

Worth the Visit:

HEATHERLEA FARM MARKET

Vital Statistics:

OWNERS: Pat & Gord McArthur

STORE OPENED: 2009

EXACT LOCATION: at the back of the farmhouse, in the old original part & the former garage

17049 Winston Churchill Blvd.

Caledon

519 927 5902

www.heatherleafarmmarket.ca

GOOD FOR: drug-free, animal-by-product-free black Angus beef from their own farm, similar chicken, turkey, wild boar, lamb, bison, pork & Berkshire pork from other farms, fish & seafood, Pat's homemade frozen meals, gourmet food products, pasta, rice, homemade baking, maple syrup from their own trees.

PHILOSOPHY: "Through the whole store, we focus on additive-free products with no preservatives," says daughter in-law Melinda McArthur. "We try to keep to local products as much as possible. We do have some Canadian & European food products & giftware."

THE EXTRA MILE: "We offer bulk meat sales, such as whole sides, which saves you money. We also do gift baskets & special-order prepared meals & baking."

WHY IT'S WORTH THE VISIT: "It's a different shopping experience. It's a nice drive & it's fun to come to the farm & for kids to see the animals. It's a more relaxed environment. You're usually meeting our family. We know a lot of customers by name. We like having those relationships. In the autumn we have a corn maze, wagon rides and a fun corral with a sandbox, tractor & straw jump. Last year we donated a portion of the proceeds to the Ontario Association of Food Banks."



▲ Melinda McArthur in the first room of Heatherlea Farm Market holds one of Pat's frozen chicken pot pies. Fresh-baked bread is available weekends. In the back room are several freezers of frozen meat.

◀ Giftware and specialty foods include dried herbs, kitchenware, dried mushrooms, and pasta of organic kamut, chick peas, green or red lentils, vegetables or organic spelt.

▼ The farm market expanded into the second room, which beautifully displays more of the gourmet, local and specialty food products and giftware.



PHOTOS BY: MIKE DAVIS