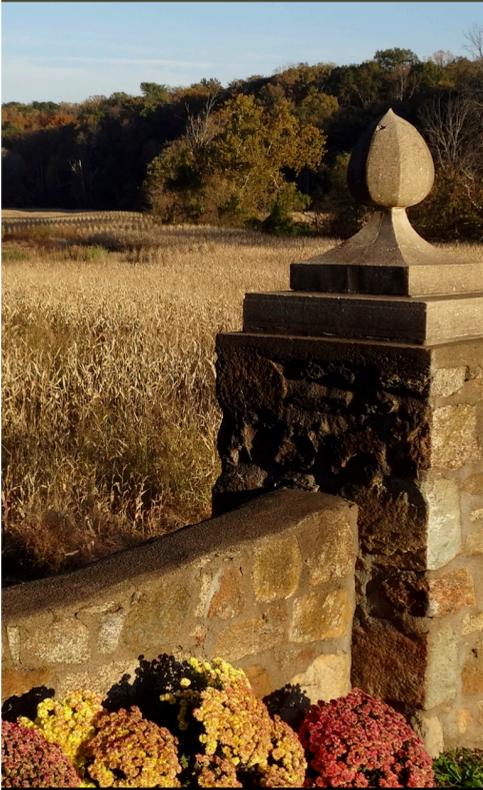


Green Right

Farm Treasure Trail



2023 **GUIDE** 2024
First Edition



DISCOVER

the Social Enterprise
Green Right

The overarching mission is to make safe, natural & holistic healthcare more accessible for all using a market-driven approach. GreenRight uses a hybrid business model comprised of non-profit ministry and for-profit marketing. This unique structure creates a sustainable organization that doesn't rely on donations, grants, or government funds to provide vital health & human services during pandemic recession.

"Agitate, Educate, Organize"
- Mother Jones

Plan Your Visit
www.enterprise-greenright.org/FTT

Explore our website to learn more about GreenRight's Farm Treasure Trail and the fields of holistic healthcare workers cultivating nutrient-dense medicinal food throughout the Shenandoah Valley and surrounding areas.



Farm Belle Tour & Delivery Service

On the front end, we provide guided holistic healthcare tours throughout GreenRight's Farm Treasure Trail. On the back end, we deliver fresh produce from integrity farms to great businesses.

The "Farm Belles" who lead tours are women who've recovered from trauma using safe, natural and holistic therapies found on integrity farms. In addition to providing in depth understanding of holistic healing, they organize an affordable delivery service that shores up supply chain gaps in our community.

Social Impact: We bring pro-activists to integrity farms and learn how to grow strong immune systems. We then deliver produce to great businesses, discern best practices, and explore consumer rights & responsibilities in shaping the future. 100% of our profit funds the nonprofit - Sanctuary.



Photography by Andrea Gram
Front: Greenwood Farm, Crozet Center: Spring Run Farm, Barboursville
Bi-Fold: Hazy Mountain View, Afton Back: Blue Ridge Mountains, Staunton

