



CSA WELCOME GUIDE 2020



Welcome to our Community Shared Agriculture (CSA) program! We're so excited that you've joined our farm this season!! This CSA orientation document will help you understand exactly what you've signed up for and how our CSA program works.

Community Supported Agriculture

The idea behind the CSA is that you are commissioning us to grow **delicious, nutrient dense, fresh** organic vegetables for you. I will go into more details about what veggies you will get and other important logistics below.

Fun Fact! Did you know that the first "CSA" actually started in Japan in the 1960's? They called it "*Seikyou*", which is a shorter form of "*Seikatsu Kyodo Kumiai*", which means Living in Community Union.

A group of Japanese mothers, horrified at the increasing levels of mercury in milk, approached a farmer and proposed the idea of pre-buying his product in return for the guarantee that he used safe farming and growing methods. The farmer was happy as he got a better return for his efforts, compared to selling it on the market. The women were happy as they got safe milk and ended up getting more for their money. These women essentially cut out the middle-men and created a meaningful connection with their food. (<http://www.mofga.org/Publications/MaineOrganicFarmerGardener/Spring2003/Seikyou/tabid/1510/Default.aspx>)

This alternative socioeconomic model was picked up in North America in the 1980's. It took a slightly different spin as it was mostly applied to vegetable farms and put more emphasis on the connection between farmer and consumer. But the idea was and remains the same: create a meaningful connection with your food and between consumer and farmer.

Roots and Shoots Farm CSA Program

You have signed up for a summer share, which goes from June until October and includes 18 weekly deliveries for our full share or 9 biweekly deliveries for our half share.

By signing up for a Roots and Shoots Farm CSA share, you are guaranteeing that we, the farmers, get a fair price for our product. This allows us to promise you that we will use safe, certified organic methods to grow the most nutrient dense produce we can. We also offer you education about growing, cooking and consuming vegetables. It also means that we pick fresh just for you!

The CSA Relationship: We promise to do everything in our power to give you a huge basket of beautiful veggies to sustain you through the season, and as a member of the farm, you agree to support us through any unforeseen issues that may arise throughout the year. We don't ask you to sign a contract, because this is a business and we do strive to offer a really excellent product for your hard-earned money. We *do* take many measures to mitigate crop failure and ultimately want you to have the best healthy eating experience possible!! We *do* thank you for joining us in this season and learning more about the intricacies of growing food!

What about crop failure? We have many tricks up our sleeves to cheat early frosts and late springs. However, Mother Nature can be unpredictable and sometimes things just happen. We do our very best to offer a huge range of veggies, but sometimes there may be a failure. i.e.: maybe the lettuce gets eaten by a flock of flamingos in the middle of the night and so you will not get lettuce for one to three weeks. OR, more realistically, the pest pressure could be really bad on say, eggplant, and we can't harvest any that don't have a big ol' bug bite out of it. We are still going to send you these bitten eggplants with a big apology newsletter explaining why there is a bug bite, and how it is still OK to eat, and thanking you for understanding.

Market vs. CSA Our CSA accounts for 70% of our gross revenue. Though we will not be going to farmers markets in 2020, we will still be selling some veggies wholesale and through our on-farm store. We like to have these other sales channels so we can

grow extra for the share. Growing extra gives us a buffer for the CSA boxes; if there is 20% crop failure, our wholesale and farm store will suffer, but we still have enough for the shares. If we based our whole plan on CSA we would not as easily be able to offer the variety we do. Keep in mind that if you come to our farm store and see something we are selling, but you did not get in the share that week, it is only because we did not have enough of that item to share among all the CSA members. For instance, when the beans first start producing, there would only be enough for 50 members. So, we wait until there's enough for everyone and sell the smaller flushes through other channels first.

Organic Certification To underscore our guarantee that your food is safe, we certify our farm every year with [ECOCERT Canada](#). They have rigorous inspections and protocols that follow the [National Organic Standard](#).

