

The Resilient CSA

PRACTICAL—FARMERS

of Iowa
Robyn Calvey
Park Ridge Organics
Fond du Lac, Wisconsin

Farm Info



- Zone 5b
- Est in 2003, Family Farm
- 5 acres in production
- Gross \$350k 2023
- Labor



This Session



The Early Days of CSA

Our Farms Wins and Losses

Where is CSA headed?

PRACTICAL FARMERS

of Iowa

The Early Days of CSA



“America of the future will be all malls connected by interstates. All because your parents can no longer grow their own tomatoes.” - Garrison Keillor in 1998



VEGETABLE SHARE PROGRAM

PARK RIDGE ORGANICS



Save money by receiving produce that is fresh & lasts longer



Reduce your time in the grocery store shopping for produce



Experience eating an assortment of seasonal vegetables



Improve your overall diet with a commitment to vegetables



Connect directly with your farmer & your community



Help environmental stability by supporting Organic farming methods

PRACTICAL FARMERS

SUMMER'S BOUNTY



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WE'RE HAVING KALE-STUFFED KALE WITH KALE SAUCE, AND EVERYBODY'S GOING TO LIKE IT.

THE TYRANNY OF THE FARM SHARE.

PICTURE FARMERS of Iowa



PARK RIDGE ORGANICS

It's much more than just food...
It's a commitment to local, organic, and sustainable agriculture. It's a commitment to supporting our local farmers and ranchers. It's a commitment to providing you with the freshest, most delicious food possible.



Park Ridge Organics
Vegetable Share Program
Fresh weekly organic local produce... all summer long!



FOR THE MOST Customizable Share Contents
You can pick and choose the items you want in your share. You can also choose the size of your share. And you can choose the day of the week you want your share. It's all up to you!



PARK RIDGE ORGANICS 2018 SEASONAL ROTABLE SHARE now available



Sign Up TODAY and get a FREE Park Ridge Organics Tote Bag (we are totally serious)

Park Ridge Organics
Vegetable Share Program



Supporting
Local
Agriculture



Park Ridge Organics and Thrivent Financial
Since 2012, we have partnered with Thrivent Financial to provide a financial benefit to our members. Now you can get a \$100 credit on your Thrivent account when you sign up for a share.



Medium Share
\$29/week
All week delivery
Local Organics
2018

PARK RIDGE ORGANICS



PRACTICAL FARMERS

of Iowa





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PRACTICAL
of Iowa



COMMUNITY SUPPORTED AGRICULTURE:

WHAT'S IN A FARM SHARE?

Join Robyn Calvey, owner of Park Ridge Organics for an informative talk about Community Supported Agriculture and current local food choices.

Tuesday, March 20th from 5-6pm
at The Knitting Room, Fond du Lac

This presentation will be during open knitting and is open to everyone. No knitting required but highly encouraged!



Park Ridge Organics
Veggies and Vino!
an Informational Gathering

at the Zinth Residence
419 Naymut St
Doty Island, Menasha

Join us for a casual gathering to learn more about Park Ridge Organics Vegetable Share Program, a weekly seasonal delivery of local organic produce. Owner and farm operator, Robyn Calvey will be there to answer all your questions and to give a brief overview of the program and how it works. Discover how you can support your local farm, eat seasonal delicious vegetables & experience your food on a new level!

rsvp to Samantha Zinth BY April 27th via phone call or text 920-716-4153

Pick list for Week #14 2023

Farm Product	Needed amount	Base Quantity	Unit type	Producer	Tag	Price
Red Potatoes	400	1	bag	Springdale Farm	Organic	\$4.00
Napa Cabbage	101	1	each	Park Ridge Organics	Organic	\$3.00
Yellow Onion	1532	4	each	Park Ridge Organics	Organic	\$0.50
Carrots	374	1	bag	Park Ridge Organics	Organic	\$4.00
Leeks	362	2	each	Park Ridge Organics	Organic	\$1.50
Kohlrabi	291	1	each	Park Ridge Organics	Organic	\$1.50
Garlic	275	1	each	Park Ridge Organics	Organic	\$1.50
Assorted Sweet Peppers	1176	4	each	Park Ridge Organics	Organic	\$1.00
Assorted Cherry and/or Grape Tomatoes	235	1	pint	Park Ridge Organics	Organic	\$4.00
Kale	114	1	bunch	Park Ridge Organics	Organic	\$3.50
Ground Cherries	30	1	bag	Park Ridge Organics	Organic	\$5.00
Mixed Heirloom Tomatoes	50	1	quart	Park Ridge Organics	Organic	\$5.75
Spinach	272	1	bag	Park Ridge Organics	Organic	\$5.25
Cilantro	94	1	bunch	Park Ridge Organics	Organic	\$3.00
Tomatoes, Roma or Paste*	1920	8	each	Park Ridge Organics	Organic	\$0.50
Tomatoes, Slicers*	304	4	each	Park Ridge Organics	Organic	\$0.75

