

## Palmyra Farm Based Soap Maker is “too legit to quit”

### Palmyra Area Chamber of Commerce Spotlights ABCDfarmhouse as Featured Member Business

Homemade soap sales are on the rise, based in part because of the desire for customers to know their producers. This is especially true in rural communities where some local soaps started as a farm product. Rather than purchase soap from a large and impersonal company, customers want to feel a connection to the people who make it.

In Palmyra, Wisconsin, one of the local “Soapers” is Ashley Sinkula of ABCDfarmhouse, LLC, a farm based, family business. She utilizes their own farm products to make handmade soaps and other bath and body products. She also offers educational courses about soap making, canning and preserving food, as well as farm tours.

What’s in a name? The name, ABCDfarmhouse, came from the Sinkula family names. A – Ashley, B – Blakely, C – Carter, D - David. While the business officially became a LLC in 2017, Sinkula has been making soaps from natural products for about 3 years.



Living on a farm for most of her life, Sinkula didn’t exactly plan to start this type of business. She is a trained phlebotomist, but no longer works in that field. However, she notes, “It does help me when it comes time to do yearly testing on my animals.”

But how does one go from phlebotomist to Soaper? “I just fell into this business out of passion,” she says. “We love living a natural, sustainable life style, and I’ve been making my own products for some years now. I started out giving my handmade items to family and friends as gifts. Then I began receiving requests for my products, so I took it further, and made a business out of it.”

ABCDfarmhouse is truly a family business by design. Every member of the family plays a part in running the farm. “My husband David is the one who turns all my dreams into reality, he can create anything that I come up with.” Sinkula doesn’t mind bragging about her husband. “Although he grew up in the city, the majority of his family lives up north and are farmers in some way or another. He loved going up north during his summer breaks as a kid and experiencing the farm life. So he’s happy to have a farm of his own now.”

Their two children also play an important part in this family business. Son, Carter age 7, and daughter, Blakely age 4, help with the farm chores and even enjoy helping with the soap business. Sinkula has a great family support system. “My family attends all my craft fairs and events that ABCDfarmhouse is apart of. They are my biggest supporters, and why I do what I do.”

Like any successful entrepreneur, Ashley Sinkula looks to the future. Her plans are to “Grow, grow, grow. I like to say I’m too legit to quit! I want to someday have my own shop, teach regular soap classes, as well as sell my products. I love what I do and can’t wait to get bigger and better.”

ABCDfarmhouse can be found on Facebook at [www.facebook.com/ABCDfarmhouse](http://www.facebook.com/ABCDfarmhouse), and on their website at [www.ABCDfarmhouse.com](http://www.ABCDfarmhouse.com) where products can be purchased.

**To join the ABCDfarmhouse VIP club & be entered to WIN a \$25 gift card to their store; just text the word ABCD to 51660 from your cell phone. You will also be the first to know about their sales, soap making classes & more!**

You can also visit the shop at the farm located on County Road H in Palmyra. Hours are Monday through Saturday from 9am to 5pm. Phone, 253-380-9036. Email, [asinkula@outlook.com](mailto:asinkula@outlook.com).