What to expect in your basket

We grow a huge variety of vegetables to keep your plates interesting all season long. We have many years of experience in the field and in the kitchen, and have developed a good understanding of how to grow with the end goal of delicious, seasonal meals. We are also continually investing in season extension tools so we can stretch our seasons out and offer a diverse amount of veggies all year long.

Week-by-week: We organize our boxes every week according to what is ready in the field. We start this plan in the dead of winter and start implementing it in March. When planning for the boxes we think about what it takes to put together a meal for a family. We include onions and garlic, salad ingredients, and more substantial vegetables for sustenance.

Value of the share: You pay a total of \$34/week (full share) or \$37.50/week (half share) for your box. We aim to give you 10%-15% more, based on our market prices. Because of the nature of farming, this means you will get a lighter basket in the spring and a more substantial basket as the season goes on. In June, the basket may only reach a value of \$24, especially if there is a late thaw, but in August, the share will reach a value of \$45. We keep track and make sure you get your money's worth.

| | |
|--|---|
| <p>A sample box in June</p> <p>1x head lettuce \$ 3 1x bunch kale \$ 3 1x bag salad greens \$ 5 1x quart hakurei turnips \$ 4 1x bunch garlic scapes \$ 3 1x bunch of beets \$ 4 1x choice of herb \$ 3 1x bunch onion \$ 3 TOTAL = \$28</p> | <p>A sample box in July</p> <p>1x quart zucchini \$5 2x cucumber \$3 1x romaine lettuce \$3 1x bunch parsley \$3 1x bunch basil \$3 1x bunch kale \$3 1x bunch globe onions \$3 1x broccoli \$3 1x quart tomatoes \$5 1 x bunch garlic scapes \$3 TOTAL = \$34</p> |
| <p>A sample box in September</p> <p>1x quart tomatoes \$5 3x cucumber \$4.5 1x lettuce \$3 1x delicata squash \$3 1x watermelon \$6 1x quart of onions \$5 1x qt eggplant or peppers \$5 1x cilantro or parsley \$3 1x rosemary or thyme \$3 1 x garlic bulb \$3 TOTAL = \$40.5</p> | <p>A sample box in October</p> <p>Butternut Squash \$ 4 Honeynut Squash \$ 3 Radishes \$ 3 1x pointy cabbage \$ 4 1x bulb garlic \$ 3 1x bunch leeks \$ 5 1x rosemary or thyme \$ 3 3 x mix-and-match quarts of potatoes, carrots, beets, onions \$20 TOTAL = \$45</p> |

Extras!: Through strong partnerships with other farms, we also offer premium local, organic add-ons like mushrooms, grains, corn chips, honey, maple syrup and more! This makes it easy to source local products without combing through the hundreds of labels at the grocery store. We have a working relationship with all of these farmers and will feature their amazing stories in our newsletters. These items can be ordered and paid for by logging into our Farmigo online store, and your items will be delivered to your next CSA pick up. Visit (<https://csa.farmigo.com/store/rootsandshootsfarm>)

You also get access to week-by-week tips and recipes from our farmers and staff to help you store and prepare your veggies to make the most of your basket. You will also have access to behind the scenes footage of what goes on at the farm and our work throughout the season.

Logistics

Our CSA pick-ups happen at the following locations: Wakefield, Masham, Chelsea, Downtown Hull (Zibi), Ottawa South, Centretown, Hintonburg, Westboro, Barrhaven and Manotick Station. We will send you an email a few weeks before the start date, with exact locations and instructions for your pick-ups.

Our Coordinators: We have a volunteer CSA coordinator at each of our pick-up locations. These amazing people are there to greet you, walk you through the pick-up and what's available that week, offer tips on cooking, and clean up when it's all done. We love our coordinators and we hope you do too!!

BYO-Bags: Normally we ask you to bring your bags, backpack or basket to carry your veggies home, and a reusable container for greens, but due to Covid-19 we will be packing everything in paper bags for you.

