

FOR INTERVIEW REQUESTS

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SIMON HUNTLEY, FOUNDER & DEVELOPER OF SMALL FARM CENTRAL BIOGRAPHY

Simon grew up on a small farm in the hills of southwestern Pennsylvania before pursuing a degree in information sciences and technology at Penn State University. Soon after college, Simon helped a long-time western Colorado fruit farmer expand his operation to include vegetable production and a CSA program. The project grew to serve five area farmers markets and a 130-member CSA.

During his tenure at the farm, Simon took advantage of his education in information technology to develop a highly interactive website for the CSA. In retrospect, this website was a prototype for what Small Farm Central would eventually become. After leaving the farm in the fall of 2006, Simon started Small Farm Central with a core group of 10 farmers from across the country. Small Farm Central has grown to serve more than 1,000 farmers across the U.S. and Canada.

Simon ended 2016 with the release of his book [Cultivating Customers: A Farmer's Guide to Online Marketing](#), a how-to guide for farmers who want to utilize internet marketing for swift and affordable business growth. Most recently, Simon has been awarded the 2017 PASAbilities Sustainable Ag Business Leadership Award by the Pennsylvania Association for Sustainable Agriculture for his contribution to the vision of sustainable agriculture.

Outside of Small Farm Central, Simon is kept active by his two sons, Eliot and Theo. He enjoys food experimentation projects like beer making, fermenting various vegetables, and whatever other challenges come up. The 70-acre family farm is still in the family, so there is a chance of returning to growing food some day.

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