



A Fresh Vision for Ecker's Apple Farm

Sara Ecker



5th generation farm

1st generation to not
have to work off farm

We just have to keep the
wheels on the bus...

We don't have to build
the bus.

Peter Ecker

The cure for boredom is curiosity.

—Dorothy Parker

Inventor, artist, ideas man, grower



Janet Ecker

Things will look better in the morning. –Janet

Nobody got hurt. –Janet



Perfectionist, foodie, rural socialite,
caramel queen, antiques

Mary Ecker

'No'- Mary Ecker 6 months later 'Ok, but it's not going to work.'

Baker, bookkeeper, head of mowing operations, CFO, 'moneybags'



Jess Ecker

PR, HR, all events, architect, artist,
continuous thinker

Red tape wader,
Intuitive BS-meter





Simon DeGabriele

We don't complain about how someone does their job... because then we might have to do their job. - Simon

Mechanic, contractor, comic relief

Lays on thick Australian charm



Sara Ecker Live to ride another day. -Sara



Default orchardist
Default multi-peril insurance
technician
Beginning Spanish speaker



Ask Dad






The background of the slide is a photograph of four large, grey plastic crates filled with ripe apples. The apples are a mix of red and yellow-green colors, suggesting a variety like Honeycrisp. The crates are arranged in a 2x2 grid, with the top two crates slightly higher than the bottom two. The lighting is bright, casting soft shadows.

So you want to be an apple farmer...


Don't teach em' everything you know the first day.
—Peter Ecker



Honeycrisp saved my
generation of apple-growers...



UNIVERSITY OF MINNESOTA



**I wouldn't grow apples
without- (at least some)
High density trellis systems
and drip irrigation**



I wouldn't grow apples
(on flat land) without-

- Frost fans

I wouldn't grow apples without (at least some) Hail Netting



And without as much Multi-Peril Insurance as we can afford.



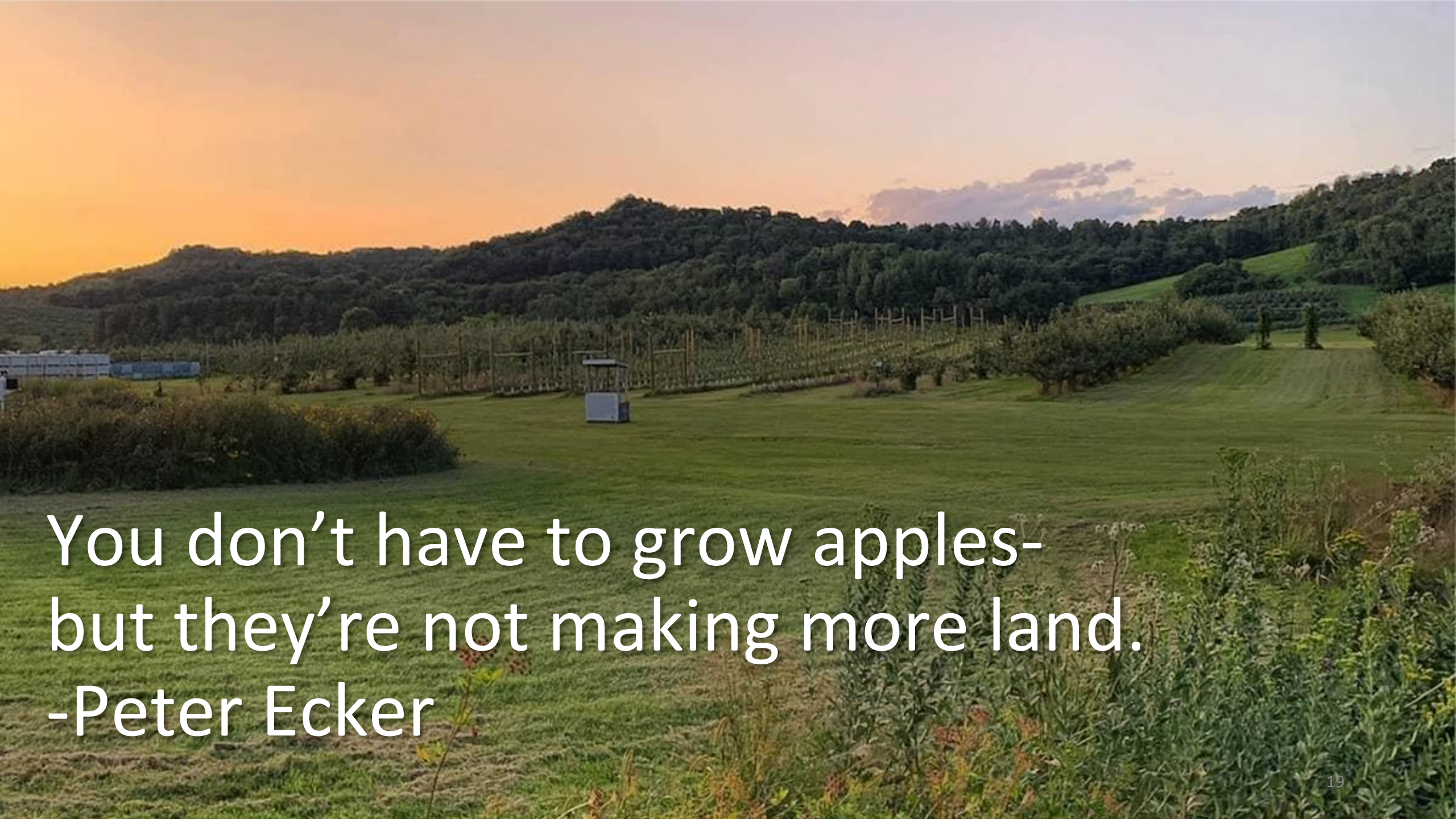
I shouldn't grow apples in a low spot. They die.

