



Come for the Day or Stay

By **Bailey Moon**
Washington Farm Bureau

Picturesque scenery, delicious wine, nutrient rich soils, world famous apples and more. The Chelan Valley is a desired destination for many Washingtonians and those visiting the Evergreen State.

Nestled in the heart of the valley lies Chelan Valley Farms. A farm dedicated to creating a unique, well rounded experience for its guests all while growing nutritious foods and value-added products.

“Our land is uniquely positioned to be particularly quiet and peaceful. Panoramic views span the verdant valley and rugged mountains to an overlook onto beautiful Roses Lake,” Jeana Steiner shared with a smile as she gazed out at their beautiful land.

Agritourism Destination

Jeana and Chad Steiner are the owners and operators of Chelan Valley Farms. After spending time away from Washington, they found the perfect place to return to and establish their dream farm. With both agriculture and wellness backgrounds, it was easy for Chad and Jeana to create an on-farm experience that focused on relaxation all while submerged in agriculture. “Making agriculture happen by the lake” is the farm motto and welcoming families from all walks of life has allowed the two to share the world

of agriculture with many.

Rewinding just a few years, Jeana and Chad met in high school in their local agriculture class. The two were both raised in the suburbs of Sumner, WA but owe much of their passion for agriculture to their ag instructor, Mr. Pile. “His commitment, vision, and support of us is why we’re here today,” shared Chad. “Mr. Pile coached us, guided us, corrected us, and inspired us to perform at our best – memories and momentum is what it created. Thank you, Mr. Pile.”

The two both showed animals, participated in livestock judging and various other FFA career development events at the local, state and national level. To this day, the two continue to support local FFA and agriculture programs.

Both Jeana and Chad ended up at Washington State University – having gone their separate ways at that point. Chad studied agricultural economics and crop science while Jeana went into pharmacy school. During a break from grad school, Chad worked as a Viticulture Technician for





Cosmic Crisp apples in bloom.



The Steiner boys assist their mom, Jeana with planting.

Chateau Ste. Michelle Winery. It was through this job that “a seed was planted” for their future farm aspirations. The two later connected on a Farmhouse raft trip and the rest was history!

The two married and Chad’s job set them on a 13-year adventure around the country. Chad worked for Syngenta in various states, and the job allowed the two to experience farming firsthand across the United States. Having always kept a piece of their heart back in Washington, it was in 2013 when the Steiner’s became serious about moving back home. They found their perfect blank slate of land in the Chelan Valley and eventually moved to Chelan in 2018. The blank slate in combination with their nation wide view of agriculture led them to build the beautiful escape that is now known as Chelan Valley Farms.

The farm has a variety of offerings and continues to evolve each year. The small family farm is just shy of 30 acres, but very diversified. “As parents of three boys, we’ve learned that each year should be a new adventure,” shared Chad. The farm has expanded from growing fruit trees to flower CSA boxes, a pumpkin patch, and producing local wine and cider. In addition to fresh grown commodities, the Steiner’s raise goats, chickens, and even a few farm pups.



The Steiner Family. From left to right, Carston (10), Chad, Owen (6) Jeana, Jackson (8).

“Ultimately we do this because we feel like it’s our opportunity to give. Agriculture is in our roots. We both had grandparents in our families that farmed. The face of agriculture is changing, farms are getting bigger, people are less connected to where their food comes from – we provide people with an agritourism experience to connect with each other, the land, farming and food.”

– Chad & Jeana Steiner



Day or Stay?

Perhaps one of the most unique offerings at Chelan Valley Farms is that guests can experience the farm for a day or plan an overnight stay. Yes, you read that right, you can stay on site in a beautiful guesthouse featuring breathtaking views of the orchard, vineyard, Roses Lake, Cascade foothills and more.

The guesthouse is a one-bedroom, modern farmhouse that sleeps up to four. The home is the perfect romantic getaway or family weekend escape. Wake up in the morning and pour yourself a cup of delicious coffee and watch the sunrise over Roses Lake. The Steiner's invite you to take in and embrace the solitude that their humble abode offers.

On-farm stays are becoming more popular across the United States. Inviting consumers to stay on the farm is a great way to provide direct education about agriculture. Guests are able to see the daily work from dawn to dusk. "We feel like people feel very disconnected from agriculture today and we offer them the ability to visit or stay. The hope is that they reconnect with where their food comes from," Jeana said.

Don't have time for a full weekend stay? No problem. Chelan Valley Farms offers a plethora of daily activities to ensure your one-day experience is just as enjoyable! Activities on the farm depend on the time of year, but

there is always something fun to do. Local schools often tour the farm to learn about where food comes from. As one of the only pumpkin patches in the valley, Chelan Valley Farms makes for a great fall day trip! In the spring and summer, the farm is decorated with bright flowers in full bloom.

