



About One Farm



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Sales and Distribution



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Sales and Distribution



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Sales and Distribution



ORDER WHAT YOU NEED FOR 4TH OF JULY

New next week: broccoli, fennel and radicchio

There won't be order pickups or OneBoxes the week of the 4th of July, so stock up on what you'll need for entertaining, camping, holiday picnics - and life.

In addition to our usual sales, orders and OneBoxes, our wholesale orders through Farmtable Procurement & Delivery kept us hustling this week. We built 46 OneBoxes; our most ever in one week! We keep plugging away on weeding, tying up tomatoes and planting when we can. Thanks to Ben and Kim for working so hard in the heat!

If you wish to shop on FarmMatch right now, [click here to order](#). (Click on your preferred delivery site, and shop from there.)

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The screenshot displays the FarmMatch website interface. At the top, the FarmMatch logo is on the left, followed by a navigation bar with a search input field (containing "city, state or zip"), a "GO" button, and a "Browse Map" link. To the right of the search bar is a button that says "Put Yourself On The Map!". Further right is a "Like" button with a count of "6.4k". On the far right of the top bar are links for "Sign Up" and "Log In".

Below the navigation bar, the main content area is divided into two columns. The left column features the "One Farm" profile. It starts with a red barn icon, the name "One Farm", and a "Like" button with a count of "6". Below this is a "Visit Website" link. The profile information includes the address "Logan, IA", the phone number "402-612-7816", and the email "onefarmer@one-farm.com". There are four tabs: "Food Profile", "Location(s)", "About", and "Photos". The "Location(s)" tab is active, showing two sections: "Delivery Site" and "Farm". The "Delivery Site" section lists "Woodbine, IA 51579", "Day(s): Monday", and "Hour(s): Noon to 1 p.m.". The "Farm" section lists "Logan, IA 51546", "Day(s): .", and "Hour(s): .".

The right column of the main content area is a map of Iowa. It shows major highways (I-29, I-30, US-127, US-30) and cities (Woodbine, Logan, Missouri Valley, Blair). A red barn icon is placed on the map near Logan. A vertical sidebar on the right side of the map contains two buttons: "LEARN MORE" and "FEEDBACK".

At the bottom of the page is a footer with a navigation menu containing links for "Mission", "Media", "Contact", "Terms", "Privacy Policy", "Banner", "Endorsements", "Sell Online", and "Site Map". On the right side of the footer, it says "Map data ©2015 Google", "Terms of Use", and "Report a map error".

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Special Products: Thanksgiving



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Special Products: Herb Salts



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Special Products: OneBox



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OneBox: How it came about



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OneBox: What is it?

- \$20 box, 20 weeks
- Google form
- Can treat like a CSA
- Can change any time
- Can order “on demand” each week
 - Weekly customer email includes “likely” contents
- Pickup locations: Woodbine, on farm, farmers market, Omaha
 - Also serve as pop-up farm stands
- Payment
- Nice addition to product mix

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OneBox: What is it?



Everything starts with one.



[Like on Facebook](#)



[Forward to a Friend](#)



TAKING RESERVATIONS NOW FOR OUR WEEKLY "ONEBOX"

New pickup locations available this year

We are happy to announce this year's OneBox availability!

Here's how it works.

Each week during the growing season, we offer a variety box of vegetables and herbs for \$20. In our weekly Friday e-mail, we list what the upcoming week's box will likely contain (but could fluctuate based on weather and other conditions). You shoot us an e-mail, tell us which weekly pickup location you prefer, and you're done. Pay at pickup.

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OneBox: What is it?

2017 OneBox Reservation Form

Please tell us which weeks you would like us to harvest a OneBox for you, and at which location you plan to pick up.

*** Required**

Location *

- ☐ WOODBINE: Main Street on Tuesdays from 4 to 4:30 p.m.
- ☐ LOGAN: One Farm (5 miles southeast of town) on Tuesdays from 2:30 to 3 p.m.
- ☐ HARRISON COUNTY FARMERS MARKET: Welcome Center (2931 Monroe Ave, Missouri Valley) on Thursdays from 3:30 to 6:30 p.m.
- ☐ OMAHA/84 & Dodge: Durham Plaza Parking Lot (84th and Dodge) on Fridays from Noon to 12:30 p.m.
- ☐ OMAHA/Benson: Ted & Wally's (6023 Maple Street) Fridays from 1:30 to 2 p.m.

Phone Number? (Cell phone preferred) *

Your name? *

E-mail Address?

