

Call for Applicants

Peaceful Valley Farm & Garden Supply is pleased to announce its call for applicants for our Freshman Farmer program. Peaceful Valley's President Eric Boudier defined the purpose of the program when he said, "We want to see more organic farmers nationwide supplying their local communities with seasonal, organic produce." The Freshman Farmer program is Peaceful Valley's way of realizing that goal.

We believe in encouraging farmers to be technically capable and to utilize the internet to communicate with their customers and the organic growing communities. In a culture that is increasingly divorced from the simple joys of growing food, be a part of a refreshing change that allows more people access to local, organically grown produce. Instead of going to the impersonal supermarket and buying an apple, imagine a return to a simpler time where you were going to a friend and buying John's apples or Mary's apples. Bring personality and sustainability back to the table in your community.

In an effort to get new organic farmers on their feet, Peaceful Valley is offsetting some of the financial growing pains of starting a successful organic farm. Participants in the program will be able to purchase supplies at deeply discounted rates for two years; the same rates that big, established farms are privy to through our Farmer Pricing program. A well known source of everything needed to grow organically since 1976, Peaceful Valley now carries over 5,000 products.

If you are selected as a Freshman Farmer, your class of farmers will "graduate" in two years, established and well equipped to meet the demands of modern farming. Along the way you will chronicle your successes and challenges through blogs, posted financials, photo journals and how-to guides (video is always encouraged as well). Your well-documented journey will energize and inform farmers and home gardeners alike and inspire the next generation of organic community growers.

Apply to be a member of the Freshman Farmer Class of 2014 today!

Program Requirements

- The Freshman Farmer agrees to **blog once a week** (write an entry on their Freshman Farmer website) about life on their new farm. The recommended structure of this blog post is:
 1. What is going on on the farm right now/where is the season at?
 2. What has been difficult lately?
 3. What has been accomplished lately?
- The Freshman Farmer agrees to post at least **5 new photos each week** on the blog.
Instruction on how to blog and upload photos on Peaceful Valley's website will be provided.
- The Freshman Farmer agrees to make at least **1 comment on another Freshman Farmer's blog post each week**.
- The Freshman Farmer agrees to post at least **1 Twitter-like update each week**. Ex: Just picked fresh peas - so delicious.
- The Freshman Farmer may only apply their discount to the first \$12,000 retail value (before discount).
This was the pre-discounted amount spent by our first Freshman Farmer in his first year.
- The Freshman Farmer agrees not to disclose the specific discounted pricing he/she enjoys to anyone and to sign a confidentiality agreement to that effect.



Application Process

Completed applications must be submitted by January 31st, 2012 to Peaceful Valley. A review committee will select a number of qualified applicants to interview. After the interview process, Peaceful Valley will notify all applicants of the decision reached via e-mail or phone. An announcement of the Freshman Farmer class of 2014 will be made around February 15, 2012 on the blog: FreshmanFarmer.com. Stay tuned!

Application to the Freshman Farmer Class of 2014

Please submit completed application by January 31st, 2012.

You may e-mail the application to freshmanfarmer@groworganic.com or mail it to :

Peaceful Valley Farm & Garden Supply, Attn: Marketing/Freshman Farmer, P.O. Box 2209, Grass Valley, CA 95945

Name: _____

E-mail: _____ Phone: _____

Mailing Address: _____ City: _____ State: _____ Zip: _____

Do you own or have access to a piece of land you may farm as soon as February 2012? _____

Where do you plan on farming (City, State)? _____

Do you believe in farming organically? Please elaborate. _____

What experience have you had farming organically? _____

Please list any apprenticeships as well as educational programs or individual courses you've completed. _____

As a Freshman Farmer, what would you do with your produce? Start a CSA? Sell at markets? Something else? _____

Have you had any experience with CSAs? Subscribed to one? Packed boxes at a farm? Please share your thoughts. _____

What drew you to farming organically? Was it a lifestyle you grew up with? Was there a pivotal life moment that turned you on to farming and/or the use of organic methods?

Do you agree to do the following things?

- Farm organically, using organic seeds whenever available and avoiding chemical weed & pest control and fertilizer.
 - Blog (write an entry on our website) at least once twice a week about life on your farm.
 - Post at least 5 new photos each week to the blog.
 - Comment at least once on another Freshman Farmer's post.
 - Post at least once Twitter-like update each week.
 - Keep track of and post financials related to the farm.
 - All materials collected for use during the Freshman Farmer program (including, but not limited to, pictures, videos, and written materials) become irrevocably Peaceful Valley's permanent property that it can in turn use at anytime for any reason (ex: in marketing materials, catalogs, etc).
 - Sign a confidentiality agreement stating that you will not disclose the discounts you will be privy to.
 - Have Peaceful Valley catalogs available at farmstands and farmers markets.

 - Yes, I agree to the above guidelines.
 - No, I cannot agree to all the guidelines above. Elaborate if you like.
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Please attach a few pictures of produce, fields, farm life, etc.
We simply want to know that you can take pictures!

The answers to the following questions will allow us to plan accordingly and will not influence the selection process.

Do you own a digital camera?

Do you have video capture abilities on your camera?

Are you comfortable using the internet, e-mailing, uploading pictures, working with video, etc.?

I certify that I am committed to farming organically and that all information submitted in this application is factually true and honestly presented. If selected, I will blog & share photos as outlined in the above guidelines. Furthermore, I will not share any information regarding discounts extended to me through the Freshman Farmer program.

Signature

Date

Print Name
