



CASE STUDY: ERIN SCHOENBERG

Co-owner of
The Darlin' Reds, northwest of Lincoln, Nebraska

“ Our goal was to use our personal experience growing vegetables to help us farm specialty crops. Growing good food is a passion and addiction for us. ”

MOTIVATION AND PRACTICES

- Use only sustainable farming practices, with conservation as a priority.
- Strive to show the community just how good local food can be.
- Farming methods include careful planning, crop rotation, and cover crops.
- Utilize soil amendments, such as manure, to improve soil quality and overall plant health.

ADVICE:

“ Be realistic and focus on your business. It's really important people understand farming is all-consuming. Have a good understanding of what it will take; know you are committed and dedicated; be serious about it, or don't bother. ”

ABOUT THE DARLIN' REDS:

- » Small, diverse vegetable farm
- » Provided healthy, fresh, and clean produce to a Community Supported Agriculture (CSA), local restaurants, and grocery stores
- » In business for four years, co-owners mutually decided to discontinue business

ON WOMEN'S LEARNING CIRCLES:

“ Whether I've been to the particular site 10 times or if it's my first, I am always fascinated to learn about how others set up and operate their businesses. It's boundlessly good for the brain to be exposed to something outside the norm and for us to have conversations with people whose challenges may mirror or completely differ from our own. ”



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