



Grower Profile

Alsum Farms

Interviewed; Larry Alsum



Grower's Picture

Stats

Size- 1,300 acres

Crops- Russets, Reds, Whites, and Yellow flesh varieties

Location



Alsum Farms
P.O. Box 188, N9083 Hwy EF
Friesland, WI 53935

Larry Alsum started farming in an unusual way. He was raised on a dairy farm, but knew from a young age that it was not something that he was interested in. So instead of following in his father's footsteps, he went to college and became a CPA. It was not until a series of life changing events, that Larry joined the agricultural world. He started first as a partner of a small produce business for repacking potatoes and onions and he then began a joint farm in 1989. It was not until 1992 that Alsum Farms was officially started; it has grown from 750 acres to its current 1,300 acres.

Larry's decision to utilize the "Healthy Grown" process came with the recognition that "as I got more involved in the farming operation, I realized that the decisions we made as farmers were intricately involved with the environment that we farmed. The 'Healthy Grown' process [...] has been a great educational experience to help me understand what I am doing as a farmer, why I am doing it, and the impact our decisions are having on our environment."

He goes on to say, that "being involved in the 'Healthy Grown' project has made me a much more informed and intentional farmer. It has been a wonderful experience and I am proud to have been associated with the other 'HG' growers, the UW IPM team, and the World Wildlife Fund and Crane Foundation in developing the standards and learning more about IPM based farming."

It is obvious from Larry's enthusiasm that he sees "Healthy Grown" as a realistic path for the future of his farm and the entire agricultural world. In his own words, "I am committed to using what we have learned and applying the principles to our farming operation."

Like many of the other farmers involved in "Healthy Grown," Larry sees the marketing of the product as a secondary, but important, goal. He remains positive and certain about the future successes of "Healthy Grown."