



The Crawford Farms tent at the Historic Longview Farmers Market.

### Get growing

Heard's story about growing her business begins with her own hardship. In 1997, doctors diagnosed her mounting energy loss and body pain as fibromyalgia and connective tissue disease.

Her experience with the medical profession was much the same as others who live with this condition. She tried a variety of drugs and exercise regimens that did little to ameliorate the problem.

Heard, who was working as a media buyer in New York City at the time, sought relief through conventional methods. "After trying a number of medications, and gaining 20 pounds, nothing was helping," she said.

She switched to "a natural, whole foods, lifestyle diet" that she says abated her pain, helped her to lose the weight she had gained, and increased her energy level.

The experience brought her face-to-face with natural foods. Over the next several years, Heard earned certification as a holistic health counselor from the Institute for Integrative Nutrition in New York City and completed the Chef's Training Program at the Natural Gourmet Institute for Health & Culinary Arts.

Upon her return to Texas, she formed a symbiotic relationship with the Longview Farmers Market, and both sides have profited.

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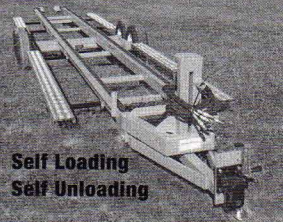
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