

Wolfe Hill Farm (Start-up)

Erin Ferketich, Founder
Wolfe Hill Farm
Lenhartsville, PA
www.wolfehillco.com
Berks County

Industry:
Agriculture

Year Founded:
2025

Consultant:
Robert Kieke

SBDC Assistance:
Business Plan
Market Research
Financial Preparation

Additional Partners:
SBDCNet

PENNSYLVANIA

SBDC

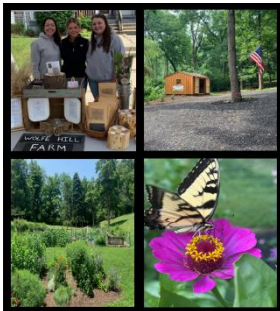
Small Business
Development Centers
Kutztown University
of Pennsylvania

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Quote From Client:

“Lean into the resources available to you and find mentors you trust. Surround yourself with people who will celebrate your successes, challenge your thinking, and give you honest feedback. Some of the greatest growth comes from conversations that aren't always easy, and having experienced mentors like those at the SBDC has been invaluable in helping me build Wolfe Hill Farm with confidence.”
-Erin Ferketich, Founder

Cultivating a Dream into a Community-Focused Farm



Wolfe Hill Farm is a Berks County agriculture business founded by Erin Ferketich to connect people with local food, conservation, and the land. The farm offers fresh produce and herbs, loose-leaf tea blends, pollinator education kits, bouquet bars, farm walks, farm-to-table dinners, photography opportunities, and community events.

Before launching Wolfe Hill Farm, Erin spent nearly three decades in business leadership, operations, and technology, developing experience in project management, team leadership, and sustainable systems. While that background gave her a strong foundation, starting a diversified farm presented new challenges, including infrastructure planning, permitting, marketing, product development, and building awareness for a new brand.

To navigate the transition, Erin connected with the Kutztown University Small Business Development Center early in the planning process. Through individualized consulting, the SBDC helped strengthen the foundation of Wolfe Hill Farm with business planning, market research, marketing strategy, website and branding guidance, social media support, networking, and strategic planning.

According to Erin, the SBDC helped move Wolfe Hill Farm from an idea into a real business. The consulting relationship gave her confidence, helped her prioritize projects, avoid costly mistakes, and make informed decisions while staying true to the farm's original vision.

Since launching in 2025, Wolfe Hill Farm has opened a seasonal farmstand, launched a signature loose-leaf tea collection, developed pollinator education kits, hosted farm experiences, created an online store and booking platform, and formed partnerships with local farms, chefs, and community organizations. The farm has also earned conservation-focused certifications, including Certified Wildlife Habitat, Monarch Waystation, and Pennsylvania Pollinator-Friendly Habitat.

Looking ahead, Erin plans to continue growing Wolfe Hill Farm into a destination where agriculture, education, conservation, and community come together. She credits the SBDC with helping her approach entrepreneurship with confidence and clarity while using available resources to bring her vision to life.