



Little Leaf Farms

Inside a 10-acre greenhouse in Devens, MA, rows upon rows of fresh green lettuces thrive year-round. Just 24 hours from now, they'll be harvested, packaged and on their way to Hannaford stores across the region. It's a dream made real for Paul Sellew, CEO of Little Leaf Farms. Paul grew up in a farm family in Lebanon, CT. He founded Backyard Farms in 2004, growing tomatoes in greenhouses in Madison, ME. In 2015, he began Little Leaf Farms. "In New England, we only grow about 10% of the food we eat," Paul says. "With Controlled Environment Agriculture [greenhouse-grown produce] we can increase that percentage."

HOMEGROWN PRIDE

At first, many people tried to convince Paul this wasn't the right idea. After all, wasn't there plenty of lettuce on shelves already? "The problem is that most lettuce is grown over 3,000 miles away in California," he says. "By the time it gets here, it only lasts a couple of days. This lettuce is grown right where people eat it. It stays fresher and it tastes better." During the pandemic, the need for local, reliable food sources became even more apparent. "We saw how fragile our food system is, especially when so much is shipped from far away. As a lifelong resident of New England, I believe passionately that we need greater resiliency here. This means growing more food for our community, in our community."

SUN, RAIN AND SOIL

The greenhouse may look futuristic, but its operation couldn't be simpler. The farm is powered by sunlight that pours in from the glass roof above. Rainwater is captured to water the plants. "We view ourselves as beyond organic," Paul says. "We don't use any pesticides, herbicides or fungicides. Our main resources are the sun and rain." Add this to the fact that food miles are a fraction of what they usually are, and you have a product that's earth-friendly, locally grown and incredibly fresh.



"Hannaford built a market for this product, so they really helped build Little Leaf Farms. I have such admiration and loyalty for them."

**- PAUL SELLEW,
CEO, LITTLE LEAF FARMS**

A THRIVING FUTURE

Little Leaf Farms quickly found a partner in Hannaford, one of their top retailers in the Northeast. "Hannaford has been amazing," says Paul. "They've provided a sense of partnership and support from day one." Curious customers who tried their lettuce blends quickly grew to love them. As demand grew, so did the farm, from 2.5 acres to 10, then to a second 40-acre greenhouse in McAdoo, PA. Product lines expanded with more varieties and sizes, including recently launched salad kits. "Hannaford built a market for this product, so they really helped build Little Leaf Farms. I have such admiration and loyalty for them."

NURTURED WITH LOVE

The greenhouse provides protection from hot summers and long winters, creating a growing season that never slows down. "Lettuce doesn't know if it's a Saturday or a holiday," says Paul. "We work with great people who help us harvest, package and ship the lettuce seven days a week." Crispy Green Leaf Lettuce is the number one seller, followed by favorites like Sweet Baby Butter Leaf and Romaine Leaf. The love for his product keeps Paul going, and keeps Little Leaf Farms growing. "We elicited a passion for lettuce we didn't know was there," he says. "When you can delight your customers, it makes you feel really good as a grower."



LEARN MORE

Watch videos about Ben and other local producers who partner with Hannaford at hannaford.com/pages/local.



Ben's Sugar Shack

Ben Fisk still remembers a preschool field trip to a maple sugaring farm near Temple, NH, the town where he still lives. “I came home and told my parents all about it,” Ben says. “The next day my dad made me a little homemade evaporator to boil down the sap into syrup. We tapped 13 maple trees that grew across the street from our house and made about a gallon of syrup.” For Christmas the next year, his parents bought him a real evaporator and built him a small sugar house. “I was seven years old when I made my first 100 gallons of syrup in a season. Now we make about 250 gallons an hour.”

Ben is the fifth generation in his family to make maple syrup. When he was a boy, he used the same buckets to collect sap that his grandfather used to make syrup with his father. Ben is the first in his family to turn this tradition into a business, and possibly the first ever to do so at such a young age. At 15, Ben won the Carlisle Trophy for best maple syrup in New Hampshire. At 16, he left high school to pursue the business full-time.

When he was 23, Ben met the manager of a local Hannaford at the Made in New Hampshire Expo. Ben's maple syrup quickly landed on shelves in one local Hannaford, then all New Hampshire stores, and eventually 180 stores across the footprint. As one of his first retail clients, Hannaford helped him figure out how to meet growing demand, down to working out the best delivery routes to keep shelves stocked.

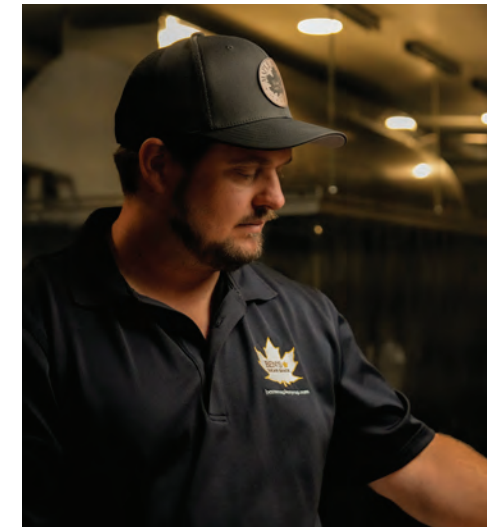
Sharing Ben's story with Hannaford customers is another unique part of their partnership. “Hannaford is the only retailer I've worked with who really goes above and beyond to tell the story of the farm,” he says. “Our relationship is also really strong. I know that I can call them if I have any questions and that they're going to support me however they can.”

