



IMPORTANT INFORMATION

Important Website, Social Media, Email Wording and Branding

Last Updated: Friday, September 30, 2023

Clear Brook Farm | Shaftsbury, Vermont | 802-442-4273 | @clearbrookfarm



HOME PAGE

THE FARM STAND

The Farm Stand at Clear Brook Farm is open for the season! We have lots of our own organic produce as well as local dairy, meats, cheeses, breads and more! We are open daily: Monday-Saturday: 10:00-5:30. Sunday: 10:00-4:30. Check back for more information and updates!

THE PLANT STAND

The Plant Stand at Clear Brook Farm is currently open daily from 10:00am-5:00pm. We still have perennials and vegetable starts such as broccoli, cabbage, lettuce, herbs and more! Fruit trees, blueberry bushes, edible perennials, ornamental shrubs, Moo Doo and potting soils are also available!

LIFE ON THE FARM

Clear Brook Farm was established in 1995.

2023 is our 29th season growing bedding plants, certified organic vegetables & fruits. At the height of the season, we employ over twenty-five full and part time workers. Our farm has forty-five acres of land in cultivation, twenty-five of which are in veggies & small fruit production in rotation with cover crops & straw. Our farm stand is the main sales outlet for our locally grown produce & plants. For more about our farm stand, click the button below.

CERTIFIED ORGANIC PRODUCE

Clear Brook Farm produce is certified organic by Vermont Organic Farmers Association (VOF). We believe that eating locally grown, organic food is the best choice consumers can make for themselves, the environment, and our local economy. We also believe that, in general, choosing local, certified organic food is supporting some of the most sustainable agricultural practices out there. *Have 10 minutes?* Click the button below to watch a great video on why farmers choose to become certified organic and why this is also the best choice for consumers.

OUR CSA PROGRAMS

Clear Brook Farm has offered a Community Sponsored Agriculture (CSA) Program for over sixteen seasons. We offer three unique programs. While our summer, winter and deep winter



programs look very different, they are all great opportunities to help support our farm and our community.

FARM NEWSLETTERS

Stay up to date about the latest sprouts, sales, & events at Clear Brook Farm. Click below to subscribe!



FARM STAND

OUR FARM HISTORY

Clear Brook Farm was established in 1995. 2023 is our 29th season growing bedding plants, certified organic vegetables & fruits. At the height of the season, we employ over thirty full and part time workers. Our farm has forty-five acres of land in cultivation, twenty-five of which are in veggies & small fruit production in rotation with cover crops & straw. Our farm stand is the main sales outlet for our locally grown produce & plants.

THE FARM STAND (IN DETAIL)

Clear Brook Farm is a one stop nursery and farm stand. Our farm stand offers not only our own certified organic produce, but also lots of other seasonal produce, local cheeses, yogurt, meats, baked goods and more. The Farm Stand is open June through October.

THE PLANT STAND (IN DETAIL)

Clear Brook Farm has a wide selection of plants for your garden beds. We take pride in growing high quality plants. Our farm grows over 400 varieties of annuals. In addition, we offer a large selection of organically grown vegetable and herb starts, with over many different heirloom and hybrid (NON-GMO) varieties to make your vegetable garden a success. You can find many larger second year perennials, trees, shrubs and natives in our trees and shrub area to complete your landscape.

FARM NEWSLETTERS

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EMPLOYMENT

JOIN OUR TEAM

We work hard at Clear Brook Farm. We love what we do and we have fun doing it. If you think you'd like to join our great crew, please fill out this form as completely as possible. If we're interested in the skills you have to offer, we will email or call you within several days. Jobs at Clear Brook Farm are seasonal. All positions require rigorous physical labor, including the lifting of items of 40 lbs. or more.

STAND CREW

Clear Brook Farm's reputation is for having a friendly and helpful sales staff. This position entails both selling produce and plants, watering plants, stocking produce, and being able to assist customers in a friendly and courteous manner. If you are a "people person" - especially if you have gardening knowledge - we would love to talk to you.

FIELD CREW

The Clear Brook Farm field crew helps with the growing, planting, weeding, and picking of produce on the farm. This position is physically demanding; we expect our Field Hands to work efficiently and carefully. They also have a lot of fun.

GREENHOUSE CREW

Our greenhouse season is brief and busy. These positions generally start in early April and go through May. These jobs mostly include transplanting, some seeding, and watering of the greenhouses. As the greenhouse work slows, most greenhouse workers move into either working the field or stand.



CONTACT US

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Our community's feedback is important to us.

Please feel free to reach out to us with questions, feedback and suggestions.

We will contact you as soon as we can within our farm work hours.



BRANDING

WEBSITE COVERS

There are the website covers to be used in the summer and fall.



EMAIL COVERS

There are the TWO and ONLY email covers to be used on all Clear Brook Farm emails.

- The first titled “Farm News & Updates” should ONLY be used on email sent to all contacts regarding any topic or announcement.
- The second cover titled “CSA News & Updates” should ONLY be used for CSA emails.



LOGOS AND COLORS

Below are the logos, fonts and colors that should be used on all emails, social media platforms and on the website. Other **unofficial** logos, fonts and colors may **not** be used or altered.

Colors

- Yellow: ede9a0
- Red: 8a1817
- Solid Black
- Solid White

Fonts:

- TradeGothic LT CondEighteen: Bold
- Minion Pro: Regular
- Times New Roman, Regular (Use ONLY if none of the branded fonts are available. This is a default to use instead.



