

Albert & Diane Armand

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SARE Grant

February 17, 2022

I have been asked to write a letter to explain how the grant for the HHM Southeast has affected our business.

We are a diversified family farm in southern Decatur County. Although we mainly are grain and livestock farmers, we also raise about 20 acres of vegetables annually.

Joining the HHM SE has opened up a new “avenue” of sales for us. Traditionally we sell most of our products at 3 local farmers’ markets in the area. HHM SE has helped increase our presence in Southeastern Indiana. The biggest perk to working with this market has been knowing that what we take is sold and we don’t have to spend hours setting up and selling our products.

In 2020 HHM accounted for 3% of our produce sales and 22% of our freezer pork sales. In 2021 HHM accounted for 12% of our produce sales, 23% of our freezer pork and 23% of our egg sales. Although HHM didn’t account for a huge portion of our produce sales, most of the sales were late in the fall when most of our other markets were already closed. So, we were very happy to have an outlet for these products.

Thank you for enabling us to have this opportunity to try on-line marketing.

Diane Armand
Armand’s Harper Valley Farms
Westport, IN