Retail:
25% of crop
75% of income



Wholesale:
75% of crop
25% of income





You don't have to grow apples-
but they're not making more land.
-Peter Ecker

Bakery

- Scratch pies
- 7000+ pies a year
- Only apple 😊

Peeler

Simon's 1st baby

- 4 moving arms
- 100s of parts
- FB Pease
- 5000 apples to make 500 pies





Assembly

- Crew of 10-12 people 3 days/week
- 500 pies/week



Pie Freezer



Rack Oven

Caramel

You've got to sell sugar and lace.

—Peter Ecker

7 high-school kids, 5 hours each
weekend day

20,000 caramel apples a year



Caramel wholesale

- Weather independent product
- Sales to other businesses
- Takes pressure off the apples
- If we lose the apples, we can make the farm payment.**



wedding venue

1 per month

Not during apple season

Detailed contract

Don't give them away





Wedding venue

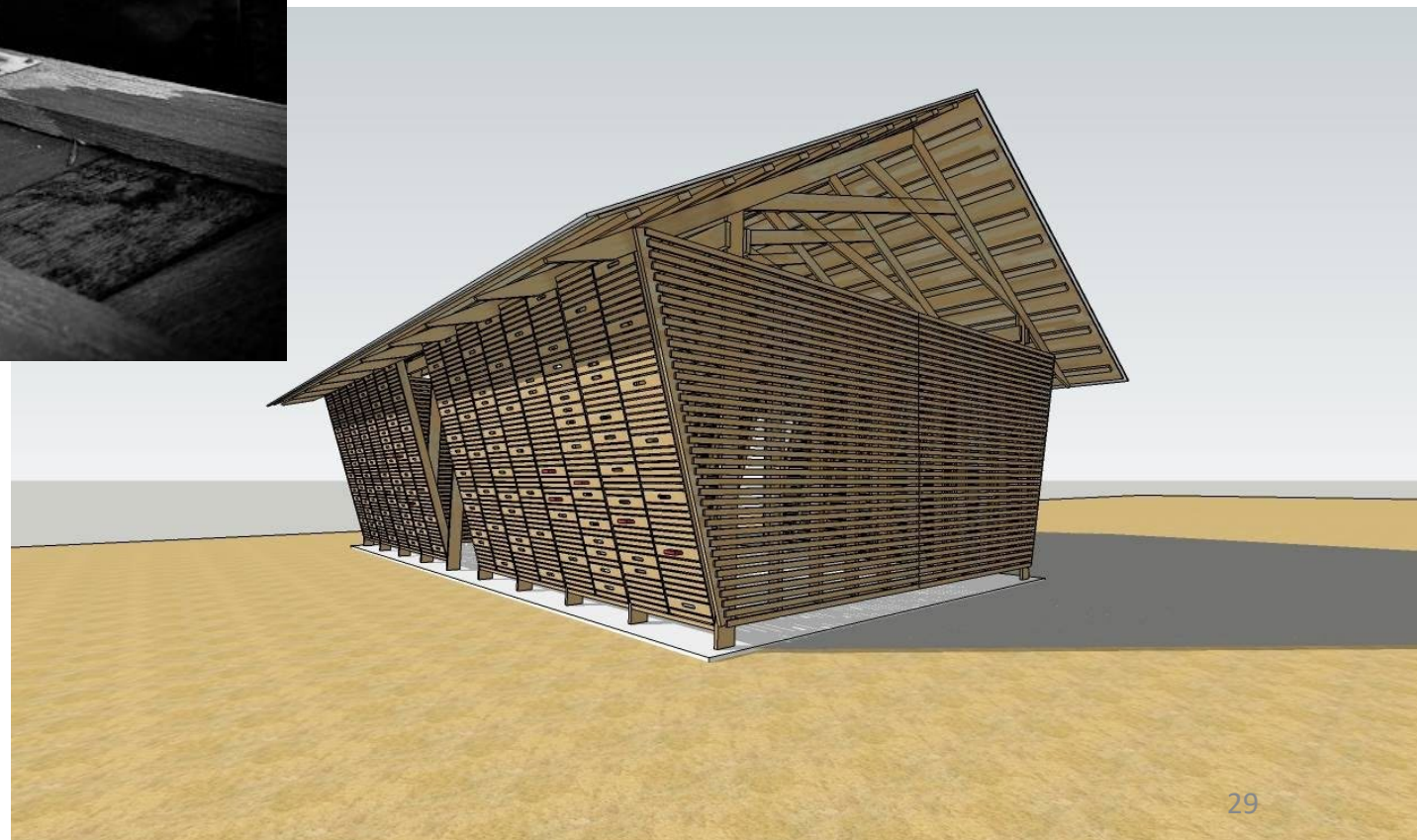
Host Liquor License and 1 day event license

