

CARES Recipient Profile



Farm: Wesnofske Farms, Inc.

Location: Crescent City, Putnam County

Date of Origination: 1962

Commodities: Potatoes



Brothers, Jay and Joey Froehlich own and operate Wesnofske Farms, Inc. in Crescent City, Florida. The farm was started by Mr. Froehlich's father and uncle in 1962. The Froehlich brothers acquired the land in 1995 and proudly produce potatoes.

Wesnofske Farms, Inc. has been implementing Best Management Practices (BMPs) on the farm for decades. BMPs are a set of guidelines that advise producers on how to manage the water, nutrient and pesticides they are using to reduce agriculture's impact on the state's natural resources. Wesnofske Farms, Inc. uses a tailwater recovery system to collect, store and reuse irrigation water and/or rainfall that runs off the surface of the farm. Soil samples are taken regularly to ensure the proper amount of fertilizer is being applied. A laser leveling system saves valuable time and resources by leveling the land for proper water flow. The Froehlich's also use a Global Positioning System (GPS) when spraying and applying pesticides and fertilizers.

Joey Froehlich is actively involved in his local community. He is vice president of the Putnam County Farm Bureau, a member of the North Florida Growers Exchange and helps with fundraisers for the Crescent City Rotary club. He and his family regularly attend Howe Memorial United Methodist in Crescent City.

When asked why he is a farmer who CARES, Mr. Froehlich responded, "it is our duty as farmers to be good stewards of our land."