

CSA 2011

The purpose of the 2011 is to provide customers with a year round supply of amazing vegetables and to focus on creating the best CSA experience for them. We'll also make it easy for us to grow and transfer the vegetables to the members with a minimum of hassle for both farmer and member.

Share Types

The Winter/Spring Share

Experience the winter bounty of our root cellar and high tunnels. Choose your share from a wide assortment of winter vegetables, root crops, and at least one type of greens each week . This share runs from January 8th and ends April 30th including 4-6 items per week (micro 2-4 items).

The Full Season Share

The Full Season Share is our most popular share, it runs from May through the end of October. This share allows you to experience the best of three seasons: spring, summer, and fall. The micro share takes this share and slims it down for a single person or veggie-lite couple.

The Summer Share

The Regular share is more oriented towards summer, it runs from June through the end of October. Share is the same size as full season, but doesn't include the month of May. Again, the micro share is a way to get a smaller version of this share, just right for 2 people or 1 vegetarian.

The Fall Share

Starting at the end of the summer and full season shares and running until Dec 31st, the Fall share compasses the wonderful cornucopia of fall vegetables such as Brussels sprouts, hardy greens, parsnips, and winter squash. The fall share contains plenty of greens, beginning with the last of the field greens and then starts into greens grown into the low and high tunnels.

Share Calendar

Winter/Spring Share Starts Jan 8th - Ends April 30th (17 weeks)

Full Season Share Starts May 4th (Wed) 7th (Sat) ends October 26th (Weds) 29th (Sat) (26 weeks)

Summer Share Starts June 1st (Wed) 4th (Sat) ends October 26th (Weds) 29th (Sat) (22 weeks)

Fall Share Starts November 4th ends December 31st (9 weeks)

Base Share Prices

Share	2010 Price	Weeks	'10 Price/week	'11 Price/week	Weeks	2011 Price	Base Price	Final Price
Winter/Spring	\$400	21	\$19.05	20	17	\$340	\$350	\$360
Micro	\$225	21	\$10.71	11.50	17	\$196	\$240	\$250
Full Season	\$525	26	\$20.19	22	26	\$572	\$575	\$595
Micro	\$325	26	\$12.50	14	26	\$364	\$365	\$375
Summer	\$440	22	\$20	22.25	22	\$490	\$490	\$505
Micro	\$270	22	\$12.27	14.25	22	\$314	\$315	\$325
Fall	\$275	11	\$25	25	9	\$225	\$235	\$245
Micro	\$175	11	\$15.91	16	9	\$144	\$150	\$155
Skidmore, Full Year	\$650	32	\$20.31	21	28	\$588	\$590	
Fall Only	\$375	17	\$22.06	22.50	15	\$338	\$320	
Spring Only	\$325	15	\$21.67	22	16	\$352	\$310	

Share Management Schedule

Overview

Generally we'll push for signups one month before the share starts. We'll open the signups for all shares Jan 1st and offer a **discount** for signing up for multiple shares. We won't consider them officially signed up until they've actually paid their \$100 downpayment. Payment will be due a week before the share starts or they can bring a check to their first pickup. After the first pickup we'll need to check to see who hasn't paid and contact them (unless they're on a payment plan - see below). We'll also send out reminder emails two weeks before shares start reminding those that haven't paid yet that payment is due in a week. Lastly we'll send an email to all a week before the share starts to remind them of start dates and pickup locations

Share	Signup Starts	Initial Email	Share Starts	Send Payment Emails	Share Start Email	Payment Due By
Winter/ Spring	Dec 7th	Dec 7th	January 8th	January 2nd	January 5th	January 6
Full Season	Form up Jan 1	Feb 1st	May 4th	April 20	April 27	April 27th
Summer	Form up Jan 1	Feb 1st	June 1st	May 18th	May 25th	May 25th
Fall	Form up Jan 1	October 1st	November 5th	October 22nd	October 29th	October 29th

Early Bird Discounts

We'll offer 2 levels of discounts:

- Those who sign up and pay during the month of February can take 7% off their shares. Coupon Code: CSAINFEB
- Those who sign up and pay in full within two weeks before April 1st can take 4% off their shares. Coupon Code: CSAINMARCH

Final Price	7.00%	4.00%	3.00%	
\$595.00	\$41.65	\$23.80	\$17.85	\$577.15
\$375.00	\$26.25	\$15	\$11.25	\$363.75
\$505.00	\$35.35	\$20.20	\$15.15	\$489.85
\$325.00	\$22.75	\$13	\$9.75	\$315.25

Working Shares

Members can work either 20 hours either on farm or at the market for a \$150 off their share. Coupon Code: WORKING2011

Payment

We will encourage folks to pay via check and give them a 3% discount if they do so.

