



2026 Hot Spring County Farm Family of the Year: Floyd & Loretta Alexander, Alexander Market Playhouse

Congratulations Alexander Family!



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By Heather Bennett Ritter
Staff Writer

What began as a means to sustain their family has turned into a multi-generational enterprise with the aim of ministering to the needs of their rural community.

On a sunny June morning, Floyd and Loretta Alexander, Hot Spring County's 2026 Farm Family of the Year, survey tomato plants strung into neat rows at the forefront of their property on Highway 222, where colorful signs stuck in the grass promise offerings of freshly picked vegetables at their farm stand. The curiously named business, Alexander Market Playhouse, hearkens back to the operation's pre-pandemic origin story -- one that includes the grandchildren who grew alongside the garden.

"Our granddaughter Brinlyn named it when she was younger," Loretta explained, motioning to a simple wooden farm stand situated in their front yard. "When we built that market, she thought it looked like a playhouse -- therefore, we just named it Alexander Market Playhouse."

With the help of their son and daughter-in-law, Brian and Brittney, and their grandchildren, Brinlyn and Braegan, the Alexanders tend to acres of produce they sell to local restaurants and a steady stream of neighbors who visit the farm each week. They



Photos By Heather Bennett Ritter

also purchase from other Arkansas fruit and vegetable growers to provide customers with a wider selection of locally grown foods at one convenient rural hub.

The Alexanders' love for the land is rooted in generations past, according to the family's 81-year-old patriarch, Floyd. "I grew up in it," he said. "My daddy raised 250 acres of sweet potatoes, five acres of tomatoes, and

three acres of cucumbers until I got to be 16 years old." Loretta, an avid canner, learned the domestic art from her mother and sisters-in-law. It's a skill she now shares with her granddaughters.

"We want them to know how to feed themselves," she said. "We have no doubt that when something happens to us, they're going to step up and do these things in some way."

While the family once farmed around 3.5 acres, they currently maximize their use of an acre and a half.

That choice was made two years ago, when Floyd underwent open-heart surgery. Just weeks later in January, a tornado tore through the family compound, destroying Brian and Brittney's home, causing widespread property damage and leveling a greenhouse that has since been built into today's produce house.

Today, the survival strategy that provided for the family alongside Floyd's 40-plus-year home building career now supplies area restaurants and serves more than 100 customers on busy weeks -- the result of Loretta's steady marketing on Facebook. They also deliver produce to elderly residents with mobility restrictions, and donate fresh vegetables to local churches and food pantries.

"I think the Lord gave us the ability and the talent to feed ourselves and our family," Loretta said of the physically demanding farming schedule that usually keeps the family going from sunrise to sunset. "If we didn't love it, we wouldn't do it."

Edward Jones
MAKING SENSE OF INVESTING

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OF THE YEAR!



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*Congratulations to
Alexander Farm Family
of the Year!*

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