



*Covyou Scenic Farm  
Petoskey, Michigan*

*David Covyou;  
Farm Owner/Manager*

# Our Farm

150 Year old family farm

5<sup>th</sup> Generation farming this original homestead



Diversified Farm

Certified Organic Vegetables and Transplants

Spring and Fall Flowers

330 Acre Farm;  
35 acres produce

## Sales Channels:

- Our On-Farm Market
- CSA Membership Programs
- Restaurants
- Retail Stores
- Schools & Senior Centers
- Value added institutions
- Wholesale



An aerial photograph of a large farm. The farm features several large greenhouses, a central building complex, and numerous fields in various stages of cultivation. Some fields are tilled and dark brown, while others are green with crops. A dirt road winds through the farm. In the background, a large blue lake is visible, surrounded by dense green forests under a clear sky.

Are farms like this...just growing a product...  
economically sustainable these days?

My Answer: No

Three options:

- 1) Get a job off the farm to support the farm
- 2) Get consumers to come to your farm to pay you \$ for some service
- 3) Go out of business



We chose bringing customers to the farm for more than just produce



**Common ways farms are trying to bring in customers/\$\$**

- Expanded On Farm Markets
- Food Service or Wine & Beer
- Hosting Events; Weddings, Music
- Farm-Stay Housing

# Crossing the comfort line





Our Next Attempt: Farm Stay  
Campground...Glamping



COVEYOU  
SCENIC FARM  
MARKET

ESTABLISHED 1874

Simple Goodness Down To Our Roots  
PETOSKEY