

Hilty farms 2010



Welcome current and new customers! We are excited at Hilty Farms to move into our third year of production. We started this business with the intent to “someday” become a fully functional farm that can provide our customers with the best veggies and fruits available in the Treasure Valley. Over the past two years we have learned a lot and have acquired many new contacts. We have also come to the realization that any farm needs a plan. So here it is! The bi-weekly deliveries have been our main staple and income source from the farm and that will continue. There will be several options in delivery sizes this coming year:

- **Basic family:** This is the size offered this year that includes 6-8 types of veggies and 2-4 kinds of fruit. These will be priced at \$40 per delivery plus tax starting May 1st (*see membership to maintain 2009 pricing*).
- **Split share:** This is a small share designed for singles or couples. The share will run \$30 and will include that same variety just a 1/3 less of each item.
- **Large family share:** This size will be 1/3 larger than the Basic. It will run \$55 every other week but will also have the benefit of being the last packed and will get any Hilty Farm excess.
- **Canning shares:** These will be charged by the pound and will need to be requested at least 1 week before delivery. I will have a list of the fruits and veggies and price per pound 1 month before harvest.

NEW!!!! (only available by check or cash)

- **Membership shares: (see description below)** these will be our premium shares:
 - **Basic Membership** \$840 2 payments per year, payments due by Jan 15th and July 15th.
 - **Split Membership** \$ 600
 - **Large Family Membership** \$1,200

The membership plan saves you \$5 every delivery.

The cost and time it takes to deliver boxes to each home is a concern so we are looking for central locations to make our deliveries available for pick up. The valley will be divided into four sections (Nampa, Meridian, East Boise, and North End). Please let us know if you have any ideas for convenient drop locations such as a business or coffee shop. We are also planning to take part in at least one farmers market this year which will be a great location to have our folks pick up their shares.

Payments

We will continue to take personal checks and cash on delivery and our debit/credit card option will continue to be available on our website.

All payments must be received at time of delivery or online within 3 business days.

Membership

The new membership options will begin January 1, 2010. In order to make this a successful business we will invite our customers to become partners with Hilty Farms. What we are proposing is not a new idea but a proven business plan developed in Switzerland in the 1960's called Community Supported Agriculture or CSA.

In basic terms, CSA consists of a community of individuals who pledge support to a farm operation so that the farmland becomes, either legally or spiritually, the community's farm, with the growers and consumers providing mutual support and sharing the risks and benefits of food production. Members or shareholders of the farm pledge in advance to cover the anticipated costs of the farm operation and farmer's salary. In return they share in the farm's bounty throughout the growing season, as well as gain satisfaction from reconnecting to the land. Members also share in risks, including poor harvest due to unfavorable weather or pests.

[United States Department of Agriculture \(USDA\) definition](#) *Subscription CSA* (farmer-driven).

In this approach, the farmer organizes the CSA and makes most of the management decisions.

Farm work is not required of subscribers. A permutation is the farmer cooperative, where two or more farmers organize to produce a variety of products for the CSA basket. Subscription CSAs now constitute more than 75 percent of all CSAs.

We will not be able to grow all of our veggies or fruit and will depend on local farmers to provide us with freshest food available. There are just some items (potatoes, corn, apples, and peaches) that take years and larger equipment to be efficient to produce. We are slightly different than a traditional CSA in that if we have a poor harvest we will resale from a local or distant organic grower. We plan on producing and buying veggies all year long. You might see a smaller amount of fresh items in the winter and see more dried items or other natural products such as honey. There are many veggies and fruit that are in season during our winter so expect to try some fun and unusual varieties!

****Important****

We have a limited capacity at our current size and will open a waiting list on May 1, 2010 for new customers. **But** membership shares will take precedence over weekly share buyers. As we grow there may come a time we will start to eliminate bi-weekly payment options. In researching different CSAs, most require membership and some have close to 1,000 members. The idea behind the memberships is sound business. It is not necessarily the direction I would go if I had unlimited resources backing this operation but that just is not the case. Payments up front allow me to plan for irrigation, seeds, equipment, and cold frames which will give us the ability to extend the growing season. All of this gives you a reliable source for good clean food and helps me plan for the farm's expenses.

God Bless and thanks for taking the time...

Joel Hilty-Jones