Any comments or requests we need to know about?

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OneBox: What is it?

For which weeks would you like to reserve a OneBox? *

- ☐ Week 1: Tuesday, May 9/Friday, May 12
- ☐ Week 2: Tuesday, May 16/Friday, May 19
- ☐ Week 3: Tuesday, June 6/Friday, June 9
- ☐ Week 4: Tuesday, June 13/Friday, June 16
- ☐ Week 5: Tuesday, June 20/Friday, June 23
- ☐ Week 6: Tuesday, June 27/Friday, June 30
- ☐ 4th of July on Tuesday; No Boxes This Week
- ☐ Week 7: Tuesday, July 11/Friday, July 14
- ☐ Week 8: Tuesday, July 18/Friday, July 21
- ☐ Week 9 (option 1): Tuesday, July 25 (pick up in Woodbine or Logan only this week)
- ☐ Week 9 (option 2): Friday, August 4 (pick up in Omaha only this week)
- ☐ Week 10: Tuesday, August 8/Friday, August 11
- ☐ Week 11: Tuesday, August 15/Friday, August 18
- ☐ Week 12: Tuesday, August 22/Friday, August 25
- ☐ Week 13: Tuesday, August 29/Friday, September 1
- ☐ Week 14: Tuesday, September 5/Friday, September 8
- ☐ Week 15: Tuesday, September 12/Friday, September 15
- ☐ Week 16: Tuesday, September 19/Friday, September 22
- ☐ Week 17: Tuesday, September 26/Friday, September 29
- ☐ Week 18: Tuesday, October 3/Friday, October 6
- ☐ Week 19: Tuesday, October 10/Friday, October 13
- ☐ Week 20: Tuesday, October 17/Friday, October 20

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OneBox: What is it?

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
OneBox Orders 2017																				
						Paid via Farm Match														
						"Jump Start"						4th of July				California				
												SKIP				SKIP				
LOGAN: Tuesday Pick up on farm from 2:30 to 3 p.m.						9-May	16-May	6-Jun	13-Jun	20-Jun	27-Jun	4-Jul	11-Jul	18-Jul	25-Jul	1-Aug	8-Aug	15-Aug	22-Aug	29-Aug
Customer	P	E	Total Weeks	\$ Due	Paid	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6		Week 7	Week 8	Week 9		Week 10	Week 11	Week 12	Week 13
Alvis, Connie	4	Cd	3	\$ 60.00		1	1			1										
Eickholt, Maureen			1	\$ 20.00																
Fuhs, Blanca			1	\$ 20.00				1												
	4																			
Kouma, Lenny	/	lk	20	\$ 400.00		1	1	1	1	1	1		1	1	1		1	1	1	1
Moon, Jeff	7		3	\$ 60.00		1													1	
Myer, Marilyn			1	\$ 20.00									1							
Snodgrass, Lu and Bill	4	sr	10	\$ 200.00			1	1	1		1		1	1	1				1	1
Logan Subtotals			39	\$ 780.00		3	3	3	2	2	2	0	3	2	2	0	1	1	3	
						"Jump Start"						SKIP				SKIP				
WOODBINE: Tuesday pick up at Woodbine Antiques from 4 to 5 p.m.						9-May	16-May	6-Jun	13-Jun	20-Jun	27-Jun	4-Jul	11-Jul	18-Jul	25-Jul	1-Aug	8-Aug	15-Aug	22-Aug	29-Aug
Customer	P	E	Total Weeks	\$ Due	Paid	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6		Week 7	Week 8	Week 9		Week 10	Week 11	Week 12	Week 13
Cogdill, Amy	5	A	3	\$ 60.00		1		1		1										
Hicks, Sheri	4	fa	10	\$ 200.00		1		1		1			1		1		1		1	
Kuhlman, Megan	7	m	4	\$ 80.00		1														
Sorecker, Deb	7	w	18	\$ 360.00	\$140.00	1	1	1	1	1	1		1	1	1		1	1	1	1

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OneBox: What is it?

Please reply to this e-mail to confirm that you received it. Thank you!

First, THANK YOU for your advance commitment to the farm this year. Second, please read the details below to confirm that you and I both have the same information regarding your box pickup location and order dates.

PICKUP DETAILS: Your pickup dates, time and location are in the attached Excel spreadsheet. If you can't open it or if you see an error or conflict with your schedule, please let me know ASAP.

PICKUP REMINDERS: Beyond a quick e-mail prior to the first week's deliveries, you will not receive any other reminders. Please transfer the attached schedule into your calendar as best for your busy schedule.

