



July 2010

Potential Panhandle Fresh Customers,

We are excited to announce our first **Panhandle Fresh Community Supported Agriculture (CSA) program** details! After much work with local growers, we have put together their potential produce during the peak weeks of the year to deliver you a variety of fresh, local produce direct from the farm. The program works with CSA members buying a share of available product. These shares are much like a “membership” or “subscription” to the Panhandle Fresh CSA program. The CSA offers two peak seasons during the year with a box, or “share” delivered weekly to central drop off sites. We invite you to *grow* and learn with us in this first year. Your input will be most important as we expand the program.

Please read through all the **Frequently Asked Questions** for more details on becoming a CSA member.

Panhandle Fresh CSA Member Frequently Asked Questions:

How big is a share? When are the seasons of delivery? What kind of produce can I expect each week?

Please see full spreadsheet on potential produce items in the calendar year. Produce items for each share will be determined on a week by week basis. Items are subject to change due to Mother Nature, etc. Panhandle Fresh will strive to provide everyone with boxes full of diverse product and will make substitutions when necessary. Quantities will vary week to week based on what produce is available. When produce is abundant, box will be full. When produce is lacking, box will not be full. Quantities for each item will be based on a family of four; however, a produce box will not meet all your weekly produce needs. Most produce will be harvested the day before delivery.

Example week of low product available during Season 1: Herbs, salad greens, peaches, tomatoes, red potatoes, yellow squash, and cut flowers.

Example week of high product available during Season 1: Banana, jalapeno, cayenne, and bell peppers, corn, red potatoes, blueberries, butternut squash, cucumber, herbs, peaches, shelled peas, red potatoes, tomatoes, grape tomatoes, cantaloupe, and white patty squash.

What if the share contains an item that I cannot use, do I still have to purchase it?

Panhandle Fresh provides the same share for all boxes. Keep in mind; this is a great way to introduce everyone to new local varieties. Also, feel free to “barter” with fellow CSA members.

Do you have local favorites?

We have contacted a number of growers to coordinate the everyday favorites, plus unique finds such as pecans, muscadine grapes... Email us your favorites, which gives us input in providing the items that you are looking for...

How does the weather impact my CSA box?

Our commitment is to offer a variety of produce during these weeks. Remember, that CSA programs are a shared risk between the community and its farmers. Mother Nature has a way of sneaking in unsuspecting late frosts, torrential rains, hurricanes, droughts, and more. This can lead to muddy fields where equipment cannot enter, lack of rain delaying growth, or destruction as we have experienced with hurricanes in the past. No one can predict these events, but credits may be offered at PFMA's discretion – as we want to be back next season.

How much does it cost to join the CSA program? How do I pay?

Season 1: May 15 – Aug 7 (13 weeks/13 boxes)

Season 2: Aug 28 – Nov 20 (13 weeks/13 boxes)

If you pay by credit card, one box for Season 2 is \$401.31

If you pay by check, you will get a discount. One box for Season 2 by check is \$390.00.

We encourage small households to "share a share." In this case, you can split the box with a friend and plus, you can even alternate who picks it up each week or you can take turns receiving the box.

To pay by credit card or check, please complete the CSA form at www.panhandlefresh.com Credit card payments will be made through a secure PayPal account. If you pay by check, mail check and copy of CSA form receipt to: Panhandle Fresh, 6491 Caroline Street, Ste. 4, Milton, FL 32570-4592. Payment must be received by email due date to lock in your box. Please note that you are not on the CSA program list until payment is received; otherwise, your share will be opened to other customers.

What are my membership benefits?

- *Weekly produce in boxes at convenient pick up locations each Saturday.*
- *U-pick opportunities for berries peas, and more*
- *Occasional bonus items as they become available (like cut flowers, honey)*
- *Panhandlefresh.com will offer recipes and produce information*
- *Potential coupons*

When do I need to make the commitment to become a member?

Due dates will be announced by email or website.

Do I have to have an email address to sign up?

Yes, all Members must have an email address so we can notify you about produce offerings or with any announcements or changes each week.

I have signed up for a Panhandle Fresh CSA Membership. What happens next?