Making maple syrup is no small feat. It takes between 40 and 50 gallons of sap to make a

single gallon of maple syrup. The weather has to be exactly right — around 40°F during the day and below freezing at night — for the sap to flow. A fallen tree, frozen pipes or a shift in wind direction can disrupt the flow too. Once collected, the sap has a shelf life of about 24 hours, so it needs to be boiled right away. During sugaring season, Ben and his team work seven days a week to produce as much syrup as they can, so none of the precious sap goes to waste.

Hannaford's support makes it possible to keep going, and to keep growing. “When Hannaford buys from a local farmer, that farmer can employ another person. It brings more jobs to small communities and supports everything related to that,” says Ben. This year he plans to tap 35,000 maple trees and produce over 17,000 gallons of syrup. He also partners with other maple farms to purchase their entire crop to sell under his label. “When these farms have more places to sell to, the market gets more competitive, so everyone gets a better price,” he says.

Ben loves making maple syrup as much as he did when he was a kid. He also loves sharing the process with others: During the peak season, thousands of visitors from across New England come to tour the farm. “They can see how much work goes into making maple syrup. And the next time they're in a Hannaford, they can pick up a bottle knowing the people behind it.”



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Cabot Creamery

A cooperative model puts dairy farms at the heart of an award-winning brand.



TRUE TO ITS ROOTS

After over 100 years in the dairy business, Cabot Creamery has earned national acclaim. Yet it remains true to its New England and upstate New York roots, from the local farms that supply the milk to the experts at the creameries who craft its products. “We know that our strength is very much in the Northeast,” says Jed Davis, Vice President of Strategic Engagement and Sustainability at Cabot. “We’re also here because our farmers are here, and because we believe that the milk from this region is what makes our products so special.”

Hannaford has been a partner with Cabot practically since the beginning. There is a clear overlap between the two: “Beyond geography, we both have tremendous longevity and legacy. We both value our local communities and our partners. Our farmers and employees also shop at Hannaford, so they get to see the products they helped create on store shelves,” Jed says.

SHARED OWNERSHIP, SHARED PRIDE

Cabot Creamery has operated as a cooperative since 1919. The company is owned by its farmers and decisions are made collectively. “Each co-op member gets one vote, whether you have 25 cows or 250,” says Jed. All profits are distributed back to the co-op members. Their investment generates a tremendous amount of pride. “Our farmers are proud of the talented employees who create Cabot’s award-winning products, and our employees are proud of the farmers and the high-quality milk they provide.”



ACCESSIBLE AND EXCEPTIONAL

The co-op model has sparked lots of delicious innovation over the years, from Cabot’s famous sharp Cheddar to Alpine-style cheeses and most recently Gouda. Many cheeses have won international awards against pricier competitors. “Our goal is to be as accessible as we can be while still being exceptional. You can add our cheeses to your holiday cheese board or add them to your grilled cheese,” Jed says. Other favorites include an award-winning premium butter (ideal for holiday baking) and spicy habanero cheese. A few items aren’t widely distributed outside of the Northeast, making Hannaford a great place to try them.

A PATH FORWARD

Cabot’s commitment to its dairy farmers continues to be the driving force behind its operation. “We know that their work is challenging, but it couldn’t be more essential,” Jed says. “The majority of our farm families are multi-generational. We want to ensure that there’s a path forward for the next generations so they can grow and be resilient.”

Stonewall Kitchen Family of Brands

A nationwide specialty food brand celebrates its New England roots.



Stonewall Kitchen Family of Brands includes meal starters, marinades for the grill, baking mixes and more. Find these items and more at your Hannaford.

IT BEGAN WITH JAM

In 1991, Jim Stott developed his first batch of Wild Maine Blueberry Jam to capture the essence of his grandmother's famous blueberry pie. It became a big hit at his local farmers market in Portsmouth, NH. Soon he and co-founder John King had turned Jim's family summer cottage into a production facility, creating new jams, sauces and condiments and handwriting every label. Every product had a tasty twist, like Hot Pepper Jelly and Fig Balsamic Dressing. "They wouldn't just make something that everyone else had," says Stonewall Kitchen Family of Brands chief sales officer Brent Horn.

A WINNING STRATEGY

Stonewall Kitchen Family of Brands now encompasses nearly a dozen New England-based companies like Vermont Coffee Company, Tillen Farms and Village Candle. Along the way, it has picked up more than 30 Specialty Food Association awards, including multiple innovation awards, Best in Show in 1995 and a Hall of Fame induction. The unique flavors and quality ingredients that earned them a following in the early days are still what sets them apart: "As much as we have grown," says Brent, "we have not lost that."

ROOTED IN COMMUNITY

Hannaford shares its New England roots with Stonewall Kitchen — one of many similarities, Brent notes. "They care deeply about fresh, quality foods and are very involved in their communities. We celebrate great, authentic flavors while building lasting relationships with our employees, partners and communities." Since operations for both companies span the region, Stonewall Kitchen's more than 500 employees are also Hannaford shoppers. "It's a match made in heaven," he says. The company's home base in York, ME, has also become a local landmark with over 500,000 visitors a year.

STEPPING UP AND STAYING TRUE

Looking ahead to its 35th anniversary year, Stonewall Kitchen isn't resting on its history. The company continues to expand and to launch new items, with more surprises in store for 2026. The success doesn't change what the company represents at its core. "We're still that same little York, Maine, company. We're still paying attention to every detail. And we're not losing sight of how much great taste matters."