

Daron Joffe

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Owner

Farmer D Organics

Savannah

Daron Joffe's career as an organic farmer got started 12 years ago when he wondered exactly what it would take to grow a sandwich.

That led him to found an organic farm while still in school in Wisconsin. After running the farm – and a falafel restaurant that “paid the mortgage in the winter” – he began to create urban education gardens for local schools.

Since moving back South, he's crafted a career that combines his passion for farming with a desire to educate. In addition to starting the organic farm at Serenbe in South Fulton County, he founded a nonprofit, Gan Chaim (Garden of Life), launched an organic farm for a University of Georgia professor, and now is setting up a farm on Hampton Island in Riceboro, as part of a preservation community.

“There's a new paradigm: developments that want organic farms instead of golf courses,” he says, noting that such farms become gathering places. “It's a developer's dream, because building houses is easy, but building community is hard.” – *KS*