PAYMENT: You are welcome to pay \$20 at the time of each of your OneBox pickups. However, if you wish to simplify and pay upfront now, please let me know and we will make arrangements. Check or cash are preferred; you can mail a check, payable to One Farm, to 2771 Quentin Trail, Logan, IA 51546.

CANCELLATION NOTICE: Plans for harvesting your produce start a few days out, so if you need to cancel a week's box, please give us at least 24 hours' notice.

TRANSPORTING PRODUCE: Your OneBox will literally arrive in a box. Please bring reusable bags with you for transferring your produce home. (If you forget, we have plastic shopping bags available.) Keep in mind that most if not all of your produce will need to be refrigerated as quickly after pickup as possible.

EATING SEASONALLY: The OneBox concept is based on the CSA (community supported agriculture) model – which means that you are receiving what's in season and what's abundant on the farm on any given week. This means that some weeks will feature an overabundance of one item (or a family of

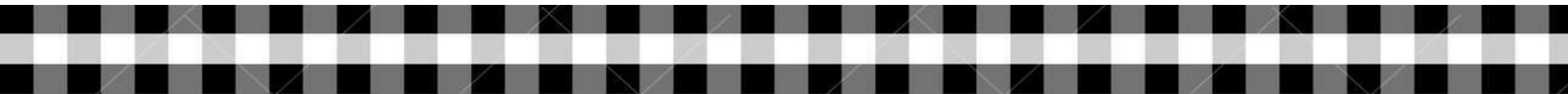
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OneBox: What is it?

Spell it all Out Up Front

- Pickup Details
- Pickup Reminders
- Payment Options
- Cancellation Policy
- Transporting Produce
- Eating Seasonally
- Production Challenges
- Box Contents (value always \$20+)
- Cooking Creativity
- Likely Contents for Weeks 1 and 2

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OneBox: What is it?

Arugula
Basil, Green
Basil, Purple
Beets, Red
Cabbage, Red
Celery, Cutting
Chives
Chives, Garlic
Eggplant, Italian
Eggplant, Japanese
Garlic
Herb Salts (Chives, Basil,
Onion, Celery and Sage)
Kale, Siberian
Lemon Balm
Mint, Chocolate
Mint, Grapefruit
Mint, Peppermint
Mint, Spearmint
Okra
Onions, Cipollini (Yellow)
Onions, Storage (Red)

OneBox Contents for Next Week (September 19/21/22)

Next week's OneBox will likely contain:

- 2# "All Blue" potatoes
- Spaghetti squash (yep, another because they're so good!)
- Sweet peppers
- 1.5# "Red Marble" cipollini onions
- Oregano
- 4# tomatoes for marinara

On the Horizon

Coming up in the next few weeks: butternut squash, broccoli, cauliflower.

Produce Available All Week in Woodbine

One Farm produce is available for sale at [Building Grounds coffee shop](#) during their regular business hours, and we restock the cooler every Tuesday around 5 p.m. Stop in to grab produce and a coffee/tea/smoothie, and say hello to awesome owners Nikki and Jeff.

Welcome Center Farmers Market

Join us at the weekly farmers market at the Iowa Welcome Center along Highway 30 between Logan and Missouri Valley every Thursday from 9:00 to 6:00 p.m.

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OneBox: What is it?



Week of May 9, 2017

This Week's One Box Contents:

Welcome to the 2017 OneBox season! Each week, we will do our best to suggest uses and storage recommendations for your box items. Even if you can't use everything within a week, we always encourage long-term storage (such as drying herbs or blanching and freezing greens) for later use. (It's great to pull those out in the winter!)

Items to be Stored in the Refrigerator:

½# All-Lettuce Salad Mix (spring is for salads)

½# "Siberian" Kale (eat as a salad or sauté with garlic and olive oil or mix into a sausage-bean-kale soup)

½# Spinach (eat raw in salads or use in lasagna, chop and toss with pasta and broth/cream sauce/olive oil, chop into a breakfast scramble with eggs)

"Rover" (round red) Radishes (mild flavor; snack on them whole or chop into salads)

Chives (chop and add to potatoes or cottage cheese; make a salad vinaigrette or dehydrate them for later by air drying, oven drying or using a dehydrator)

Apple Mint (steep the leaves and stems in hot water for 10 minutes, then add honey if you wish for an herbal minty tea; we've been told it's the "perfect mint" for mojitos as well)

½# Swiss Chard (sauté garlic or onions with the chopped stems, then wilt down the chopped greens)

"Hakurei" Salad Turnips (eat whole or chop into salads; can also boil and add butter and chop and sauté the greens)

Enjoy this week's OneBox! Thank you for your order. Watch the One Farm page on Facebook and weekly e-mails for recipes.