We will send you a confirmation email and further updates. On your first pickup, you will receive a box. Please return a clean box each week and it will be recycled for your next delivery. Please review and email back any questions and a big thanks for participating in our program!

Does your box contain nut items?

Yes, we will provide nut items when seasonally available. There will be an option when you sign up to let us know if you have peanut allergies. Then, we will make sure your box will not contain any nut items. Please note: All containers may come in contact with peanut items.

Are refunds offered on produce?

Panhandle Fresh growers are committed to offering peak, fresh produce. Some years there are bumper crops and some crops may fail. In a CSA program, we all share the risks and reap the many benefits together. We will not issue refunds for produce, but in the event that you receive produce that you are unhappy with, please email us, so we can prevent any future quality problems.

Where and when do I pick up my box each week?

There are several drop off locations. You can pick a location on the payment form. Pick ups are each Saturday during a defined pickup window.

<u>Location</u>	<u>Pickup Window</u>
1. Pensacola Seed and Garden, 4915 Mobile Hwy, Pensacola, FL	9:00am-12:00pm
2. Galleria Lamps & Shades, 2435 12th Ave , Pensacola, FL	9:00am-12:00pm
3. Flowerama, 333 Gulf Breeze Pkwy, Gulf Breeze, FL	10:30am-1:30pm
4. Floridatown Station, 4372 Floridatown Rd Pace, FL	11:00am-2:00pm

What should I know about the Saturday pickups?

The locations above are volunteering their time and space each week to help distribute the local produce. These locations are truly supporting this community program and local farmers. With that being said, please be courteous and pick up your produce within the pickup window. Also, please do not open and remove or change any product between the boxes. We strive to offer everyone a great box. If you want a different product, perhaps barter with a fellow member! If you have any problems getting your box on Saturdays, please contact Andrea or Cindy by email. Plus, remember to return cleaned CSA boxes to your location, so we can reuse next week.

What if I cannot pick up my share?

You can have someone else pick up your share. You can enter other pick up names on the order form or just have them bring proof of identification and a copy of your Panhandle Fresh receipt. Any unclaimed boxes will be given to the drop off location.

What if there is bad weather? All drop off locations have a covered area for holding your boxes until pickup.

What do I need to know about storing the produce?

With our local weather, it can really heat up outside and our air conditioners can't keep up in our homes too. When you pick up your box each week, keep in mind how soon you will be returning home with your produce and how you store it. A cooler with a gel pack would be nice if you are not going straight home. Stick to the "two-hour rule" for leaving items needing refrigeration out at room temperature. Never allow meat, poultry, seafood, eggs, or produce or other foods that require refrigeration to sit at room temperature for more than two hours—one hour if the air temperature is above 90° F. This also applies to items such as leftovers, "doggie bags," and take-out foods. Also, when putting food away, don't crowd the refrigerator or freezer so tightly that air can't circulate.

Should I wash my local produce?

We suggest that you thoroughly wash all produce received from PFMA or anywhere before eating or cooking.

How do I learn more about the growers supplying produce for the CSA box?

Visit www.Panhandlefresh.com for farmer profiles and their locations. Drop by to meet and greet them at their farms and learn more about the growing process.

Is CSA produce organic?

We currently have no PFMA organic farmers. We are currently seeing a trend to no pesticide use. We will let you know if we pick up any organic farmers in the future.

Why buy locally?

There is a difference between truly fresh and other produce...

- Fresher does taste better
- Fresher is more nutritious
- Buying local improves YOUR economy
- Locally grown provides a higher level of confidence in knowing the origin and safety of the produce you feed your family
- Supporting local farmers helps support local agriculture, thereby protecting our rural land, a part of what makes our regional culture

How can I contact Panhandle Fresh for questions about my CSA box?

All CSA questions and feedback (good and bad!) must be directed by email only to Andrea at Panhandlefresh@teamsantarosa.com . We look for your feedback to make the program a success!

We appreciate your interest in becoming members in our region's first CSA program with local growers. Please email with any questions.

Thanks,

Panhandle Fresh Marketing Association