Integrity Farms

- 1 **AMI Farm at Augusta Health**
"Farm to Hospital": production of nutrient-dense prescription food at Augusta Health's medical campus
- 2 **Back Home on the Farm Adventures**
"Farm Learning Labs": animal care, milk and honey production, growing staple crops
- 3 **Caromont Farm**
"Woman-Owned & Run Business": holistically pastured goats, cuddling, and cheese-making
- 4 **Cestari Sheep & Wool Co.**
"Let's Grow Sheep Together": sheep care, manufacturing wool for knitting and crocheting
- 5 **Charlottesville Area Riding Therapy**
"CART Equine Therapy": volunteer as a sidewalker or leader and help with grooming and stable care
- 6 **Creambrook Farm**
"Delicious & Nutrient-Dense Milk": sustainable and regenerative dairy farm selling herd shares
- 7 **Elysium Honey**
"A Social Impact Company": land conversion, hive management, innovative consulting
- 8 **Free Union Grass Farm**
"A Living Organism": diverse regenerative farm raising poultry, pork, and beef
- 9 **Forrest Green Farm**
"Wellness Simplified": diverse family farm teaching herbalism, soil & seeding, and mushrooms
- 10 **Harmony Hill Farm**
"Raising Animals Naturally": diverse family farm that mimics nature's way; cattle, poultry, pigs, and more
- 11 **Lucky Moon Gardens**
"A Health Farm": quality foods & authentic plant medicines; gardens, goats, and apothecary
- 12 **Meadowcroft Farm**
"The Pickle Factory": a 5th generation working family farm and historic inn specializing in preserves
- 13 **My Peeps Farm**
"Grow, Share, Be": workshops on Nigerian Dwarf goat-keeping, snuggling, and soap production
- 14 **Planet Earth Diversified**
"Where Microgreens Became A Thing": microgreen markets and custom built refrigerated trucks

Farm Belle Tour & Delivery Service

- 1 Choose an "Integrity Farm"
- 2 Connect to a "Great Business"
- 3 Choose a "Round Table"

Green Right

Farm Treasure Trail

800-388-8687

Scan to Plan Your Visit

- 15 **Radical Roots Community Farm**
"Permaculture Farm": classes on integration of plants & animal systems and water catchment
- 16 **River Oak Farm**
"A Heavenly Slice of Virginia": witness the agrarian renaissance of regenerative farming; poultry, beef, pigs
- 17 **Sharondale Mushroom Farm**
"Local, Fresh & Nutrient Dense": workshops on cultivating gourmet and medicinal mushrooms
- 18 **Spring Run Farm**
"Farmer Focus Brand": raising poultry, staple crops used for feed, and composting
- 19 **Sunrise Orchard Farm**
"Pick Your Own Apples": classes on apple butter and naturally scented candle production
- 20 **Verdant Acres Farm**
"Groceries that Grow Soil": real food raised humanely and regeneratively; cattle, poultry, pigs, and more
- 21 **Wade's Mill**
"Stone-Ground Grains Since 1750": historical tour about milling operations and products
- 22 **White Oak Lavender Farm**
"The Purple WOLF Vineyard": historical tour, growing, distilling practices, and craft classes

Great Businesses

- 23 **Appalachian Piecwork**
"Utilitarian Folk Artist": dying, spinning, weaving, quilting and basket-making
- 24 **Cultivate Charlottesville**
"Building Food Equity Together": Schoolyard Gardens and Urban Agriculture Collective
- 25 **The Dayton Market**
"Mennonite Community of Shops": butchering, cooking, cheese & chocolate, sewing, toys, etc.
- 26 **Food of All Nations**
"Widest Selection of Virginia Made": retail practices that support a healthy community
- 27 **Friendly City Food Coop**
"Organic Grocery With A Mission": a cooperative business model that enriches local community
- 28 **Georgia's House**
"Health, Healing and Hope": a holistic program for women's recovery from drug addiction
- 29 **Great Harvest Bread Cafe**
"Bread. The Way It Ought To Be": bread baking at an exemplary "Great Business"
- 30 **Innisfree Village**
"A Lifesharing Community": gardening, cooking, baking, woodworking, music and art therapies
- 31 **Maker Space**
"It's A Movement": nonprofit made up of artists, craftsmen, and entrepreneurs sharing space & tools
- 32 **Our Community Place**
"A Place of Restoration & Hope": homeless shelter that facilitates holistic healing
- 33 **Piedmont Discovery Center**
"Cycles of Inquiry & Discovery": learning expeditions on ecology, biodiversity, & natural history
- 34 **Project Grows**
"Growing Together": improving children's health through gardening and nutrient-dense food
- 35 **Sacred Plant Traditions**
"Herbal Healing": herbal vitalism, Ayurveda, and Chinese Medicine
- 36 **Sun Spots Glassblowing**
"The Magic of Hot Glass": demonstrations and glassblowing workshops

Sea Billow Scribes

Sea Billow Scribes is a for-profit marketing company that "Grows Great Business" --- defined as local, ethical, sustainable and charitable.