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OneBox: Pros

- **Inventory Management**

Farm benefits from moving lots of produce when it needs to

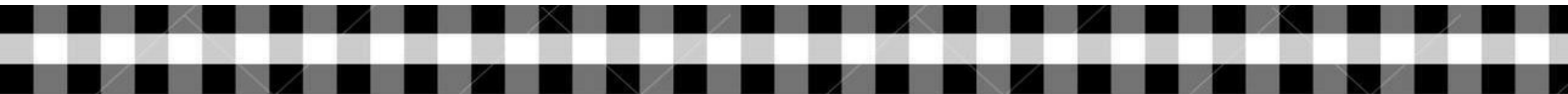
- **No Customer Commitments**

Freedom to plan around life/ vacation/ kids' games; can cancel

- **More Guarantees than Farmers Market**

Farm has ~75% commitment as season begins; get some money up front

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OneBox: Cons

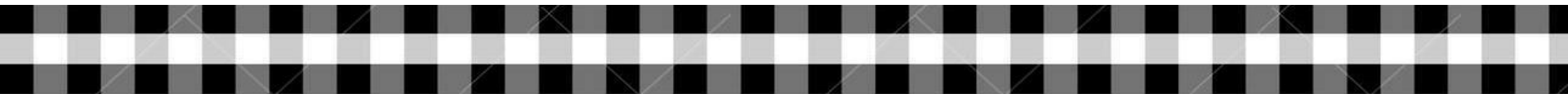
- **No Shows!**
- **Managing the spreadsheet**
- **Keeping harvests straight**

Integrating five OneBox sites/harvests with all the other weekly orders and harvests

- **Crop plan diversity**

Required to keep customers interested and coming back

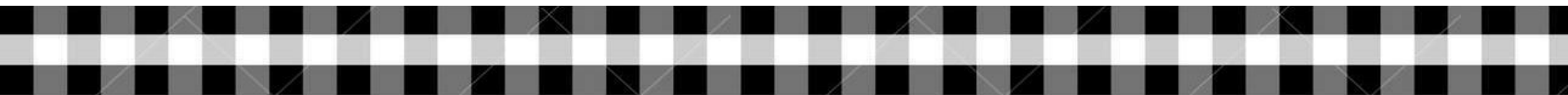
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OneBox: Results (Sales)

- **2015**
 - Harrison County
 - 17% of farm's annual sales
- **2016**
 - Added Omaha pickup location
 - Sales increased 79% from 2015
 - 27% of farm's annual sales
- **2017**
 - Added second Omaha pickup location
 - Ended pickup site in Logan
 - Added pickups at farmers market and on farm
 - Sales decreased 24% from 2016
 - 17% of farm's annual sales

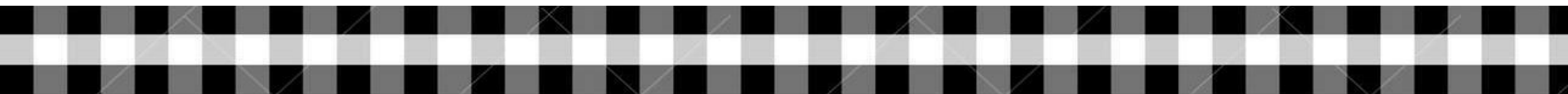
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OneBox: Results (Customers)

- **How many?**
 - 2015: 39 customers; 283 boxes; 7.3 boxes per customer (\$5,620 total; \$144/customer/season)
 - 2016: 64 customers; 517 boxes; 8.1 boxes per customer (\$10,060 total; \$157/customer/season)
 - 2017: 54 customers; 378 boxes; 7 boxes per customer (\$7,670 total; \$142/customer/season)
- **Who are they?**
 - Majority are brand new or previously “irregular”
 - Existing “regular” customers that try it tend to fade away (want to pick and choose)
 - Demographics
 - Recent retirees (60ish)
 - Older retirees (70ish)
 - Families with children (high school or younger)
 - Single men and women
 - 40-something couples without children
- **Why do they buy?**
 - Cook or “want” to cook
 - Fresh, local, grown organically ... or all three

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Danelle Myer

www.one-farm.com

Facebook.com/onefarmloganiowa

onefarmer@one-farm.com

(402) 612-7816

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