

Farmer D

GREEN THUMB DOING GOOD WORKS

Young McDonald had a farm, and on that farm he had...enough organic fruits, vegetables and flowers to sustain his entire community. Actually, that farmer's name is Daron "Farmer D" Joffe, and he does, indeed, have an organic farm that will eventually be capable of sustaining Serenbe (an emerging new urbanist community in South Fulton County) and the rest of the surrounding Chattahoochee Hill Country. Joffe, 29, has been developing eco-friendly farms and gardens for the past 11 years. Starting as an apprentice on a farm in Wisconsin as a college student, Joffe had a curiosity about farming that quickly became a passion, which has led him to develop organic gardens for Jewish summer camps, schools and community centers, and to create farms for Serenbe and Hampton Island—a conservation community 40 miles south of Savannah. The South Africa native currently serves as vice president of the non-profit organization Georgia Organics and has dreams of developing conservation communities and sustainable villages across the country. Through the farm and its programs at Serenbe, he is actively training young farmers and anyone interested in converting to organic farming to help meet the demands for organic produce across the state.

