



Meet Albert Joerger, owner of Longview Farm...

1. Describe Your Business:

Longview Farm, located in Trumansburg, is a family farm that can be rented for weddings, large events, retreats, and more. "Guests come from all over the world to rent our family farm and enjoy the ambience of the property as well as all that the Finger Lakes has to offer," Albert said. "We sell a farm-country life experience. Our property sleeps 24 and comfortable seats 30 in the Main Hall for dinner." Longview Farm has been in Albert's family for four generations.

2. Tell us your story:

Albert received his undergraduate, masters and Ph.D. from Cornell University. "I chose Cornell to study pomology (fruit production)," he explained. "I have always been interested in fruit production. We have a small orchard on Longview Farm. I ended up graduating in Agricultural and Resource Economics. I went on to get a Masters in Landscape Architecture and a Ph.D. in Environmental Information Science. My research was focused on the nonmilitary application of military data. I built spatial models for hotel siting in Latin America." In addition to that, Albert also advised governments and venture capitalists about tourism. "I worked in Costa Rica, Haiti, Mongolia, Dominican Republic and the Bahamas," he said. "I founded a land trust in Florida dedicated to protecting bays, beaches and barrier islands and the watersheds that serve them. It was in this work I got back to my farm roots. I helped protect over 8,000 acres of farmland for agriculture. I also created an emerald necklace of pocket parks and protected lands along the Sarasota waterfront."

But Albert says he always knew he wanted to spend his life at Longview Farm. "While meeting with great success in my professional work I realized our Farm was suffering. The taxes, insurance and maintenance were unsustainable. I was in the short-term rental business in Florida and at the encouragement of my fiancé we enter into the business here in the Finger Lakes," he said. "It was a great decision. It has brought us back to the area and allows us to spend substantial time at Longview Farm."

3. What has helped you succeed and gain experience?

Albert says that his fiancé, his consulting business, and their early experience in the short-term rental business in Florida helped him succeed and gain experience.

4. What inspires you?

"My fiancé, my family, our farm and the landscape of the Finger Lakes inspire me," Albert said. "We joke that the Finger Lakes is Jackson Hole for mere mortals. If you have your own plane and five million for a house and a lot of running around money, you should go to Jackson Hole. But for the rest of us there is the Finger Lakes. It is perfect here. The farms, lakes, towns, the restaurants, the people and even the weather are perfect (my daughter loves the fog and the thunder storms that come through the Farm). I can't think of any place I would rather be."

5. What keeps you up at night? What are your challenges?

"I actually sleep really well," Albert said. "We struggle with taxes, insurance, and expenses. I would say our biggest challenge is staffing. We have a good team right now but finding great team members is challenging."

6. What is your favorite local activity?

"It is a hard choice," Albert said. "Sailing on the lake; driving the county roads; eating at any one of the great farm to table restaurants; exploring farmers markets and festivals. And of course spending time on Longview Farm with my family."

7. Is there anything else we should know about you?

"We are a family of six," Albert said. "Me, my fiancé Evona, and our four children Schuyler, Victoria, Sophia and Alex."