Bringing Blooms to You:

The presence of flowers in a home or workplace have proven to boost moods and improve the overall quality of life. Chelan Valley Farms makes this instant mood boost easy by bringing their beautiful blooms directly to customers through CSA flower subscriptions. The farm offers two eight-week bouquet subscriptions in the spring and summer along with a four-week subscription in the fall. Just as local CSA food boxes work from your neighborhood farm, Chelan Valley Farms hand picks bouquets for their customers and delivers them weekly to homes and businesses within the Chelan Valley area. This unique opportunity is limited to 30 subscribers each year. This exclusivity ensures that the best flowers and bouquets are offered. In addition to the CSA flower program, anyone can visit the farm on Saturday and Sunday for U-Pick flowers. The

colored fields attract many locals as well as out of town visitors every weekend. Brightly decorated fields and breathtaking views of the valley make Chelan Valley Farms the ultimate destination - with Instagram worthy views.

Buy local!

Opening their fields to locals and tourists to experience agriculture has been the most effective way for Chelan Valley Farms to sell their farm-raised goods. As a first-generation farm, Chad and Jeana are open to new opportunities to sell and market the farm as they present themselves. One of the greatest challenges the two faced initially was finding ways to sell directly to the consumer. In the traditional agriculture market in which products are sold through mainstream channels, farmers are price takers. This means the price is fixed with a per pound market pricing. While their apples are sold to a local co-op, the two have challenged themselves to bring added value to everything sold from the farm. “Finding ways, we can add value to our products and connect with the consumer is incredibly rewarding and allows us to invest in additional ways to delight our customers,” Jeana excitedly added. One of the ways they are doing this is building a new farm stand this year!

With much of their marketing centered direct farm sales to consumer, COVID-19 presented Chelan Valley with a few additional barriers. The pandemic impacted their guest accommodations directly, limiting the season in which guests could visit and feel comfortable coming to the farm. “We’ve been happy to make sure our customers are safe and feel comfortable – but of course, it’s brought much change on,” Chad said. Washington Farm Bureau stepped in last summer when the agritourism rules were dramatically changed. The team stepped in and conversed with agritourism locations across Washington just like Chelan Valley Farms. Chad communicated his concerns directly with Farm Bureau staff and they



Jeana poses with a beautiful bouquet of farm fresh flowers.

were then able to advocate for his needs. “Farm Bureau was incredible; we know it made a huge impact and are so thankful for it. As a result, we were able to have our 2nd annual pumpkin patch that turned out to be a safe and amazing success.”

Original COVID-19 restrictions would have limited pumpkin patches and many on farm activities. Without Farm Bureau representing the amplified voice of farms across the state, the regulations would have been very damaging to the agritourism industry.

Pulling off a successful event like a pumpkin patch or even their U-pick flower field takes a team. Much of the success at Chelan Valley Farms would not be possible without the help and collaboration of the employees and family on the farm.

“We get asked a lot how we do it all – it’s 100% a team effort.”

– Chad & Jeana Steiner

Chad and Jeana’s employees are considered partners, all contributing to the bigger picture of the farm. Like most farm employers, the Steiner’s value the dedication, education, and skills each of their employees offer. “We highly value our employees, provide competitive pay, and a very positive work environment,” Jeana said. “The employees play an invaluable role in the team, together they’re able to bring a one-of-a-kind on farm experience.”

Future of Farming

Jeana works full time at the farm and Chad still enjoys his full-time job as the Director of Marketing for Wilbur – Ellis. Chad’s role with Wilbur Ellis directly connects to his own farm’s success. He is able to see how growers

evolve and expand their operations across the country. His role provides him with a unique perspective that he then can adapt to fit the needs of his own farm. “I also have access to the Wilbur-Eillis experts – some of which have revolutionized our farming practices,” Chad shared. It is improvements and resources like these that will continue to help Chad and Jeana’s farm evolve and grow.

The future is bright for the Steiner family. With a foundation built on a passion for agriculture, education and overall quality of life, this destination farm will continue to succeed. If you find yourself in the Chelan Valley, stop in for a day to pick juicy apples or fresh flowers. Book your farm stay and enjoy a weekend of breathtaking views and relaxation. The possibilities are endless at Chelan Valley Farms.

The two would love to pass the farming tradition on to their three young boys, but understand time will tell if it is their passion. In the meantime, the farm will remain a treasured business for the Steiner’s. “We really would like to provide a legacy for our children. The way of life they get to have by growing up on the farm is really amazing,” Chad shared in closing.

To learn more about this legacy, plan a visit or book your stay, visit: <https://www.chelanvalleyfarms.com/>

You can also find Chelan Valley Farms on Facebook & Instagram.



@chelanvalleyfarms