Clear Brook Farm BRANDING GUIDELINES

LOGOS:



COLORS



FONTS:

TradeGothic LT CondEighteen: Bold
Minion Pro: Regular

TAGLINES:

Real Food Grown Here
A One Stop Nursery & Farm Stand
Growers of Garden Plants & Organic Produce

Colors, fonts & logos may not be adjusted.



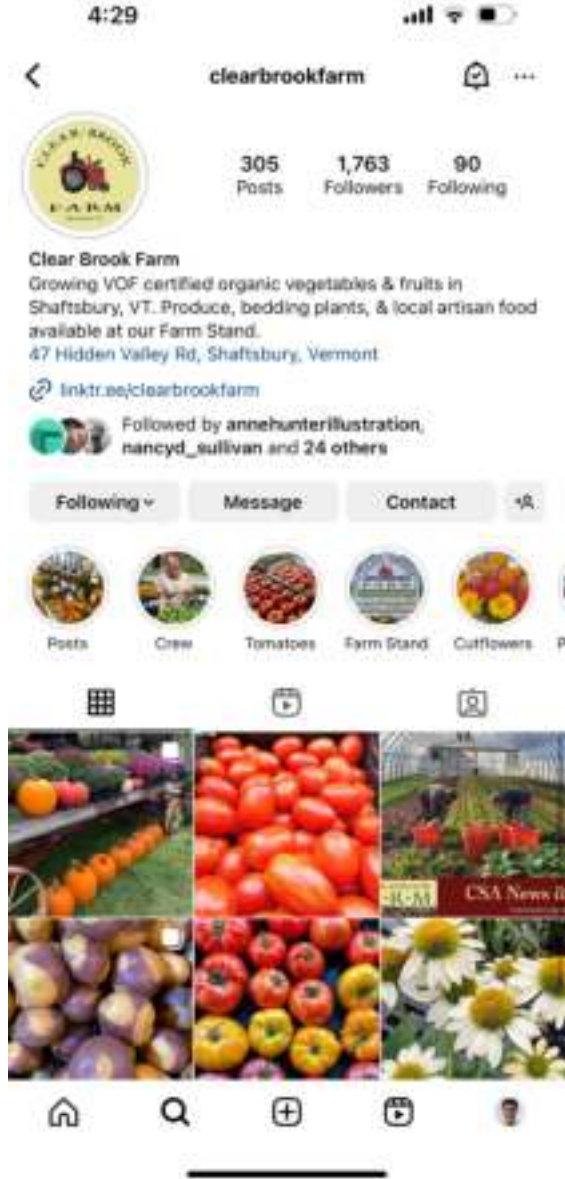
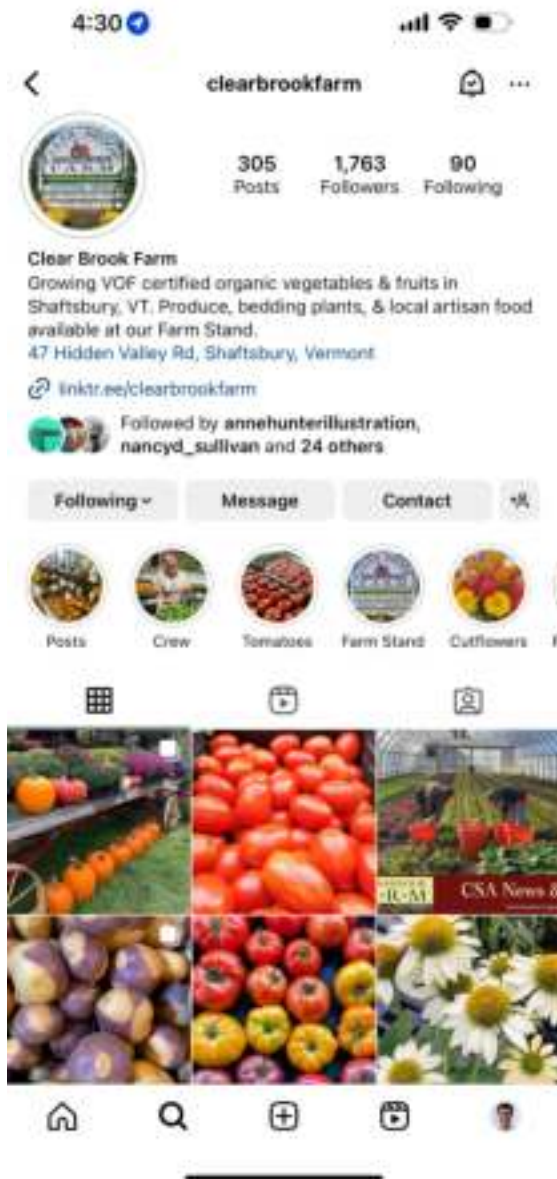
NEW!!! - SOCIAL MEDIA ICON

Below is the new icon for Clear Brook Farm social media (as of September 30, 2023).

- This is for Instagram, Facebook, Google, Yelp and any other platform.
- To be used instead of a picture of the CBF sign on 7A.



Below is the old picture on social media vs. the new icon to use instead of a picture of the sign.



NOTES



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QUESTIONS?

Contact: andrew@clearbrookfarm.com

CLEAR BROOK FARM

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