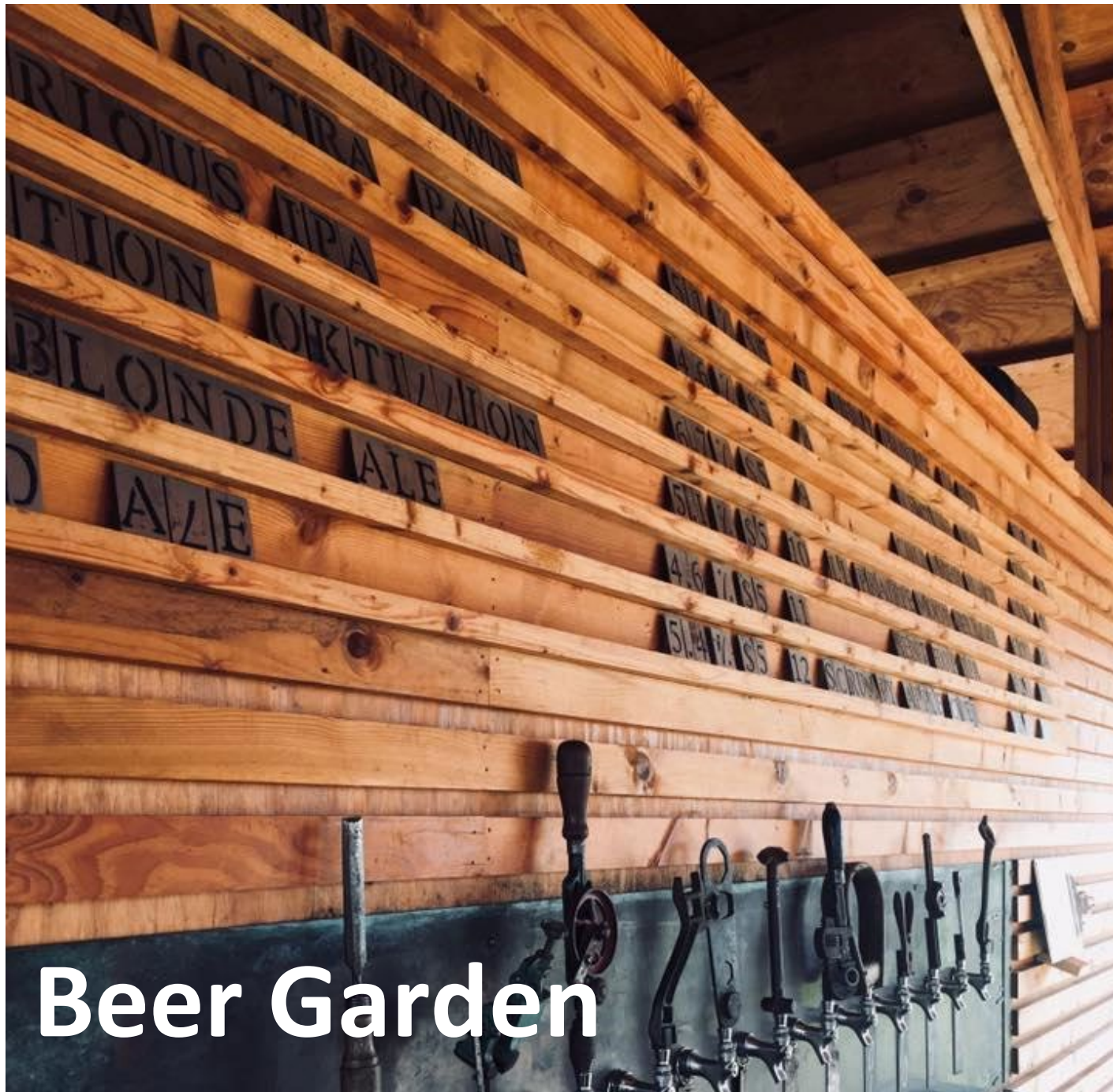


Hog's Back Brew Farm

Eckers never do anything fast. –Peter Ecker



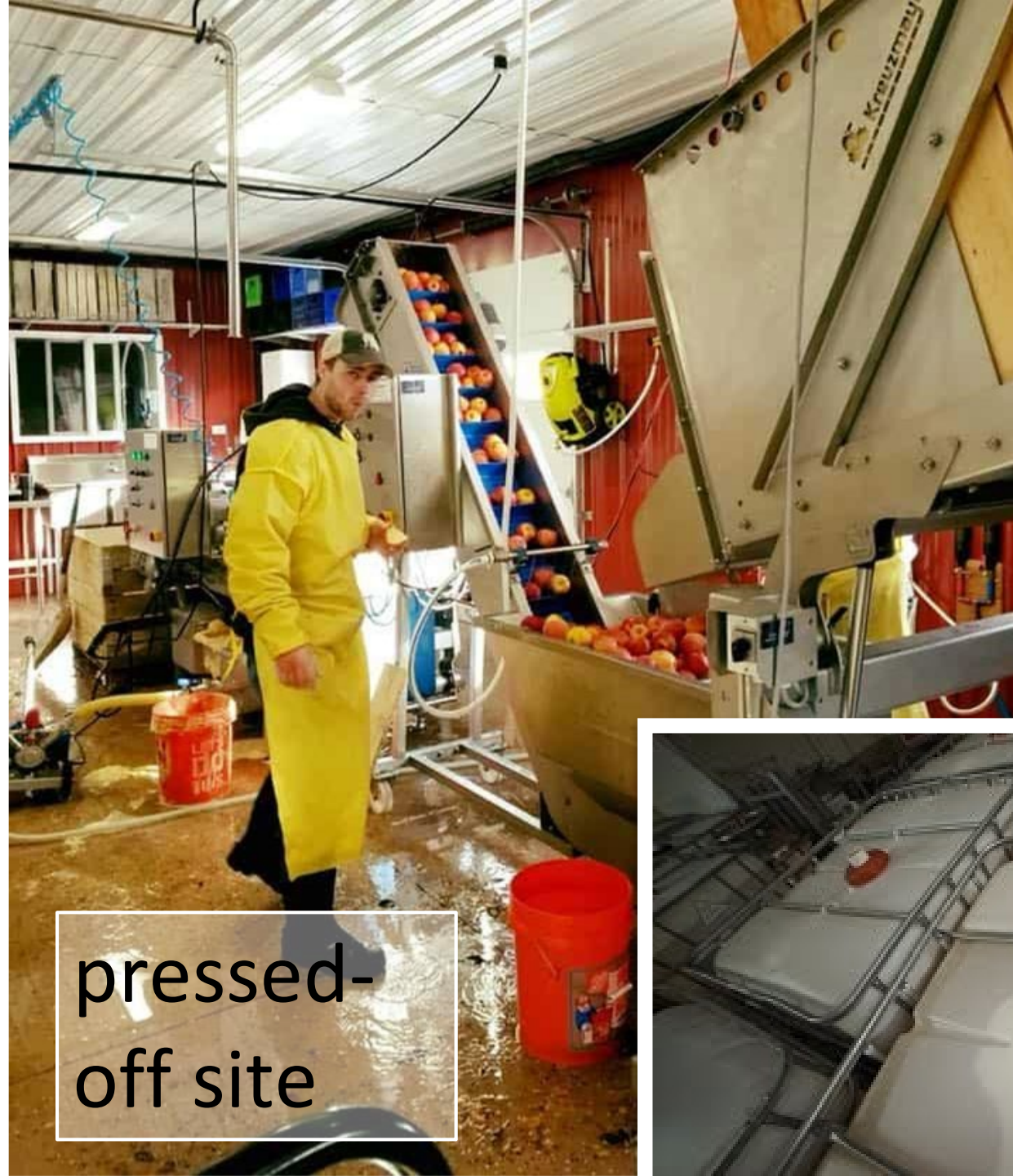






Hard Cider-

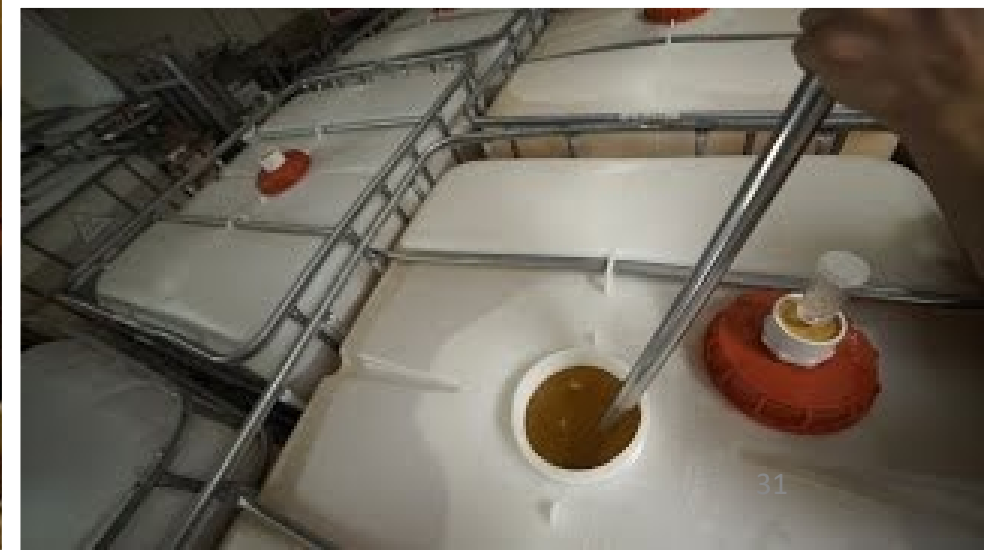
Our apples,

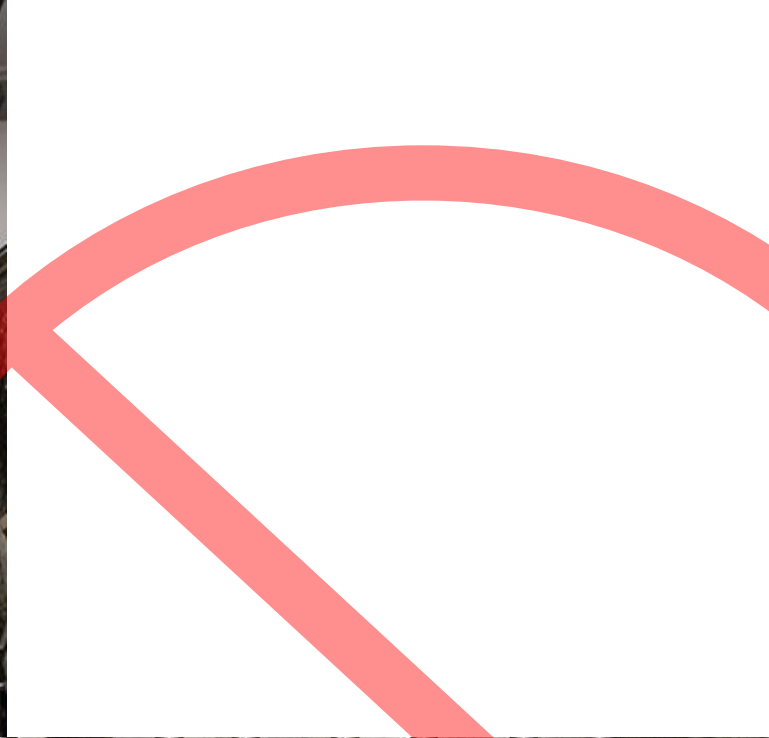


pressed-
off site

Stored,
frozen, and
fermented in
IBC totes.

Then bottled
or kegged.





Hard Cider



We invest as we
can
afford to.

Ecker's Apple Farm and Hog's Back Brew Farm are 2 separate entities.



Currently hold retail beer and federal winery license. Awaiting state winery license.

Music Venue





Honeycrisp Hootenanny

- 1st Hoot in 2009
