

MarketMaker Member Spotlight – Layn Farms

[Layn Farms](#) is home to a very busy Heather Layn and her husband Curtis along with their three children. On approximately 960 acres, the Layns raise hogs, cattle, chickens, turkeys, ducks, llamas, corn, beans, wheat and more.



with a foster dog - photo credit to Brett Ann Stanciu)

Layn Farms is a 5th generation dairy farm, near Bristol, VT where Curtis grew up, that has diversified into a commercial crop, meat, veggies, grains, syrup and Christmas tree farm. The transition, due in part to the restrictions imposed on dairy farmers during covid, has been challenging *and* rewarding at the same time, as the family continues to add animals and products to their farm.

Layns have an on-farm store where customers can purchase farm fresh products. A key success is sourcing products from fellow farmers, this has allowed them to continue to have products that consumers wanted and needed during a time when supplies were often short. “That kept our customers coming back” Heather noted. She also said to promote new products they offer new products free with certain purchases. “Customers seem to really enjoy that,” she said. That also aids in expansion of new products.

(Heather, daughter Natalie and neighbor Orion Ronark

In addition, to their store, they offer shares and community-supported agriculture in the greater Bristol area. They are very active with 4-H and offer educational opportunities for youth to experience farm culture and livestock handling firsthand. Recently, they’ve begun grinding wheat.

Heather, a farm-girl born and raised in Vermont, joined the United States Marine Corp (USMC) after graduation. After the USMC she felt drawn back to farm life. The Layn’s are members of the [Farmer Veteran Coalition](#) (FVC) and [Homegrown By Heroes](#) (HBH).

The HBH label is the official farmer veteran branding program of America and is administered nationally by the Farmer Veteran Coalition. It certifies ranchers, farmers, and fisherman of all military eras to sell their product as veteran owned and produced. The label informs consumers that agricultural products donning the logo were produced by U.S. military veterans, and it allows veterans to differentiate their farm and ranch products in the marketplace.



While Heather has not had the time to fully take advantage of all the benefits of the HBH label, she says that just having the sticker on their products has made a difference. She said customers have told her that selected her products over competing products simply because they could identify it as veteran produced. She encouraged other Veterans to go through process for the Homegrown By Heroes certification and be sure to identify as such on their [MarketMaker](#) profiles.