



Our Hands-on Company

We had a big idea that required keeping things small. Make small-batch preserved products made with the freshest organic fruits and vegetables from local farmers, and in so doing, support the growth of local agricultural communities across the US. We started by partnering with a few organic farms in Colorado and selling our jars of Colorado deliciousness at local farmers markets, and grocery stores. And then we grew. And so did the number of farms in our quiver of organic growers.

Today, we are Farmhand Organics, formerly known as MM Local, an eight-year-old Colorado company with a foundation that rests on our transparent relationship with organic family farmers. Farmhand Organics continues and grows our tradition of high-quality, farm-to-jar pickled, preserved and probiotic foods; the only thing we aren't preserving is our old name. Each jar represents a handshake for our company on a mission to improve community food systems through great food, made by good people.



The Hands That Harvest Our Quality

Without the hard-working hands of our farmers and their farmhands, there would be no Farmhand Organics. We know each of these farmers, personally. We've walked their fields with them, learned about the failed crops, the new trials and learned how we can best support their family's daily endeavors. These farmers grow more than ingredients for us. They grow an agrarian future for their family and community while preserving healthy soil and restoring land and water. Their solutions are in harmony with nature instead of out of a chemical toolkit.



The Difference is Clear

Farmhand Organics is built upon a foundation of extreme transparency in our support of organic family farms. This is why we only work directly with certified organic to carefully make our single varietal apple and pear sauces, probiotic sauerkrauts and kimchis, and small-batch pickles. Each jar is topped by a Farm Traceability sticker, complete with the farmer's signature, identifying the exact grower whose produce was used in the making of each specific product.

Meet (Some of) Our Farmers

Garrett Gundermann of Gunderman Acres

- Located in Glen Flora, Texas
- Bought in 2007, was founded by father and grandfather 35 years ago
- 500-acres with 90 different varieties





- Provides Napa Cabbage, green and red cabbage, zucchini, yellow squash and cucumbers to Farmhand
- For the Love of Farming: “I just love knowing that you can start with a seed the size of a sharpie point on a piece of paper and turn it into a big cauliflower, it’s the amazement of watching something grow.”

Dave Asbury of Full Circle Farm

- Located in Longmont, Colorado
- Had pumpkin patch for 24 years and began growing veggies in 1993
- 1,110-acres with more than 70 varieties of vegetables, small grains, grass and alfalfa
- Provides cucumbers, peppers, cabbage, and beets for Farmhand
- For the Love of Farming: “One reason I love farming is it is a humbling occupation. Humbled



by Nature. When you have to live with Nature’s conscript, not man’s conscript, it makes you a better person. Nature is not static. It’s ethereal. It always changes. I think all of humanity could use a good humbling by Nature.”



Our Farm-to-Jar Certified Organic Products

- Probiotic Line of Sauerkrauts and Kimchis
 - Organic Spicy Napa Kimchi
 - Organic Daikon Kimchi
 - Organic Simply Kraut
 - Organic Green Chile Kraut
 - Organic Caraway Kraut
 - Organic Red Kraut
- Single-Varietal Apple and Pear Sauces
 - Organic Pink Lady Applesauce
 - Organic Golden Delicious Applesauce
 - Organic Jonathan Applesauce
 - Organic Pear (not apple) Sauce
- Small Batch Pickled Vegetables
 - Organic Garlic Dills
 - Organic Spicy Dills
 - Organic Zucchini Bread and Butters
 - Organic Simply Beets
 - Organic Pickled Chile Peppers – Medium
 - Organic Pickled Chile Peppers – HOT
- Seasonal Releases (changes each year)
 - Organic Simply Pears
 - Organic Spiced Beets
 - Organic Simply Peaches
 - Organic Tomatoes with Basil

FAQ

Where are Farmhand Organics products sold?

Farmhand Organics products are currently sold at natural and conventional retailers under the MM Local name and will be transitioning new packaging to stores beginning with the probiotics line in November 2017; and nationally at www.farmhandorganics.com by the end of November 2017. Additional MM Local products including apple and pear sauces and pickled fruits and vegetables will be sold under the Farmhand Organics label beginning in 2018.

Suggested retail price for Farmhand Organics products range from \$4.99 to \$9.99, with the probiotic line of sauerkrauts and kimchis priced from \$7.29 to \$8.69.

What makes Farmhand Organics different from other pickled and fermented products on the market?



- Simple organic and GMO-free ingredients
- Signature Farm Traceability sticker
- High quality, small-batch products
- Helping organic family farms grow
- Probiotic (sauerkrauts and kimchis)

What's different about the new brand and packaging?

In agreement with our core value, our jarred goods will become even more transparent – with more clear space on the jar, allowing eaters to see the actual product and for the bold, natural hues of fruits and vegetables to pop out. Our new packaging takes the guess work out of what the product is – with bold product name, clear labels and emphasis on key product attributes – “Probiotic” and “Certified Organic”. A new name and new look allows our company to tell our story more directly as we grow distribution and work with more certified organic family farmers in the U.S.

How did Farmhand Organics get started?

Farmhand Organics began with founder and CEO Jim Mills and co-founder Ben Mustin selling their MM Local products at local farmers markets and grocery stores in 2009. Since then, Farmhand Organics has grown to offer more than 20 products in several regions and online.

Where is Farmhand Organics based?

Westminster, Colorado

Where can people go for more information?

www.farmhandorganics.com

Multimedia Resources

View a selection of Farmhand Organics hi-res photos, available for download [here](#).

Media Contact

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