

Hole Foods Farm

Fed by Natural Spring Water and Clean
Mountain Air

Browns Hole - Moab, UT



Chris Pflanning and Kelly Coffman live off the grid in Brown's Hole 18 miles south of Moab. Together they nurture a small farm surrounded by rolling hillsides shaded by scrub oak and fed by natural spring water. The two relocated to Moab from Ohio after working for four years on a "for-profit" farm in both Southern Ohio and Western Colorado. Taking the experience of those four years, Chris and Kelly decided to take a different approach to farming.

Hole Foods Farm is unique, being that they live and operate 100% off grid. They farm the less than two acre fields by hand,(no heavy machinery here folks!)and have chosen to stay small while tending to a diversified range of crops. Making their low-impact approach to farming productive, efficient, and the most environmentally conscious.

More than just growing organically, Chris and Kelly run the off-grid farm using renewable resources, and "creative, simple, low-input technologies."

In their three years of managing Hole Foods Farm, these two loyal caretakers of the earth have become jack of all trades. Their job titles range from carpenters, to meteorologists, to teachers, to electricians, to cashiers and chefs.

It is the love and sense of community that fuels Chris and Kelly to do what they can to "sneak in MORE fertility, MORE nutrients, MORE minerals, and MORE love!" Being face to face with their customers at market has motivated the two to feed their community with the healthiest, cleanest and most flavorful food they can possibly grow.

Hole Foods diverse offerings include spinach, peppers, kale, asparagus, broccoli and salad mix. Locally you can find Hole Foods produce at the Love Muffin Cafe, Village Market, the Moab Farmers Market, and here at Moonflower Community co-op.