

**PICNIC ROCK FARMS, LLC**  
**2019 SUMMER AND FALL CSA**

It's that time of year again. Time to think about the upcoming season and for us to peruse all the beautiful seed catalogs and start ordering seeds. We will start planting tomato and pepper plants in the next two weeks. Along with realizing that Spring will be here soon and the earth will be warming up, we must also consider how much of each crop to plant for the upcoming seasons. This is where you come in. We consider how much of each crop we will need to grow for our daily customers at the farm stand, how much for the farmer markets, how much for our wholesale customers and how much for our CSA customers.

Our CSA customers are an integral part of the success of our farm. By you "investing" in us by purchasing a CSA share" early in the season this allows us our "seed money" and allows you to enjoy local, fresh vegetables and fruits on a weekly basis throughout the season at a discounted price.

This season you have OPTIONS! For the past nine years our CSA model has been based on us putting up your weekly share and you picking up your weekly share at our farm stand on one of two days. Sifting through the feedback we receive from our regular CSA members we have seen a lot of requests for additional items other than just vegetables and fruits. Some of the requests have been to include eggs, fresh meats, baked goods, honey, maple syrup, farm made relishes, sauces, etc. and the list goes on. Another issue for some of our CSA members have been our pickup times and days don't always coincide with their schedules and or vacations.

Looking into how other farms run their CSA programs we have seen that many of them offer a type of discounted gift certificate. This allows you to purchase what you would like at our farm while receiving a discounted price, and it allows us to have our start up money. A great investment for you and start- up money for us after being closed throughout the winter. A win- win for all! You will still be receiving fresh local produce and supporting your local farmer. Our current model of putting up your weekly share allows us to introduce you to vegetables you may or may not have ever tried, it allows us to introduce you to different varieties and it is based on the growing season ie harvesting vegetables each week as they come into season.

We have decided that both models have their merits so we will be offering you a choice this year. You can decide to continue with our traditional CSA or you can purchase a gift certificate and choose your own weekly items on your own schedule. We are looking forward to trying this new model out.

We are implementing a CSA signup deadline this year. By knowing how many members we will be serving, this allows us the ability to better plan on how much seed we need to order, how much of each crop to plant, our labor schedule, etc.

We do appreciate all our past CSA members and hope this new model will enhance our CSA program

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