Food Pantry Donations

We will continue to offer CSA members the option to subsidize our donations to Community Action. We'll offer donations options of: \$10, \$25, \$50, and \$75.

Payment Plans

Members can split the cost of their share into 2, 3 or 4 payments. They also have the option to pay \$100 down and the rest 1 week before the share starts. We'll be adding a \$5 processing fee to each payment. The first payment will be due at the first pickup and payments will be due the first of the month thereafter. If payments are made by check we will continue to offer the 3% discount but no other discounts will apply.

Winter/Spring Share

Share Price \$360	Monthly payments		
25% down	2 Payments	3 Payments	4 Payments
\$90.00	\$140.00	\$95.00	N/A

Winter/Spring Micro

Share Price \$205	Monthly payments		
25% down	2 Payments	3 Payments	4 Payments
\$51.25	\$81.88	\$56.25	N/A

Full Season Share

Share Price \$595	Monthly payments		
25% down	2 Payments	3 Payments	4 Payments
\$148.75	\$228.13	\$153.75	\$116.56

Full Season Micro

Share Price \$375	Monthly payments		
25% down	2 Payments	3 Payments	4 Payments
\$93.75	\$145.63	\$98.75	\$75.31

Summer Share

Share Price \$505	Monthly payments		
25% down	2 Payments	3 Payments	4 Payments
\$126.25	\$194.38	\$131.25	\$99.69

Summer Share Micro

Share Price \$325	Monthly payments		
25% down	2 Payments	3 Payments	4 Payments
\$81.25	\$126.88	\$86.25	\$65.94

Fall Share

Share Price \$245	Monthly payments		
25% down	2 Payments	3 Payments	4 Payments
\$61.25	\$96.88	N/A	N/A

Fall Share Micro

Share Price \$155	Monthly payments		
25% down	2 Payments	3 Payments	4 Payments
\$38.75	\$63.13	N/A	N/A

Number of Shares

We will be offering 200 Full Season and Summer shares not differentiating between regular or micro shares.

CSA Member T-Shirts

We'll be offering each member a t-shirt again this year. Instead of running a contest again this year (too much work) I believe we should hire a commercial artist or someone we know who has good talent to do the design. One possibility is [Chloe Annetts](#) who has done work for NOFA-NY including their branding and the logo for the upcoming winter conference. Hopefully she won't charge that much for a simple one color design and we should have a much nicer t-shirt with much less work. Seeing as we spent \$200 on gift certificates alone for last year's (that doesn't even consider the hours of work) a charge

of several hundred dollars will most likely save us money. We can also have the artwork to Keith's II Sports way ahead of crunch time with no hassle.

I also think we should simplify distribution of the t-shirts. As soon as the CSA fills up (or at a date we decide) we'll place one order with for the shirts. For pickup we'll divide the shirts by size into bins and email the members that they'll be available for pickup for the next two weeks. That gives them two markets to pickup their shirt. We'll have a printout of all the members with the shirt size they ordered at the market. To make sure we have enough to go around we'll order a few extra shirts.

CSA Member Bags

We will again giving new CSA members a non-woven polypropylene bag. We'll need to check inventory and place a new order around the end of March.

Pickup Sites

Fall/Winter/Spring Shares:

- Saratoga Winter Market 9-1 PM
- Glens Falls Winter Market 9-12 PM
- The Farm Friday after 5 PM & all day Saturday

Summer Shares

- Saratoga Wednesday Market 3-6 PM
- Saratoga Saturday Market 9-1 PM
- Glens Falls Market 8-12 PM
- The Farm Friday after 5 PM & all day Saturday

Splitting a Share

Members can split a share but we will not be involved in the process.

