

Smiths' Apples and Farm Market

Fifteen years ago Steve and Micki Smith, as they explain it, “bought a field”. In that field they planned to grow apples. Having no previous experience in the business, Steve consulted some experienced growers, most of whom confessed that it’s difficult, almost impossible, to make a living selling apples wholesale. But Steve had an idea. Maybe people would like to come and pick apples. That was his direct marketing idea, and it led to the establishment of one of the most successful agri-tourism businesses in Grey Bruce. Between late August and the end of October you can pick your own apples, buy home-baked pies and fresh vegetables at the country store, explore a winding corn maze and take pictures of your kids on giant pumpkins. It’s a wonderful farm experience for children and, as Steve says, “there’s a huge educational component”.



Smith’s apples are grown on dwarf rootstocks (imported from Holland), supported on stakes, and planted at a high density of 700 to 800 trees per acre (compared to 150 trees per acre in a standard unsupported system). A grand total of 6,000 trees are growing on 7 acres. Steve is always investigating exciting new apple varieties and you’ll find some unusual ones, examples being ‘Zestar’ and ‘Sunrise’. Bees from beehives located on the farm, and managed by Guy Anderson of *The Hive ‘n Hoe* in Kincardine, pollinate the apple blossoms in spring and the fresh honey is sold in the store.

Steve and Micki value the support of the Ontario Farm Fresh Marketing Association (OFFMA) which provides development ideas and connections to other direct marketers. In 2008 the Smiths won the Outstanding Farm Marketer Award presented by the OFFMA.

For sale at Smiths' Farm Market

Apples, apple pies, apple turnovers, honey

Squash from Rudy’s Farm (Elderslie)

Elderberry Jelly from Windy Hill Preserves (Sauble Beach)

Garlic from Green Valley Garlic (Elderslie)

Candy apples, chocolate apples, caramel corn from Northern Confections (Warton)

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