

Where are we now?



In photo at left, Daniels' family members gather at the entrance to Normandy Farms Campground back in 1982, an image they recreated in front of a new sign a quarter century later.

Still doing business right here on West Street in Foxboro

When it comes to perseverance and generational stewardship, it would be hard to top members of the Daniels family, who have been working and paying taxes in Foxboro since 1759 — when Francois Guideau (he later changed his name to Francis Daniels) purchased 53 acres of land off what would later become West Street.

Guideau, a French army officer taken prisoner by a Colonial privateer and brought to the Mass. Bay Colony in shackles, was an enterprising young man who worked hard to establish himself in the New World — qualities that his descendants would exhibit time and again in upholding the family legacy.

That determination and self-reliance was never more evident than in 1971,

when the Daniels family embraced a bold new vision for the ancient farmland. At a time when the profitability of family farms was declining, with many selling out to developers, the Daniels instead established a new venture called Normandy

Farms Campground — which has since grown and prospered beyond anyone's wildest expectations.

Over the past several decades we at Normandy Farms have had the good fortune of knowing many of the young men and women whose exploits are chronicled on these pages — most working seasonal jobs at the campground before heading off to college. This tradition continues today, with fresh faces bringing new hopes, aspirations and enthusiasm each and every year, enriching the quality of our business for staff and customers alike.

In putting down roots here back in 1759 Francois Guideau staked a claim that would benefit future generations. Here at Normandy Farms Campground, we cherish that gift, and have done our best to make certain it endures — for our family and yours.

