



Harley Farms is a restored 1910 dairy farm, with 200 alpine goats on nine acres of pasture in Pescadero, California. The farm grew from six pet goats to today's herd, with their delicious, critically-acclaimed cheese. The Harley Farms chevre, fromage blanc, ricotta and feta cheeses are consistent winners at the American Cheese Society awards, and hold two international World Cheese Show medals. To bolster their online credibility to match their award winning cheeses Harley Farms hired AdEasel to provide a redesigned & enhanced web site both to improve the online experience of their users and to simplify management processes.



[HarleyFarms.com](http://HarleyFarms.com)

## *The Leader Among Small Goat Dairies in the Local & Sustainable Slow Food Movement*



One element absolutely essential to the design of Harley Farms' new web site was quality farm photography. Our main objective was to accurately represent all facets of the authentic farm experience. Online users can now view multiple galleries which showcase everything from the true cheese makers themselves – the goats – to the beautiful restored hayloft where seasonal farm dinners are prepared for guests.

### Harley Farms Shop



Harley Farms wanted to extend their ability to sell products online and to streamline the management processes that accompany such an enhanced system. AdEasel installed product inventory and integrated shipping applications so that employees could spend less time doing busy work and rather apply more time to the work they love on the farm.

### Improved Branding



Harley Farms always had a good brand, rustic yet refined, authentic and genuine. What lacked was their ability to leverage the brand through their web site. Assets such as custom block prints and elements of their logo were not being utilized in an effective manner. AdEasel came in with a fresh perspective and plan to improve and to increase brand visibility.

### Event Registration



One of the best ways to acquire the authentic Harley Farms experience is to attend a farm tour or seasonal dinner. Previously guests would have to call the farm to register for these events which would take up time and create excess paper. However, with the help of AdEasel a scheduling application was developed allowing guests to register online.

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