40 animals.

Animals will be pasture based in summer, fed hay in winter, and fed supplemental non-GMO grain as needed throughout the year.

The animals will be intensively grazed, maximizing the limited 30-acres of pastureland available for cattle. The 10-acre hay field will be used to produce winter feed.

## **ABOUT THE CREAMERY**

NFC produces fresh and cultured dairy products, which fit the everyday ways people eat, servicing the increasing market interest in traceable, local, grass-based dairy.

Grade A products are differentiated from other value added products (like cheddar) in that they are quick turnover and high-margin, yet they must meet more complicated state and federal regulations (all of which NFC achieves).

NFC currently hauls milk from Billings Farm in Woodstock, VT. This grass fed Jersey milk will be the basis for NFC's products until we can Bring The Cows Back, Norwich.

NFC's business is up and running, with turnover increasing week by week now that it has access to a milk supply of proper quality and adequate volume. In the last six months, it has added customers such as the Upper Valley Food Coop, the Woodstock Inn, Brownsville Butcher, Brattleboro Coop, City Market, Healthy Living, and is selling 100% of it's production every week.

NFC will produce Bottled Pasteurized Milk, Bottled Raw Milk, Yogurt, Ricotta, Kefir, and Ice Cream.

NFC milk offers more nutrition at a greater value: targeting a price point that is above conventional milk and below organic milk, while offering milk that is higher in protein, fat, and features a grass-based biochemistry.

## **DIVERSIFIED FARM INITIATIVES**

We will expand existing and establish new value added initiatives that diversify product offerings, support the farm economy, provide ingredients for value added products, and increase educational learning points. These include:

**Chickens for Eggs**  
**Bees for Honey**  
**Pigs for Pork**  
**Calves for Veal**

**Garden for Vegetables**  
**Berry Orchard**  
**Tree Fruit Orchard Expansion**  
**Pasture Reclamation**

**Garden for Cut Flowers**  
**Local Hay Initiatives**  
**Working Dogs**

## **EDUCATION AND COMMUNITY INVOLVEMENT**

We will establish an educational center of excellence, which works with regional institutions to create learning opportunities and programming which tie into the agricultural system and take advantage of its unique setting. These include:

**Marion Cross School Milk-to-School Program**  
**Marion Cross School-to-Farm Program**  
**Learning Garden**  
**4H and Grange Programs**  
**Dairy products donated to The Haven**  
**Mission-aligned non-profits given access to the meeting areas on the property**  
**Community oriented workshops in animal husbandry and cheesemaking**  
**Internships and independent studies for area students**  
**Collaborations with area inns, restaurants, and farmers on agritourism opportunities**  
**Collaborative learning opportunities with local businesses**

## **CAPITAL AND FUNDRAISING**

We view the Norwich Farm plan as a start-up with a vision, growth opportunities, and a mission to add value. The capital needs are a three-stage process: 1) establishment of entity, facility, team, and purchase of equipment and animals 2) capital reserves 3) long term funding for growth and additional programs.

We intend to collaborate with the best resources available for value-added dairy initiatives, agricultural financing resources, economic development programs, grants, community-based fundraising, slow-money and local investing, and private capital donations.

A detailed, consolidated 10-year financial plan is available.

### **NORWICH FARM ADVISORY BOARD**

Jenny Barba, MBA, MHSA (Turnpike Rd., Norwich)  
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### **NORWICH FARM DIRECTORS**

Chris Gray (Turnpike Rd., Norwich)  
Laura Brown (Turnpike Rd., Norwich)

### **NORWICH FARM BOARD OF DIRECTORS**

Could be you! For more information, please say hello to one of us in town or write our group at:  
**friendsofnorwichfarm@gmail.com**