Missed Shares: If you cannot make it to your pick-up during this time because of traffic, sickness, life, etc., you can send someone in your place, call or text your pick-up coordinator and ask to have the share left at the pickup, or if you email us right away you can come to the farm to pick up your veggies. Unfortunately since we won't be at the Lansdowne Farmers Market this summer, it's not going to be possible to pick up there.

Delivery Holds: If you know in advance that you will not be able to make it to a pick-up, you can schedule a "vacation" on your online Farmigo account. You can do this up to three times each season, and they need to be scheduled at least 24 hours before the morning of your pick-up. Each time you use a vacation, we automatically add Farmigo credits to your account that can be used to buy anything in our online store and have it sent with your next share. We charge a 12% admin fee on vacation holds so you will receive 88% of the value of your missed share in Farmigo credits.

Covid-19 Practices

The area around our tent will be set up to promote physical distancing. Please always remember to stay two meters apart from one another and especially from our coordinators - they are volunteers who generously give their time every week, and it's critical that we keep them safe. CSA can't happen without them!

Here's how it will go:

- **Shares will be prepacked:** Coordinators will be equipped with masks, visors, and everything they need to keep their hands clean and sanitized, and they will prepack all of the shares in paper bags for you.
- **Maintain distance:** Line up behind the sign, two meters apart, using the cones on the ground as a guide.

- **Take your veggies:** When it's your turn, take a bag of veggies (they will all be identical, and we can't offer a trade bin this year - sorry!) and if you've ordered extras from our online farm store, look for a second paper bag that is labelled with your name.
- **Wear a mask:** To protect others at pickup, please wear a mask or something that covers your mouth and nose.
- **Come alone:** Please send one person to pickup if at all possible, and move away from the tent once you have your veggies.
- **Do not come if you have symptoms:** Do not come if you have a fever, cough, or trouble breathing. Send someone to pick up in your place, or log into your account and set a delivery hold (access your account here). If you need to cancel at the last minute, just email us so that we can place that delivery hold for you.
- **Forgotten shares:** If you forget to pick up your share, your only option this year will be to pick it up at the farm since we're not at Lansdowne market this year. Email us right away to make arrangements. If we don't hear from you by Friday of your pickup week, you forfeit your share for that week.

Keep in touch!

Our Team Roots and Shoots Farm employs five full-time professional farmers and one office employee all year-round, plus five extra people during the growing season. Though we are not a cooperative, we do pride ourselves in sharing responsibilities with, and paying salaries to, our long-term employees. We see our employees as partners and they are essential to our success. You will get to meet them throughout the season! To find out more about our practices and our team, we encourage you to read our weekly newsletters, and visit our farm when we have farm tours or fun events.

Follow us! Join us on our members-only Facebook page. Facebook is a great place for you to connect with seasoned CSA members, to gain even more tips on what to do with your veggies, and maybe even organize rideshares to events at the farm! We also encourage you to ask questions and share recipes!! Request to join the group here: <https://www.facebook.com/groups/542052036128918>

***NEW!* Cook With What You Have Membership**

This year we've signed up our whole CSA for this awesome CSA-focused recipe database www.cookwithwhatyouhave.com. - it includes recipes, templates, storage and preserving tips, pantry stocking suggestions and vegetable prep videos, organized by vegetable and created using CSA Produce.



To log-in enter your **Roots and Shoots Farm** Access Key **rootsshoots20** [here](#) and create a user log-in. Click "Remember Me" for quicker access and bookmark the **Recipes** page for ease.

Access to this site is a benefit of being an **Roots and Shoots Farm CSA member**. Please use it for you/your families' purposes and do not share the Access Key with non-members, but by all means encourage interested parties to join the CSA!"

Thank you!

...for signing up for this share and continuing this amazing movement! You are not only supporting local farmers, you are guaranteeing that your food is grown with the environment and your health in mind.