

THE PENNSYLVANIA WOMEN'S AGRICULTURAL NETWORK  
PRESENTS

# GREENBRIAR FARMS TOUR

2102 BIG GREENBRIAR ROAD  
MCVEYTOWN, PA 17051 (MIFFLIN COUNTY)

**JUNE 22, 2013**

**9:30 A.M.—NOON**

## MEET THE FARMERS THAT PRODUCE YOUR FOOD

**Join Michael Friday and Amy Seidel for a tour of their newly established Greenbriar Farms**

Michael and Amy found themselves in a situation where they needed to relocate the farm business and discovered that moving a farm is not an easy venture. In search of an affordable farm that would support the enterprises they wanted to incorporate into their farm business, Michael and Amy found a suitable fit at Greenbriar Farms. Soil types, growing conditions, market availability, customer base, and zoning influenced their decision.

Michael and Amy will describe the unique challenges they experienced while moving equipment and infrastructure, such as high tunnels. They will discuss how they established a farm store, certified kitchen and storage facility. They will explain their strategy to retain current customers, build new markets, and the factors that influenced their decision to discontinue other marketing outlets.

Participants will tour the farm and facilities, including the shop where handcrafted birdhouses and feeders are produced, the produce packing area, high and low tunnels, chicken house, and fields.

### AGENDA

- 9:30 a.m.** Welcome & Introductions
- 9:45 a.m.** History and Tour of Greenbriar Farms—Michael Friday
- 11:45 a.m.** Evaluation
- Noon** Adjourn

### NO REGISTRATION REQUIRED

**No registration is required  
for this FREE event**

**For additional details contact:**

Patty Neiner at

[prn103@psu.edu](mailto:prn103@psu.edu) or 814-865-7031

All are welcome to participate in events  
sponsored by PA-WAgN.

### DIRECTIONS

<http://bit.ly/Jun22Directions>



United States  
Department of  
Agriculture

National Institute  
of Food and  
Agriculture

This event was organized in collaboration with the Pennsylvania Women's Agricultural Network at Penn State with funds by USDA's National Institute of Food and Agriculture Grant #2012-49400-19602

**FARM TOUR PREVIEW: <http://bit.ly/GreenBriarCaseStudy>**

Pennsylvania Women's Agricultural Network is a partnership of Penn State Extension & Outreach, Penn State College of Agricultural Sciences, PA Association for Sustainable Agriculture, PA Certified Organic, PA Department of Agriculture, PA Department of Environmental Protection, Natural Resources Conservation Service, and The Rodale Institute.

Penn State is committed to affirmative action, equal opportunity, and the diversity of its workforce.