- “Jess, why don’t you go up to George’s Bar and get a ¼ barrel”
- Had ½ of a ¼ barrel leftover
- A party to celebrate the end of Honeycrisp harvest



2012 Hoot



2015
Hoot

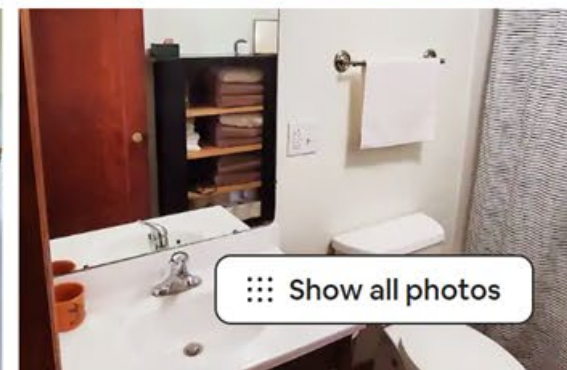


Hootenanny Now: (not 2020)
Capped at 4000 tickets sold
After 10 free years, we now
charge admission. \$10

Frank's Farmhouse at Ecker's Apple Farm

★ 5.0 (46) · Superhost · [Trempealeau, Wisconsin, United States](#)

[Share](#) [Save](#)



[Show all photos](#)

Farm stay hosted by Jessica

7 guests · 3 bedrooms · 5 beds · 1 bath



\$149 / night

★ 5.0 (46)

38

Earliest availability is Jan 21. [Add check-in date](#)

Social media: Facebook and Instagram



FANCY A PIE ON MOTHER'S DAY?

These treats are hot and fresh so
place your orders now, ladies...



1 post per week max,

Picture, info about event, 1 joke

What didn't work for
us...



It's not a race to the bottom...



It's another beautiful day in paradise.

– friends, mentors and largest apple growers in WI and MN, Ferguson's Orchards



COVID-19

A large red barn with a white roof and trim. The words "FERGUSON'S MORNINGSID ORCHARDS" are painted in white capital letters on the side of the barn. There are several windows and a central double door. In front of the barn, there are stacks of hay, pumpkins, and a small white fence. The foreground is filled with many pumpkins and autumn leaves. The background shows a line of trees and a hill.

A large red barn with a white sign that reads "The PEPIN HEIGHTS Store". The barn has a white garage door on the left and a white door in the center. A red tractor is parked in front of the barn.

Pepin Heights Contact ⁴²

What works for them...



Corn Maze

Get lost in our 7-acre "Thank You Heroe...



Farm Animals

Meet our friendly farm animals - goats,...



Pumpkin Pad

Jump for joy on our giant pumpkin...



