

# CARES Recipient Profile

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THIS FARM  
CARES

**Farm:** Povia Farms

**Location:** Elkton, St. Johns County

**Date of Origination:** Early 1950s

**Commodities:** Potatoes



Eugene Povia and his family own and operate Povia Farms in Elkton, Florida. The farm was started in the early 1950's by Mr. Povia's father. They proudly produce potatoes.

Povia Farms 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. Povia Farms uses an underground seepage irrigation system to supply the precise amount of water to the potatoes. This irrigation system is managed efficiently to help ensure crop uniformity, conserve water and reduce operation and maintenance costs. A laser leveling system saves valuable time and resources by leveling the land for proper water flow. Soil samples are taken regularly to ensure the proper amount of fertilizer is being applied.

Mr. Povia is actively involved in his local community. He is a member of the Florida Farm Bureau, Elks Lodge of St. Johns and the North Florida Growers Exchange. He and his family attend church regularly.

When asked why he is a farmer who CARES, Mr. Povia responded, "safety of the land always comes first and it is our job to protect it."