



Corwin Heatwole

Corwin Heatwole grew up on a 6th generation family farm where he tended poultry and experienced day-to-day farming operations. He knew there had to be a better way to partner with farmers and treat them fairly, while raising animals humanely. Corwin dreamed of revolutionizing the industry by creating a process that ensures farms are sustainable and profitable for the next generation. Corwin first purchased his own farm at age 23. In 2013, the Farmer Focus

Business Model emerged from Corwin's conversations with local farmers. Through this model farmers are true partners: they receive fair compensation for their hard work and have the freedom to make decisions for their own businesses. In 2014, Corwin founded his current company – mission-based and values-driven Shenandoah Valley Organic - offering Farmer Focus branded chicken products. Corwin's deep commitment to farmers, animals and environmental stewardship results in high-quality, clean-label, organic products, ensuring a healthy source of nutrition through the most humane, clean and environmentally friendly processes possible.