

Celebrating

NATIONAL WOMEN'S SMALL BUSINESS

MONTH



OCTOBER
2020

Hillsborough Economic and Business Development Commission (EBDC) Recognizes National Women's Small Business Month - Spotlight on Debbie Norz of Norz Hill Farm & Market



October is "**National Women's Small Business Month**" and was created to celebrate the growth and accomplishments of female entrepreneurs and to recognize the vital role they play in our economy. The Economic & Business Development Commission (EBDC) is taking the opportunity to recognize women business owners in Hillsborough. The EBDC has invited all Hillsborough women business owners in the Hillsborough Business Association (HBA) to share a few details of their business by completing a [questionnaire](#). These business owners' responses will be released on the [Hillsborough Business Association Facebook page](#), the Township's website and in the Mayor's e-newsletter. Additionally, October will feature weekly "Q&A Profiles" of successful female business owners in Hillsborough. EBDC member, Janine Erickson, kicked off the first weekly spotlight by meeting with Debbie Norz of Norz Hill Farm & Market.

Debbie's initial thoughts when invited to participate in the Q&A Series, were "Although honored to be chosen to talk about being a woman business owner, this is a family business that I work with my husband and children. We all work together to make Norz Hill Farm & Market what it is today."

"With Debbie's comments noted, and with this being a busy time of year as the farm gears up for October hayrides and corn mazes, the EBDC thanks Debbie for taking a few minutes to answer our questions," stated EBDC member Janine Erickson.

Q: Tell us a little about your business model/service and your target client.

A: Norz Hill Farm & Market provides local nourishment to our community.

Q: What is your business background prior to owning this business?

A: Rich and I married when I was 22 and I have my associates degree from Raritan Valley. While I worked full time off the farm until 2016 as an office manager, I was never not involved in the business since we were married. We just adapted and changed as we saw a need. I milked cows when necessary, drove tractors, did a lot on the weeknights and weekends. Sometimes my job could have been providing field dinners to everyone, but that's what keeps our family close. I'm an idea person, and Rich is the facilitator of them. It's what makes our business grow and flourish.

Q: When did your current business open, what led you to open this particular business and why did you choose Hillsborough?

A: 2004. We saw a need in the community for our farming business to expand into a market and a fall farm attraction site.

Q: What has your experience been from owning this business in Hillsborough and has it been what you expected?

A: No it isn't what I expected it's better! Our community is awesome!

Q: What do you find to be the most challenging aspect of owning your business?

A: Weather! Having a business that is conducted outdoors and is dependent on the land means that weather is our biggest challenge.

Q: Given the challenges of owning a small business, and the hard work involved, what motivates you every day?

A: My family.

Q: COVID-19 has obviously impacted all businesses in some way, and has been the toughest on small businesses. What challenges has it brought to your business and how have you dealt with them?

A: COVID has kept us on our toes as we have had to quickly adapt to ever-changing directives to keep our business going.

Q: Moving to a more positive topic, October is "Women's Small Business Month". As a woman business owner, what are you most proud of?

A: I am most proud of where agriculture has taken me. I was appointed a member of the State Board of Agriculture by the NJ Farming Delegation and am currently serving my Sophomore year of a four-year term. For someone who did not grow up farming, this was a big honor for me.

Q: What is the best advice you have been given? What advice would you give to a woman looking to start her own business?

A: Believe in yourself and surround yourself with those who believe in you.

Q: What do you envision for your Hillsborough business going forward?

A: I'm not sure but excited to be a part of the community as it evolves.

Q: Any final comments or thoughts you would like to share?

A: I'm a very lucky woman, my family's support and love is what makes this all happen. With my husband's support we can make everything happen.

Norz Hill Farm & Market

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