

WIA Book Club Discussion
The Growing Season
Sarah Frey
November 30, 2023; 1 pm CT

1. (page 65) One bit of business advice Sarah learned early on in the melon route was to look for the need. She walked into a grocery store and noticed there were only a couple of melons left on the display so she sold the produce manager more melons at a higher price. What needs are/can our Nebraska farms/ranches/agribusinesses meet?
2. (page 107) When it came time for her father to sell the farm, Sarah was very conflicted in her feelings. She spent so much of her childhood trying to get away from home, but once the last horse was sold, she had a hard time accepting that her home would be gone. What does home mean to you?
3. (page 137-138) After Sarah purchased the farm, she was met with local naysayers. She says, "Sometimes their minds can only comprehend the place they live in and not what might lie beyond. You can't hold it against somebody if they live in a small world. That said, you don't necessarily have an obligation to explain your potential-filled universe to them." Is there a time when people didn't understand a dream or goal you had? How did you work through that?
4. (page 178) Sarah describes a time when a Harvard researcher reached out to her about being a part of a business case study. In the case study, they compared her to David in the story of David and Goliath. "I certainly didn't mind being compared to David. I've always respected David because he didn't play the giant's game-he played his own. To me, that may be the secret of both business and life: playing your game, not theirs." In what ways have you played your own game?
5. (page 209) Sarah describes an instance when her son William accidentally shot himself in the foot with a BB gun while knee-deep in a little pond. She told her son Luke to go help William, but Luke didn't want to go into the pond because he was afraid of the "kitty fish". Sarah says, "My sons would never have survived an hour in my childhood." Sarah poses the question: How do I instill an independent spirit in my children, given that they are growing up with so much more privilege than I did?
6. (page 247) Sarah finishes the book with this question: "What do you do with the ugly fruit?" After reading *The Growing Season*, how are you inspired to manage the ugly fruit you encounter in life?