

CONTACT  
Hawthorne Valley Association / Heather Gibbons  
Director of Marketing and Communications  
518.672.4465 x 222

FOR IMMEDIATE RELEASE

# Hawthorne Valley Farm Store acquires Oliva Provisions

**November 8, 2019, Ghent, NY** – Oliva Provisions is now a part of Hawthorne Valley Farm Store. The company's flagship product, Lacinato Kale and Walnut Pesto, can now be found at a variety of regional retailers.

Founded in Ancram, NY, Oliva Provisions was started by Hudson Valley entrepreneurs Annette Chambers and Sarah Culmer in 2012. Their original plan was to develop a pesto using locally-grown basil, but they immediately ran into an ingredient shortage.

"The particular growing season that we started this venture was a terrible one for local basil," Chambers said. "We had gotten persistent flooding rains, which decimated the basil crop. So we started experimenting with local lacinato kale instead of basil in our pesto, and came up with what we knew would be a winning recipe."

Hawthorne Valley Farm Store was one of many stores throughout the Hudson Valley that carried the pesto. When Oliva Provisions closed its doors in December 2018, the Farm Store took note of customers asking for and inquiring about the popular product. The Farm Store approached Chambers in late spring 2019 about the possibility of acquiring the company and resuming kale and walnut pesto production.

"We always enjoyed working with Annette as a vendor and saw the value in her high-quality pesto," said Jeremy Laurange, Farm Store manager. "We are thrilled to keep this local brand going and continue Annette's work to broaden out the distribution region so more people can taste the deliciousness of this kale pesto."

A vegan variety of this pesto is in development, with an anticipated launch after the New Year. For more information, contact Tristan O'Neill, Senior Buyer, 518-672-7500 x254, [toneill@hawthornevalley.org](mailto:toneill@hawthornevalley.org).

###

### **About Hawthorne Valley Farm Store**

Hawthorne Valley Farm Store is a full-line organic/natural foods and grocery store that will meet all of your household shopping needs. We strive to offer as many locally grown or produced fruits, vegetables, grocery products, and household items as possible and are committed to supporting our local farmers and artisans. Stop by for hot food, cold sandwiches, or soups and salads from our Organic Deli; enjoy a cup of locally-roasted coffee with a pastry from our Organic Bakery; and shop for your grocery and household needs.

The Farm Store sits on a 900-acre Demeter-certified Biodynamic® farm in Ghent, NY, in the Hudson Valley's scenic Columbia County. We carry the full line of Hawthorne Valley "Made on our Farm" products, including: yogurt, hard and soft cheeses, buttermilk, raw milk, breads, baguettes, pastries, lacto-fermented products, produce, meat, and more.

For additional information, please visit <https://store.hawthornevalley.org>.