

Schreiber & Sons CSA

It's a Culinary Adventure

Schreiberandsons.com

March 26, 2010

Hello CSAers,

If you receive this email it means we have you signed up for the 2010 Schreiber & Sons Community Supported Agriculture. Wow, it is only 40 days until your first delivery. Some of you are new and some of you are old hands at this-but we need to go over some details.

Delivery Schedule. We are staying with the same schedule as last year-organic Tuesday and conventional Thursday. A few members agitated for changing, most were content with this. Absent a revolt, we want to stay with this schedule as it is the best fit for us logistically.

Delivery Locations. The West Richland pick up site will be the same. We are waiting a bit longer to determine the pick up sites when we have a little better handle on the distribution of the members (we plug your name into a Google map and then try to place the pick up sites in the most central locations.) At this time we plan to have pick up sites in Pasco, Kennewick, South Richland, North Richland, West Richland and the farm. The jury is still out as to whether there will be a Connell site-we need to have enough people to justify the haul up there. Also, there is some discussion about having a pick up site at Battelle-that is getting complicated. I was told today that we could be a drop off site there but they want us to discount the price to do so-which does not thrill us and we kind of think is not a fair deal to everyone else. I hope to have the pickup sites fir

Marketing. My worst feature as a farm is that I am a poor marketer. I hate to ask people to buy something. As a result we have not advertised... no ads in the Herald this year, no billboards, door to door solicitation and the like. We rely on two things. Talking to people at Farmer's Markets and word of mouth. The most common way people hear about us is from a friend, neighbor or coworker. We are attached a copy of the brochure. If you know someone who would be interested in the CSA, forward this on to them or print off a copy and pass it on.

What is going on at the farm. Often I complain bitterly about the weather, but not this year. Wow, oh wow, this warm weather has been great. We are planting more and earlier than ever before. If we have no hard freezing weather-a real question mark, this means more produce in your boxes. Sure, you will start out with pulse crops, leafy greens and lots and lots of asparagus, but you will be getting more sooner than usual. We have about 15 items that have germinated and are above ground. Most of them are

just coming through-but there is a lot coming. It is very exciting. We are going to start asparagus harvest very early, may be as soon as April 1-a near record early start.

We are pretty excited about our produce line up this year. We have cut back a little on some items that did grow so well for us and increased some of the items that people wanted more of. It is our hope that we have adjusted the mix a little this to get you more of what you wanted.

Price. The price of the CSA is flat. No increase. The specific amounts are in the brochure.

Organic versus Conventional. As was the case last year, we have an organic option and a conventional option. The organic option will be at least 90% certified or transitional organic. The remaining amount will conventional produce that we do not have available organically. We will let you know when the organic option contains non organic items.

Fruit. Clearly, one of the things that people want more of is fruit. To address this desire, we have a couple of deals lined up with some neighbors to buy some fruit from them. Apricots, nectarines, peaches and pears. We hope to have some blackberries, raspberries and strawberries. (next year we will have blueberries.)

Start Date. We will start the first week of May, with the organic delivery on May 4th and the conventional delivery on May 6th. We will go for 28 weeks, which is the second week of November.

Have a question. Email us.

If you can help us sign up some members, it would be good. At last count we were at 208 members and we hope to have the same number of members as we did last year, around 450. It is not your responsibility to find us customers, but there is some sense of *We are in this together*. Any assistance that you can be would be appreciated.

Your Farmer

Alan Schreiber