Double vision...

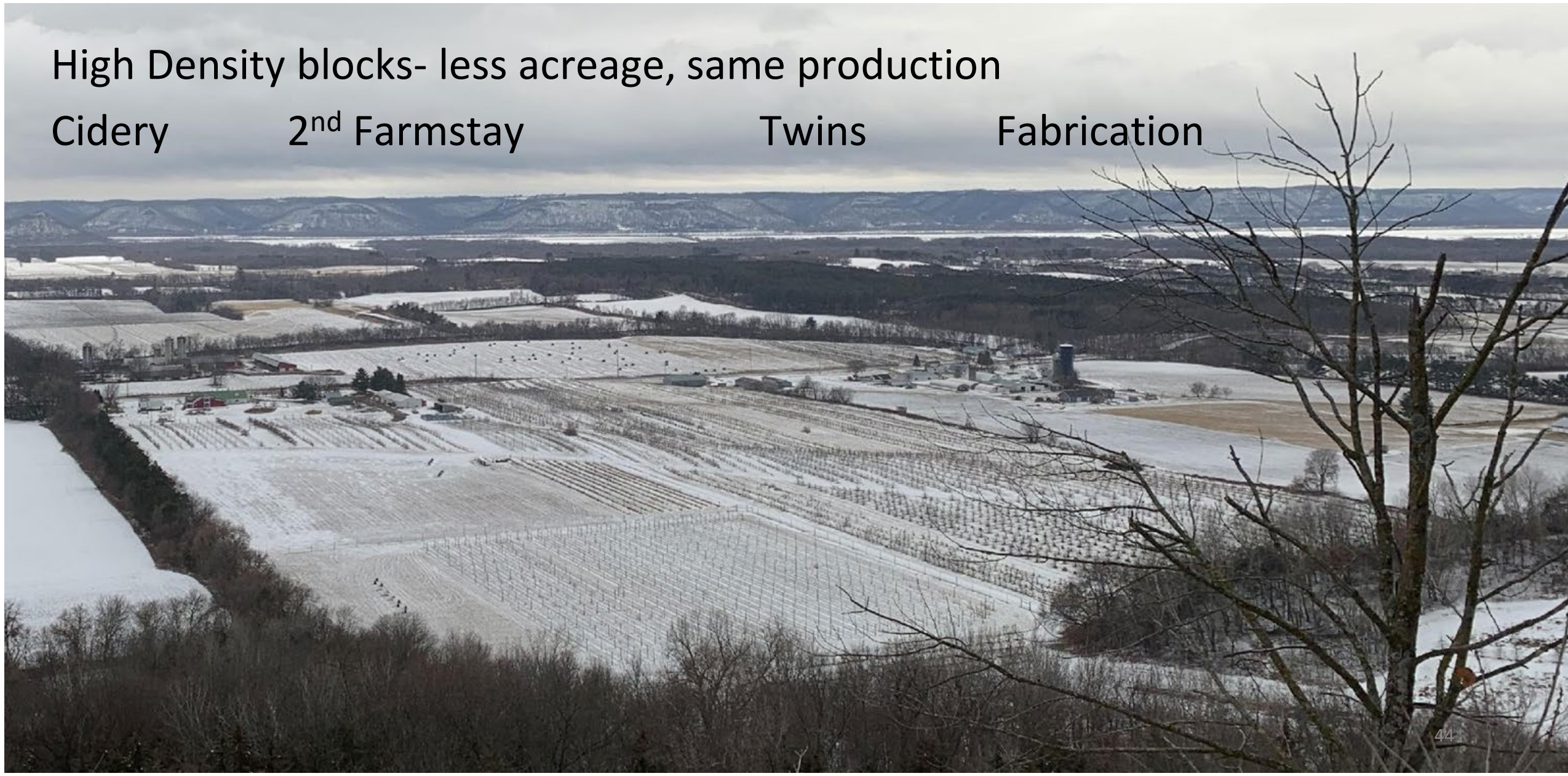
High Density blocks- less acreage, same production

Cidery

2nd Farmstay

Twins

Fabrication



Simon's
2nd baby:

Google:

Wisconsin
Hemp
Stripper





My worst decision is better than someone else's best advice.

—Peter Ecker