Sea Billow Scribes provides a variety of innovative marketing services that promote GreenRight and its partners, which are rendered in-person, online, in-video, in-print, and in-plants with an emphasis on micro-targeted delivery. The company specializes in Cause-Dedicated-Marketing, which brings stories of 'socially responsible investing' to life and publicly honors 'corporate citizens' that work together to help heal and restore our whole community.

The mission is to support our community's best businesses, grow more, and to prosper together as a strong, healthy and vibrant community.

100% of profit goes to Sanctuary's Ministry!

1 How does the tour work?

Choose an "Integrity Farm"

An "Integrity Farm" uses holistic farming practices to produce safe, natural, and nontoxic food & fiber. Choose a farm to tour and learn a healthcare production skill from - anything from building a chicken tractor to growing mushrooms to spinning clean wool to making fresh raw goat cheese. Yum.

A "Great Business" is local, ethical, sustainable, and charitable. The farm determines which businesses your tour can connect with and deliver to. The focus here is discerning best business practices and empowering consumers to drive our economy to greener pastures.

2 Connect to a "Great Business"

3 Choose a gourmet Round Table

Choose a "Round Table" venue where your tour guide will help put it all together and encourage next steps with production goals - all while enjoying the finest farm cuisine and spirited beverages. This round table discussion makes the most of everyone's background skills, expertise and connections. Together, we'll figure out the path to health, wealth and vitality while celebrating the fun and meaningful work of "being the change we wish to see."

- 40 **Afton Mountain Vineyards**
"Grapes Don't Grow in Ugly Places"
- 41 **Barboursville Vineyards**
"The 18th Century Estate & Landmark Ruins"
- 42 **Crosskeys Vineyard & Bistro**
"We Give Back to Our Community"
- 43 **Glass House Winery**
"Boutique Winery with a Tropical Flair"
- 44 **Jefferson Vineyards**
Prestigious & "Under Conservation Easement"
- 45 **Merrie Mill Farm & Vineyard**
Whimsical Design that "Delights & Inspires"
- 46 **Michael Shaps Vineyard**
"At the Forefront of Modern Virginia Wines"
- 47 **Pippen Hill Farm & Vineyard**
"Vineyard & Garden-To-Table" Perfection
- 48 **Stable Craft Brewery**
"Agripub: Taste the Farm Fresh Difference"
- 49 **Mountain Cove Vineyards**
"The Oldest Winery in Virginia"
- 50 **12 Ridges Vineyard**
"A Place of Peaceful Commune"

37 Bella Luna Pizza & Pastries
"Farm-to-Table Restaurant": pizza, pasta, salads, sandwiches, pastries, and spirited beverages

38 Farm Bell Kitchen
"Historic Elegance & Southern Traditions": voted best brunch by The Best of Charlottesville Awards

39 The Yelping Dog
"#1 Wine Shop in the Valley": gourmet grilled cheese, charcuterie, and cheese plates

Schedule Your Tour Today

800-388-8687
(FTT-TOUR)

Scan to Plan Your Visit

Sanctuary's Ministry

Sanctuary is a non-profit ministry that "Facilitates Natural Healing" for women who have experienced the horrors of human trafficking.

Sanctuary's holistic, healing ministry provides a safe and nurturing environment where women can grow healthy beliefs, boundaries and relationship skills. Participants are welcomed into loving family farm environments, provided premium spiritual & material food, introduced to naturally healing therapies such as plant, animal and art therapy, encouraged to practice a domestic craft, develop a sustainable product, and start a great business.

The mission is to love women, facilitate their natural healing, watch them bloom and celebrate their radiant restoration.

See our gourd vases and lanterns!

50% of profit goes to Sanctuary's Artists!