



Harvest Share Program 2011

Welcome!

Thanks for your interest in Everdale Farm's Harvest Share Program. We have been offering the Harvest Share Program at the farm since 1998 and in Toronto since 2006. Thanks to all of our members for your support! Please read the following information to find out how you can become an Everdale Harvest Share member in 2011.

As a member, you will enjoy:

- 20 weeks of fresh, local, organic food
- 20-30 seasonal fruits and vegetables to choose from each week
- 4 share sizes to suit your needs
- take-what-you-need fresh herbs
- farm events and activities
- cut flowers and u-pick peas and beans (farm pickup location only)
- a choice of how many weeks you would like to pick up your share!

We have two membership options, depending on which pickup location is closest to you:

- at the farm in Hillsburgh, Erin township
 - Thursdays from **3:00 to 8:00 pm** or Saturdays from **8:30 to 11:30 am**
 - Each week, you can choose whether to pick up on Thursday or Saturday (and you don't have to let us know!)
 - Runs from June 16 – October 29, 2011
- in the Annex neighbourhood in Toronto, at the First Narayever Congregation (187 Brunswick Ave.)
 - Tuesdays from **3:00 to 7:00 pm**
 - Runs from June 14 – October 25, 2011

Our goal is to serve people who live or work within 15 minutes of one of our pickup locations. We have found that people who live/work further than 15 minutes away are less inclined to enjoy the experience. If our locations are too far away for you, then you could check out <http://csafarms.ca/index.html> to see if there is another farm closer to you.

Where your produce comes from

Everdale farm grows a wide variety of fresh certified organic vegetable crops. Some of the harvest share produce also comes from other local farms that grow food organically. We believe that this system of crop sharing between a network of local farms is the best way of providing you with selection and quality while supporting the growth of a strong local food system. The variety and quality of our produce is much higher than you would find in the organic produce section of your grocery store, and our produce is also locally grown. To view a list of the fruits and vegetables we plan to offer, please visit <http://everdale.org/files/2011/03/Produce-Distribution-Plan-2011.pdf>. Everdale farm grows over 30 of these crops. For a list of the other farms we work with, please visit <http://everdale.org/buying-our-food/harvest-shares/farms-we-work-with/>.

Choosing the produce YOU want

Our Harvest Share Program allows you to choose the produce you want each week. We set up our stand so that it looks just like a farmer's market, except that each item is given a point value instead of a price (for example, one bunch of carrots is 1 point; 1 head of lettuce is 1 point, etc). Then, depending on the share size you choose (small, medium, large, or x-large), you have a certain number of points (8, 12, 18, or 24) to "spend" each week on any items you want! There's no lineup or checkout, you just sign in when you arrive, choose your veggies, tally your own points as you shop, and you're finished!

Choosing the size of your share

We offer four harvest share sizes so that you can choose the size that meets the needs of your household.

- **Extra-Large (24 points): Cost per week: \$55.92**
 - For very big families, households with very large veggie appetites, or those who do a lot of preserving.
 - About 5% of our shareholders choose x-large.
- **Large (18 points): Cost per week: \$41.94**
 - For larger families or those who want to preserve some of the harvest!
- **Medium (12 points): Cost per week: \$27.96**
 - Our most popular size. Recommended for most families.
- **Small (8 points): Cost per week: \$18.64**
 - Recommended for small families.

If you're wondering what size share to buy, consider choosing the size that is similar in price to the amount that you usually spend on produce each week. (However, keep in mind that in general, as members you receive a discount relative to farmers market and health food store prices.)

Choosing the number of weeks to pick up

The amount you pay for your Harvest Share depends on the size you choose and how many weeks you'll pick up your share. The full season is 20 weeks and the minimum number of weeks you can register for is 16. You do not need to tell us which weeks you will be away, you just need to sign up for however many weeks you plan to pick up. We'll make it easy for you to keep track throughout the season: each week, the sign-in sheet will show you how many weeks you've already picked up (and how many you initially purchased!), so you'll always know how many weeks you have left! If you're unable to pick up on any given week then you could offer your share to a neighbour, friend, or relative. They'll just sign in as you and we'll show them how it all works. If no one comes to pick up your share, we will donate it to a local food bank. Please note that if you miss more weeks than you had planned to, it is not possible to "double up" your points in future weeks, as your food has already been donated.

