



Grower Profile

Isherwood Company Farm

Interviewed: Justin Isherwood



Stats

Size- 150 to 200 acres

Crops- Gold Rush

Location



Isherwood Co. Farm
5911 Isherwood Rd.
Plover, WI 54967

When Robert and James MacMillen settled in Wisconsin in 1832, they did what they knew best- farming. Every generation since then has provided a new set of farmers and the current plot of land has been in the family since 1852. The Isherwood Company Farm is run by Justin Isherwood, his two brothers, his son, and their wives and children. Considering the long history of the farm, it makes sense for Justin to believe that “farming is a family tradition; the farm connects the family to each other and to the land.”

The Isherwoods have been advocates of the “Healthy Grown” ideal from the beginning, knowing the importance of its responsibility to the land and people. For Justin, “There has always been an ethic to the land, a righteousness to seek that balance of the economics of the field and woods, that sacred honor of keeping land well and productive.”

Because of the love of their land and environment, the Isherwoods are committed to the ecosystem conservation aspect of “Healthy Grown.” According to Justin, “It is, or ought to be, in the bones of every farmer, the will to defend the land’s identity, its power and its mysteries.”

As “Healthy Grown” growers, the Isherwoods must follow certain protocols and processes, providing a new attention to detail. According to Justin, being a part of “Healthy Grown” also introduces “a new vocabulary and as always, it is the vocabulary that has the power to create a new awareness and new world.”

The awareness that “Healthy Grown” creates in its growers, has not yet broken into the consumer and wider agricultural world, generating a major challenge within “HG;” marketability. Justin notes that “I think we’re a long ways from being ‘successful,’ meaning that what we are doing here alters the shape and goals of our industry and sector; which is the ultimate objective.” Justin believes that perseverance and the ability to convince the consumer and all of agriculture about the importance of “Healthy Grown,” will help alleviate the marketing problem.