

Rose Family Farm



Trevor Rose is a sixth-generation grower based in the York Region. His family farm settled in 1840 with livestock and mixed farming. They began specializing in potatoes in 2003. Today, he owns the business with his wife Anna and his mother Norma, and together they grow on over 400 acres and sell primarily to the food service industry through wholesale distributors.

Like many other farm families, Trevor decided to start his own venture when he was a teenager. He sold sweet corn and potatoes from his one-acre lot to passers-by on Highway 48. Seeing this opportunity grow with more and more urban development from nearby Newmarket, the family decided to construct a farm shop on-site that now sells a wide range of products from spring to fall. His wife Anna sells preserves and desserts such as pies, butter tarts and pavlovas. To diversify, they also offer Lead Better Meats from a producer based in Orillia. Shop staples include their potatoes, home grown strawberries early in the summer season and pumpkins in the fall.



The Rose Family Farm is unlike any other family farms in the area. In addition to growing produce and having an on-site farm shop, the Rose family have extended this offering to create a special opportunity for urban families to come to the country.

They have a popular chip shop that makes hand cut fries and poutine using their own potatoes. When open, regulars will come from far and wide to enjoy these delicious treats. Since opening in 1997, the clientele has expanded to include cottagers as well as hungry consumers from Stouffville, Mount Albert and Uxbridge.

Having the customers on site, Anna and Trevor realized that they could expand what was on offer beyond food. They now offer a fun pick your own experience during strawberry and pumpkin seasons and in 2017 they built a massive children's playbarn that rivals any birthday party venue in the area.

Consumer marketing was improved in 2019 with the development of a new logo, website and social



media presence. As a result, even more families in the surrounding areas are now aware of the activities available on site and attendance increased significantly.

Their 5,000 square foot venue has slides, climbers and a toddler area, and is in high demand for birthday parties when it is open from May to October. "We decided to try it because there was nothing else like that in our area," said Trevor. "We didn't really know if it would work, but it's seemed to grow from there".

Today, families come for the day; to shop, play and experience some time out of the city and in the country.

Learn more about Rose Family Farm online at RoseFamilyFarm.ca or visit during open hours May-October at 17569 Center St., East Gwillimbury, Ontario, L0G 1M0.



York Region Agriculture and Agri-Food Strategy

York Region is committed to supporting our vibrant and thriving agriculture and agri-food sector. This work is being guided by the Agriculture and Agri-Food Sector Strategy – an action plan that was endorsed by York Regional Council in 2017.

With five strategic goal areas accompanied by 45 recommended actions, the strategy is an ambitious framework designed to achieve results and demonstrates York Region's commitment to the sector.

To learn more about York Region's agriculture and agri-food sector, visit york.ca/agrifood