

Armand's Harper Valley Farms

V. Albert & Diane Armand

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January 14, 2023

To Whom It May Concern:

I was asked to review my experience with Hoosier Harvest Market SE. I joined HHM in mid 2020. This increased my sales and exposed the Armand's Harper Valley Farms brand to markets I have never participated in.

Overall, my best year in this market was 2021 when we were able to also sell to the Greenfield area. During 2022 my overall sales stayed steady, except for my meat sales which has declined. In 2022, HHM accounted for 16% of egg sales, 18% meat sales about 1% of our produce sales.

In 2022, we were asked by HHM if we ever grew red cabbage. This is a product that 20 years ago, we had grown but had discontinued because of a lack of sales. Because of this inquiry, we grew some in 2022 and found that all the markets that we participated in wanted this product.

Thank you for your support of this endeavor.

Sincerely,

Diane Armand
Armand's Harper Valley Farms