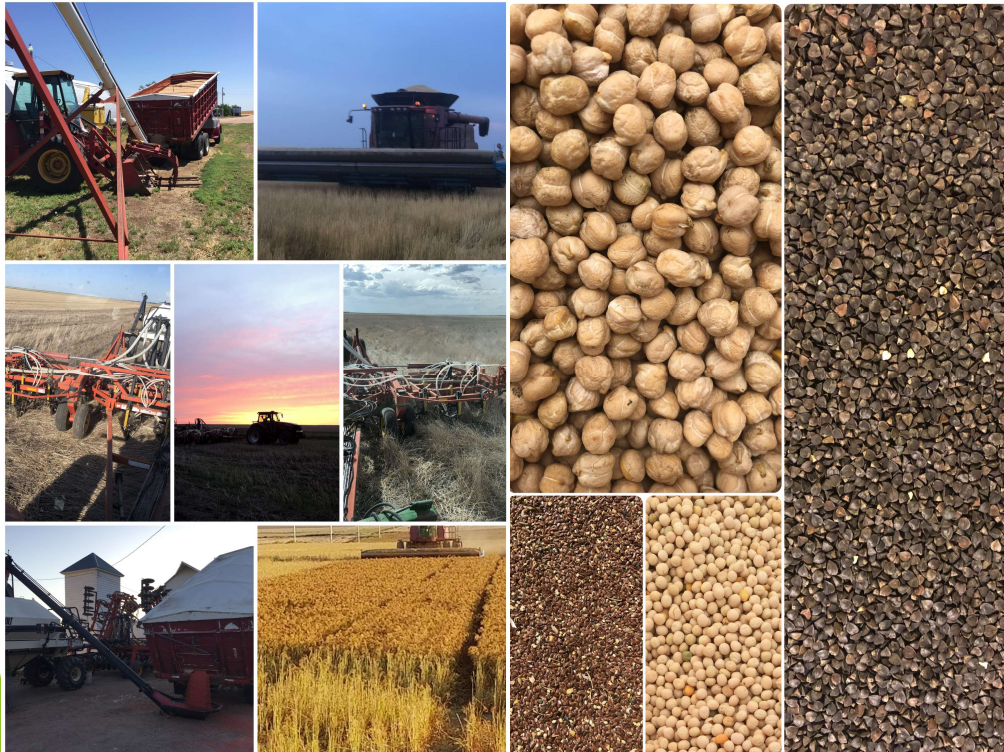




Now What Do We Do?

Roy Pfaltzgraff's Experiences with
Specialty Crops & Direct Marketing

Our Story



- ~2000-acre Dryland Operation
- Started transitioning to Soil Health in 2017
- Raised 12 crops in 2024, Planning on 12 in 2025
 - Corn(2), Milo(2), Millet, Oats, Sunflowers, Camelina, Buckwheat, Black Eyed Peas, Rice, Sesame
- Dry Beans, Honey, Honeycomb, Chickens, Eggs
- Gluten Free Mixes, Beauty Products, Candy

Where Did We Begin?

- Grandparents purchased the farm in 1949
- Parents took over operations in 1977
- I took over in fall of 2016
- Sunflowers (1975), Computerized Record Keeping (1979), No Till Seeding & Soil Testing (1984), 100% No Till (1999), Air Seeder (1999) GPS Guidance & Mapping (2001), Autosteer (2005), Stripper Head (2016)
- Majority of sales through local coop or crush plant
- No Livestock
- Three-year rotation
 - Wheat, spring crop, fallow



And Now



- **Continuous Cropping (2017), Diversity Index on Fields (2017), Soil Health Testing (2017)-Haney (2022), Narrow Row Spacing (2017), Gluten Free Production (2018), Intercropping (2018), Bee Keeping (2018 - 2024?) Direct Sales (2018)- Milling (2018-2024), Alternative Harvesting Methods (2018), Perennial Cover (2019), Grain Cleaning (2019), Electro Weeding (2022), Rice (2022), Seed Treatments (2023), Carbon Tracking (2023), Pollinator Strip Headlands (2024), Variable Rate Seed & Fertilizer (2024), Agrivoltaic Shelterbelt (2024), Community Building (2024), Sesame (2025), Sustain Herbicide Retention (2025), Glyphosate Remediation Research (2025), Biochar (2025)**
- **½ Sales are local coop, rest specialty market or direct to consumer**

Where Did We Start

- ▶ Driven by the need for diversity in soil health
 - ▶ Must have a market before seeding a new crop
 - ▶ Added legumes first
 - ▶ Added buckwheat and realized we needed bees
- ▶ Driven by the need to meet consumers
 - ▶ Education
 - ▶ Not intended to be profitable



New Headaches

- Needed to be able to clean grains
 - For own use
 - To be able to sell direct to processors
- Needed to be able to store more than 4 crops
 - Created forced marketing moves
 - CCC Loans





Grain Cleaning





Mixing It Up

- ▶ Created to solve the problem
 - ▶ Food is community
 - ▶ Gluten free baked goods
- ▶ Wasn't Intended to Grow

Growing



Where's Your Grain Been??

CONGRATULATIONS! You found the QR code on your amazing gluten-free baking mat!

New what?

Look at the image below for the Haxtun Heritage Mills Tracking spreadsheet. We update this monthly for new lot numbers. You'll be able to see everything about the grain grown at Haxtun Farms this processing at Haxtun Heritage Mills that you're about to enjoy. This way you have certainty about the grain you're consuming and you know it's purely gluten-free.

A screenshot of a spreadsheet titled 'Haxtun Heritage Mills Tracking spreadsheet'. The spreadsheet has columns for 'Date', 'Lot Number', 'Grain Type', 'Quantity', and 'Status'. The data rows are mostly empty, with some text in the first few rows.

- ▶ Haxtun Heritage Mills
- ▶ Spun-off in 2024

Finding Your Markets

- Local Commodity Markets
- Local Specialty Processors
- Cover Crop Companies
- Local Farmer's Markets
- Specialty Markets
- Stores
- Direct to Consumer



Now The Hardest Part



Value Your Time



Pricing



Value Your Products

I'm Too Good a Farmer, Now What?

- There is Nothing Wrong with the Commodity Market
 - It not optimum but it is a dumping ground
- Get out the phone book
 - Yeah, I know they are rare, but companies still use them
- Get a Good Reputation
 - It never hurts to be known as the crazy farmer that raises weird crops
- Remember no matter what it's food
 - Deliver Quality, It's Noticed



Seeding Circles

- ▶ All started from producers asking how did I do it
- ▶ Marketing Workbook
 - ▶ Develop your brand and crop & product ideas
- ▶ Online community
 - ▶ Opportunity to connect with other producers
 - ▶ Help with crop production and working with others that are focused on local foods and new markets

SEEDING



Circles

Good Luck



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