

# Welcome to the 2021 Farm Share Season

Sustainable Harvest Farm

London, Kentucky

[www.sustainableharvestfarm.com](http://www.sustainableharvestfarm.com)

*Thank you for joining the Sustainable Harvest Farm community and being a subscriber to our Farm Share program. I look forward to growing and harvesting USDA certified organic, farm fresh produce for you and your family throughout this season. I truly appreciate your business and your support of our local family farm. I am sharing this communication to help you fully enjoy your share and give you insight on what you can expect over the season.*  
**Your Farmer – Ford Waterstrat**



## Why Buy Organic?



**As an organic farm, we:**

- Focus on building healthy soils and minimizing soil erosion.
- Use natural sources of fertility including manures, composts, cover crops, and minerals mined from the earth.
- Prioritize controlling pests, disease and weeds with non-toxic practices.
- Grow in accordance with National Organic Program rules.

**Sustainable Harvest Farm does NOT:**

- Grow genetically engineered plants (GMOs).
- Use synthetic pesticides, herbicides, insecticides, or fungicides.
- Apply synthetic fertilizers or sewage sludge to our fields

**Please take full advantage of our online sign up and share management portal**



**You can:**

- Set your produce preferences
- Customize your weekly Farm Share
- Place your share on vacation hold
- Change your Farm Share pick up location
- Refer a friend
- Add additional email addresses so you don't miss any communications



You are supporting my first generation family farm. We take a holistic approach to the care and stewardship of all aspects of our farming operation and community.

We Are



You are buying the freshest, most nutritious food possible.  
You are keeping your food dollars close to home.  
You are helping a Kentucky farm family earn a living.  
You are reducing the miles that your food has to travel from the farm to your plate.

# What to Expect Regarding Your Farm Share

## Quality of Produce

At Sustainable Harvest Farm, we strive to deliver a wide variety of high quality produce for your enjoyment and complete satisfaction over the Farm Share season. And, your produce is truly farm fresh! (Much of which may be picked from the field a day before our delivery to you.)

Although certified organic farming has so many positive aspects for your health and the well-being of our planet, there are some challenges that are associated with it that you need to be aware of.

- Lack of uniformity of your produce since it has not been genetically altered or subjected to synthetic fertilizers
- Insects and pests may be hiding in your produce (ex: worms in sweet corn) which are not visible in the harvesting and packing processes since your produce has not been treated with harmful pesticides or insecticides

## Ripeness

For strawberries, cantaloupe and tomatoes ripeness is a challenging quality. We strive to harvest these crops at the optimal ripeness but they are then extremely delicate and have a shorter shelf life.

Here's the type of produce to expect in your weekly share by season

SPRING May-June	SUMMER July-August	FALL September-October	
<ul style="list-style-type: none"> <li>• Bok Choy</li> <li>• Broccoli</li> <li>• Cabbage</li> <li>• Carrots</li> <li>• Chard (Swiss)</li> <li>• Collard Greens</li> <li>• Fennel</li> <li>• Kale</li> <li>• Kohlrabi</li> <li>• Leaf Lettuce</li> <li>• Onion (Green)</li> <li>• Radishes</li> <li>• Spinach</li> <li>• Sugar Snap Peas</li> <li>• Turnips</li> <li>• Strawberries</li> </ul>	<ul style="list-style-type: none"> <li>• Cabbage</li> <li>• Celery</li> <li>• Chard (Swiss)</li> <li>• Collard Greens</li> <li>• Corn</li> <li>• Cucumber</li> <li>• Eggplant</li> <li>• Fennel</li> <li>• Garlic</li> <li>• Green Beans</li> <li>• Kale</li> <li>• Onion</li> <li>• Peppers</li> <li>• Potatoes</li> <li>• Squash</li> <li>• Tomatoes</li> <li>• Zucchini</li> <li>• Watermelons</li> <li>• Cantaloupes</li> </ul>	<ul style="list-style-type: none"> <li>• Bok Choy</li> <li>• Broccoli</li> <li>• Cabbage</li> <li>• Carrots</li> <li>• Celery</li> <li>• Chard (Swiss)</li> <li>• Collard Greens</li> <li>• Corn</li> <li>• Cucumber</li> <li>• Eggplant</li> <li>• Fennel</li> <li>• Garlic</li> <li>• Green Beans</li> <li>• Kale</li> <li>• Kohlrabi</li> <li>• Leaf Lettuce</li> <li>• Onions</li> </ul>	<ul style="list-style-type: none"> <li>• Peppers</li> <li>• Potatoes</li> <li>• Radishes</li> <li>• Spinach</li> <li>• Squash</li> <li>• Sweet Potatoes</li> <li>• Tomatoes</li> <li>• Turnips</li> <li>• Zucchini</li> </ul>

## Quantity of Produce

A typical, regular size Farm Share will have a nice variety and quantity of 6-8 different types of produce. Early in the season, the quantity and variety will be less, but offset by higher value produce likes strawberries which are one of our customer's most favorite. They are also one of the most costly crops we grow. As the season progresses, you will have a much wider selection of produce to customize your weekly share. (see the chart below)



Example of a Regular Share from August of 2020



Please do not hesitate to reach out to us if you are not completely satisfied. We will do our best to address your concerns.

## Tips for Getting the Most from Your Share

### Weekly Planning

- Plan ahead. Review our email that informs you of the contents of your share for that week – plan your meals accordingly. (Remember to customize!)
- Ask yourself “Based on your share for that week, what can we make for dinner? Instead of “What do we want for dinner?”
- Try to learn three basic ways to use each piece of produce you may get in your share – salad? sauce? roasted?

### Preparation and Cooking

- Try to clean and prep your produce the day / night you receive your share – it makes it easier to use them on busy nights
- Trial ... and some error is a part of the process – experiment and enjoy the journey
- Eat the most perishable produce first (lettuce, greens and strawberries)
- Google for recipes to use that week's produce in your share
- When in doubt – grill it or roast it (use spices, olive oil or marinades)

### Storage

- Proper storage is the key to longevity and waste avoidance – if you don't use your produce immediately, roast, blanch or steam whenever possible and freeze it for future use in soups or other entrees
- Learn how to store produce to maximize freshness – two produce specific tips:
  - 1.) Take the tops of your carrots ASAP or they will go soft
  - 2.) Green leafy produce has a short shelf life - eat those first or store in green plastic bags
- Your freezer is your friend. Learn how to freeze your produce so if you haven't used and consumed it in 4 days – freeze it!