Size of share	Small	Medium	Large	X-Large
Number of Points per week	8 (new!)	12	18	24
Cost per week	\$18.64	\$27.96	\$41.94	\$55.92
16 weeks	\$298.24	\$447.36	\$671.04	\$894.72
17 weeks	\$316.88	\$475.32	\$712.98	\$950.64
18 weeks	\$335.52	\$503.28	\$754.92	\$1,006.56
19 weeks	\$354.16	\$531.24	\$796.86	\$1,062.48
20 weeks	\$372.80	\$559.20	\$838.80	\$1,118.40

Buying extra produce & other farm products

Shareholders at both pickup locations have the option to buy extra produce during their pickup if they need more than the amount that their share size provides. As well, other products are available at each pickup location, as described below:

- **Members picking up at the farm** can also buy organic meat, eggs, flour, and other food products in the farm store.
- **Members picking up in Toronto** can join the Stoddart Farm Egg Share and can also buy certified organic grains and flour. Note that even though these additional products are picked up during Everdale's Harvest Share hours, Everdale is not involved in the arrangements relating to the Egg Share program or the grain/flour (these products are offered by independent farms). Please direct all correspondence regarding the Egg Share items to silvia@stoddart.ca. The grain/flour will be offered (via email) to all Toronto members by a Narayever volunteer each month.

Working Share option

After a successful 2010 season, we are offering working shares again in 2011. If you are interested in receiving a share in exchange for working every week on the farm, in the farm store, or at the pickup in Toronto, please go to <http://everdale.org/buying-our-food/harvest-shares/working-shares/> for more details. If you decide that you would like to participate, please contact us at carl@everdale.org or (519) 855-4859 ext. 106 **before registering** for your Harvest Share. When you do register, indicate "Working Share" in the "Payment" section of the registration form.

Volunteering at the Toronto pickup

The Harvest Share program in Toronto is a result of a partnership between Everdale and the First Narayever Congregation and is open to everyone. A Core Group of volunteers coordinates activities including a weekly newsletter, a farm visit, donation drop-offs, and other events. The Core Group contact person is Andrea Most and she can be reached at torontocsa@gmail.com. In order to keep our community-based initiatives running smoothly, we ask that each harvest shareholder volunteer a small amount of time during the season. Please indicate your volunteer preference on the registration form (this applies to the Toronto pickup location only).

Volunteering at the farm

There are also volunteer opportunities at the farm throughout the season. We offer several public events and workshops that benefit greatly from volunteers. As well, experienced members can help orient new members during the first Harvest Share pickup. If you would like to be placed on our volunteer contact list, please indicate this on the registration form.

Please donate to support our charitable work

Everdale is more than just a farm. It's a registered charity with a mission to provide hands-on education and training. Hundreds of children come to the farm each year to learn about where their food comes from and how it is grown. Everdale also trains the farmers of tomorrow through our Organic Farming Certificate (OFC) Program. Please consider making a donation to Everdale. Your gift will support budding local, organic farmers to grow your food through our hands-on educational programs. Charitable receipts will be issued for donations over \$20.

Thank you so much for your support! A donation to Everdale can be made in the following ways:

- Include a donation with your Harvest Share registration
- Contact Brendan Johnson at 519.855.4859, ext 103 or brendan@everdale.org
- Donate on-line through our website: www.everdale.org
- Drop off a donation when you pick up your share

Donating produce

Because we know that not everyone comes to every pickup they paid for, we will donate the extra produce to those in need. In Toronto, donations are made to The Stop Community Food Centre www.thestop.org, an organization with many programs that work to increase access to food. In Hillsburgh, produce is donated to the local food bank www.centrewellingtonfoodbank.org. When you register, please consider making a donation to increase the amount of produce donated each week. We have set a goal for our members to raise the funds necessary to purchase an additional 10 large shares to be donated each week throughout the season. If each member donates just \$25, we can reach this goal!

Questions?

Contact our Harvest Share program coordinator at harvestshare@everdale.org or 519-855-4859 x170

Registration

For your convenience we offer online registration. After registering online, you have the option of online payment (PayPal or credit card) or paying by cheque. We also offer a mail-in registration form (payments can be made by cheque). To register online or to print out and mail in a registration form, go to <http://everdale.org/buying-our-food/harvest-shares/>. We will contact you to confirm your registration once we have received your registration form and payment.

Don't miss out! In 2010, we capped our membership to prevent pickup locations from becoming too busy. There are a limited number of shares available in 2011, so sign up now.

We look forward to growing your food!

