

LATTIN FARMS

The People: Rick and B. Ann Lattin

The Place: Fallon, NV

Sparks Vendor Since: 1992

Website: www.lattinfarms.com



Lattin Farms is a long-sustained family farm in northern Nevada. The Lattin's have been farming for five generations in Fallon, beginning in 1909 when George Lattin and his wife Sarah moved to Nevada from South Dakota (Lattin Farms celebrated their 100th year in 2009!). Now George Lattin's great-grandson Rick and his wife B. Ann, along with their family, help keep the farm up and running. The Lattin's pioneered the production of red raspberries in Nevada in 1977. The warm desert days and cold high altitude nights allow their berries and melons to reach their fullest flavor – one of the reasons they say people keep coming back year after year.

“We have a great product,” Lattin says. “Nevada produce has great flavor and it's very fresh.”

The Lattin's have been selling produce since the mid-1950s and running their old-fashioned roadside produce stand in Fallon since 1989. In addition to the Sparks Hometowne Farmer's Market they also participate in the Shopper's Square, Carson City and Fallon farmer's markets. Their biggest selling product in-season is their Hearts O' Gold Cantaloupes which the Fallon region is famous for. The produce the Lattin's bring to market is especially fresh because the farm is so nearby.

“Since we're only an hour away we get to bring produce that is picked the same day,” Lattin says.

The market season isn't the only busy time for Lattin Farms though. Lattin Farms has a variety of activities on the farm including their acclaimed Nevada Maze, hay rides and the Pumpkin Tower during the fall. They also offer great family activities such as their Farm and Antique Equipment Tour, the Cow Train, Critterville, Pick-your-own-produce area, and picnic areas. Lattin Farms also organizes special events from reunions to birthdays to weddings and catering. All this keeps the Lattin's very busy all year round.

The Lattin's sell more than just produce too. Their popular bakery items are also a big hit at the Sparks Farmer's Market. They bring a variety of specialty breads, cookies, brownies, cinnamon rolls and muffins to the farmer's market. Their fruit breads are their most popular market baked goods.

Lattin Farms Market Items: Lettuces, spinach, mesclun mix, baby greens, chard, broccoli, arugula, basil dill, asparagus, beets, carrots, green onion, fresh onions, cucumbers, eggplant, green beans, melons, tomatoes, sweet corn, zucchini, summer squash, cabbage, various peppers, turnips, fruit breads, brownies, cinnamon rolls, cookies, jams, pickles, salsas, salad dressings, apple/pumpkin butters.