Cheese & Yogurt Shares

We will offer cheese and yogurt shares from Argyle Cheese Farmer. We will be doing this in exchange for Marge helping us with our LLC formation.

Marge will handle all payments. We'll forward customer's "membership recieved Cheese & Yogurt shares will not be eligible for discounts, coupons, or payment plans.

Share Options:

- Yogurt Share
- Cheese Share
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Yogurt Share

We're teaming up with Marge and Dave Randles from Argyle Cheese Farmer to offer access to their Yogurt share. For only \$3 per week (\$63 Winter/Spring, \$78 Full Season & \$66 Summer) you will weekly receive a revolving offering of 16 oz whole milk yogurt (available in a returnable glass jar or plastic packaging), 8 oz Greek yogurt or 2 8oz yogurt smoothies. Argyle Cheese Farmer will be contacting you directly for payment and the share will be picked up at their stand at the market each week. (Note - this share is not available at the Glens Falls Winter Market but will be available during the summer) [Click here for more information about the yogurt share.](#)

Cheese Share

Do you like cheese? How about delicious local cheese? Try Argyle Cheese Farmer's Cheese Share. Each week you'll receive, 8 oz soft or 4-6 oz hard cheese - their choice of whatever's best and in season. The price will be \$5 per week (\$105 Winter/Spring, \$130 Full Season & \$110 Summer) The cheeses could be any of the 11 different cheeses that they make in their farmstead cheesehouse. For example their offering could be a package of cheese curds, a slice of Havarti cheese, or a packages of cheese spread. Check out their website [here](#) to see the wide variety of cheeses they make. Argyle Cheese Farmer will be contacting you directly for payment and the share will be picked up at their stand at the market each week. (Note - this share is not available at the Glens Falls Winter Market) [Click here for more information about the cheese share.](#)

Website Text

Yogurt and Cheese Shares

In order to continue to make it easier for our CSA members to eat local, we're offering the you the option to also sign up for Argyle Cheese Farmer's Yogurt and Cheese Shares. below we've listed the details of how the CSA shares will work, but first a bit about Marge and Dave.

Argyle Cheese Farmer

Dave and Will Randles are the fourth generation of Randles to milk cows on Randles Fairview Farm. David Randles Sr. purchased land in the Argyle Township in the 1860's. The herd of Holsteins that reside on the farm, produces about a million pounds of milk each year. From this high quality milk delectable yogurt and cheese is produced.

Today the farm operates on 250 acres of some of the most fertile soils in Washington County. All the forage fed to the milking herd is planted and harvested on the the farm.

In 2007 Argyle Cheese Farmer went into production on the farmstead. Dave and Marge Randles started producing and selling yogurt and cheese from the excellent raw resource produced by the head. The fresh high quality milk source allows Argyle Cheese Farmer to consistently produce yogurt and cheese that makes you smile in good health.

Shares

Yogurt Share - You will receive a rotating offering of 16 oz whole milk yogurt, 8 oz Greek yogurt or ?? yogurt smoothies. Price will be \$3 per week which translates into \$63 for the Winter/Spring share, \$78 for the Full Season share and \$66 for the Summer share.

Cheese Share - Each week you'll receive, 8 oz soft or 4-6 oz hard cheese - whatever's best and in season. For a list of their cheeses visit their website here. Price will be \$5 per week which translates into \$105 for the Winter/Spring share, \$130 for the Full Season share and \$110 for the Summer share.

Payment

Once members sign up on our website Marge will be handling all the details for the dairy shares. She will contact you via email with details on how to pay for the share.

Pickup

You'll be picking up the share each week at Argyle Cheese Farmer's Stand at the Saratoga or Glens Falls market*. There will be a separate checkin process at their stand. Also if you plan on missing a week you'll have to let them know separately.

Questions

You can contact Marge directly at (518) 638-8966 or cheeseplanning@yahoo.com. You can also visit their website www.cheesefarmer.com. You can try to contact us, but we won't have very many answers!

*Note: The dairy shares are not available at the Glens Falls Winter Market because the Argyle Cheese Farmer is unable to attend that market.