PRACTICAL FARMERS

of Iowa

Name	Needed amount
2023 Bread Share: Bread Share	29
2023 Mushroom Share: Crimini Mushroom Share	75
2023 Pasta Share: Pasta Share	27
2023 Coffee Share: Regular Coffee Share	18

Farm Product	Shortage Note
Tomatoes, Roma or Paste	Share our bounty! Enjoy a few extra tomatoes.
Tomatoes, Slicers	Share our bounty! Enjoy a few extra tomatoes.

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WEEK
17

	Full	34	37
Farm	9		
OTHER	27	111	54
RUSSET POTATOES x	4 ^{lb}	3 ^{lb}	2 ^{lb}
CELERY T	3	2	1
SALANOA T			
R. Butterhead W			X
BROCCOLI %W			
Red Yellow ONIONS			
PAC CHOI W	2	1	X
SQUASH - BN x	1	1	1
DAIKON m	3	2	1
KOHLRABI m	3	2	1
PEPS 2SAS LONGS m	3	2	1
FENNEL T	3	2	X
TOMATOES ^{Slice} Roma		2	1 1 1
Carrots	X		1
		X	
			1.25

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Factors to
consider
when
choosing
your farm

growing methods: organic vs
conventional

variety of produce provided

share sizes, frequency and length
of season

"add-ons" available

farmer experience

pick up locations and schedule

price and payment options



Your Park Ridge Organics Vegetable Shares Start Thursday, June 15th*

* Friday June 16th for Elkhart Lake

The last day of share pick up will be October 12th (13th for Elkhart)

EMAIL is our PRIMARY form of communication with members including weekly share details. You will receive an email every FRIDAY (starting June 9th) and have until SUNDAY at 10pm to make changes, swaps and extras purchases for the upcoming weeks share.

SHARE PICK UP GUIDELINES:

- You are NOT TO TAKE the FARM'S CONTAINER with you....never ever. Please bring a bag to transfer the contents of your share into.
- For FARM PICK UP, you will park in the customer parking area and enter the barn to receive your share. Please exit the barn through the Farm Store.
- For ALL OTHER SITES, please respect the business/resident's property and look for a pile of shares! There will also likely be some signs to help.
- CONTACT YOUR SITE HOST DIRECTLY for any last minute changes concerning your share pick up. Site host information is emailed to members in a pick up reminder email Thursday mornings.
- If you are sending someone to pick up for you, please make sure they have all the important information about pick up like taking the correct share and site host contact info just in case.

THANK YOU for your support. We look forward to growing for you this thyme and beyond! - xoxo Your Farmers

It's Time to Renew Your Vegetable Share!

As a current member, your share will renew for the 2023 season via Harvie's Auto Renewal option. It will duplicate your order from this year (add-ons included) and charge your card on file using the payment method you prefer (paid in full or payment plan).
Easy peasy lemon squeezy...one less thing to think about!

BE SURE TO CHECK YOUR RENEWAL SETTINGS to make sure it is turned on and your payment option is set to your liking. See QR code below for a quick link (harvie.farm/login).

DON'T WANT TO RENEW? No problem, you can turn off your auto renew at anytime prior to the renewal date, October 14th, 2022. You will also have a chance to cancel your order on October 14th when you receive the renewal order email.

IF YOU WANT TO MAKE CHANGES to your share size and/or add ons for NEXT SEASON you will be able to do so on October 14th when you receive your renewal order email from Harvie. You will have 3 days to make changes before the order processes.

To check your auto renewal settings (turn ON or OFF) please login your Harvie profile (harvie.farm/login), click Account>Profile>Subscriptions Tab to find your settings.





Pending Orders

You have no pending orders at this time.

Manage Auto-Renew

Auto-renew is currently OFF

Prior to the start of each season, an order will be created for you using your current share(s), delivery option, and payment plan. You will have several days to make changes or cancel the order before payments are processed.

Preferred Auto-Renewal Payment Option

- Always Pay 25% /25% /50% Schedule (with option to Pay in Full)
- Pay in full

Helpful Links

[Refer a friend](#)[Set product preferences](#)[View orders](#)[Manage deliveries](#)[Cancel your subscription](#)

Where is CSA Headed?

- Free Choice model
- Farm Market style
- Aggregation
- Cooperative Farm models
- Equity in the model?



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Where is CSA Headed?

