

Customer Profile: Heart Beets Farm



[Heart Beets Farm](#) is run by Steve Murray and his wife Sarah. For nearly a decade, this young couple has been growing organically in the small town of Berkley in Southeastern Massachusetts, as their family grew alongside. Their goal is to help their customers find realistic solutions to getting more vegetables on to their tables. Flanked by a team of enthusiastic farm hands and volunteers, they offer a community CSA and **Beyond Organic Share**, an innovative approach to funding small farm fertility.

Heart Beets sources dozens of products from Progressive Grower, fortifying their farm early in the spring with [Plastic Mulch](#), ideal for organic weed suppression and water conservation. They also buy several of their seed supplies locally at Progressive Grower, including [Buckwheat and Winter Rye](#) for summer cover crops.

With the heavy rains seen in New England all spring, Ground Cover and insect netting were critical in helping Steve and Sarah manage growth and pests organically. They also employed the innovative organic product [Entrust SC](#) to further manage pests. Produced through the fermentation of *spirosad* (a natural substance made by a soil bacterium that can be toxic to insects), Entrust SC provides control of a wide range of insects. Registered for use on organically produced crops, it is the only OMRI-listed product that effectively controls worms, thrips and leafminers.

By leveraging Progressive Grower's mission to 'Competitively Supply All of Your Growing Supplies', Steve and Sarah were able to get one-stop shopping, stick to their budget, and find the specialty organic items hard to find elsewhere, so they could spend more time with their family and growing on their farm.



Steve and Sarah operate a farm stand weekends from 9 to 5, from May through November, at their home farm location, 181 Bayview Avenue in Berkley, MA. All produce sold at the stand is on the honor system and proudly home grown – they only sell items that they grow themselves.

Learn more at heartbeetsfarm.com or follow them on facebook at facebook.com/heartbeetsfarm.