

Welcome to the Zilnicki Farms Lunch & Learn



**YOUR LOCAL
FARMER**

Presented by: Farmers John &
Jackie Zilnicki



Farminar Goals

1. Learn about Zilnicki Farms Share
2. How our farm shares work
3. Why should I join a farm share?
4. What is Harvie?
5. How to use Harvie to customize your farm share.



Actual Week 3 share in 2019

About Zilnicki Farm Share

1. Multi-farm Collaborative Farm Share
2. Managed by Zilnicki Farms
 - 4th Generation Farmers Located in Riverhead, NY
3. 17+ Partner Farms/ Producers
4. Over 50+ Crops!
5. All year LOCAL PRODUCE + GOODS!
6. Grown on Long Island!



What will be in your box!

- Apples
- Arugula
- Asparagus
- Beans (fava, green, rainbow)
- Beets (red, gold)
- Bok Choy
- Broccoli & Broccolini
- Cabbage (green, purple, Napa)
- Cantaloupe
- Carrots
- Cauliflower (white, purple)
- Celery
- Chard
- Cherries
- Cucumbers
- Eggplant
- Fennel
- Flowers
- Green Garlic & Garlic
- Greens (collards, mustard, Asian)
- Herbs
- Kale
- Kohlrabi
- Leeks
- Lettuce
- Melons
- Onions
- Peaches
- Peas



What will be in your box!

- Peppers (hot, sweet)
 - Potatoes (red, white, yellow)
 - Pumpkins
 - Radishes
 - Raspberries
 - Rhubarb
 - Spinach
 - Summer Squash
 - Tomatillos
 - Tomatoes
 - Turnips
 - Winter Squash
 - And More!
- Eggs
 - Honey
 - Bread
 - Meat
 - Grass Fed Beef
 - Bison
 - Seafood
 - Tomato Sauce
 - Mushrooms
 - Horseradish
 - Jams/Jellies
 - **So Much More!!!!**



Who are the Supporting Producers?

- We partner with other local family farmers to help diversify your shares & support other farmers
 - We work with our neighboring NOFO farmers that grow vegetables and fruits (ex: asparagus, strawberries) that we don't specialize in!
 - ***Over 17 Farms/ Producers and growing!***



Why Locally Grown Food Is Better!

- It is **More Nutritious**
 - This Lettuce is Still Alive!!!
- It is **Better for the Environment**
 - 1500 food miles vs ≤ 60 food miles
- It **Boosts the Local Economy**
 - More \$\$ per dollar stays local!
.05 vs .30-.60 cents on the dollar!
- It **Tastes Better**



What is a CSA or Farm Share?

A farm share box or, commonly referred to as “Community Supported Agriculture” (CSA). Members buy a “share” in the farm and receive a “box” of produce and other farm foods on a weekly basis!

- A commitment to you and your family's health!



Why You Should Join A Farm Share?

Are you someone who....

- Is concerned about eating quality local food?
- Values health and wellbeing?
- Wants to know where their food comes from.
- Would like to support local family business and agriculture.
- Enjoys fresh food.
- Wants to improve workplace Wellness program
- Community leader



Our 2021 Shares

2020/21 Seasons

Fall/Winter – December thru Early May

Spring/Summer - May thru September

Frequency of Share:

- Weekly or Bi-Weekly or Once a Month Delivery

Share Prices

Small Share- (1-2 people) **\$39**

Medium Share- (1-4 people) **\$69**

Large Share- (2-4 people) **\$99**

Home Delivery or Dropsite

**You can have your share delivered to your
doorstep for only \$10**

Or

**Gain enough interest at your school,
business, or network and we can set up a
dropsite with a reduced delivery fee!!**

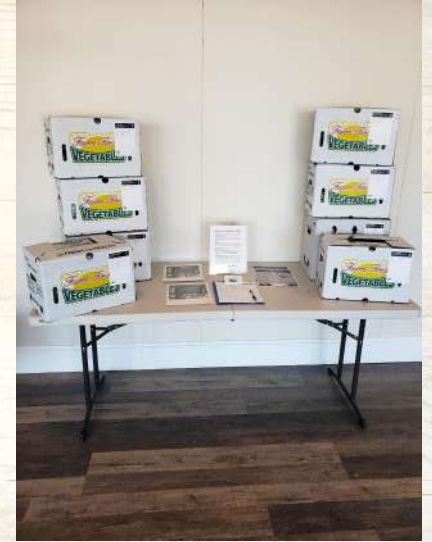


Set Up A Dropsite!

Looking for additional drop-site locations!

- Workplaces
- Community Center
- Religious groups
- Neighborhood Groups

- Recent study says a ROI for a business/corporation into a Wellness program that had a nutrition segment (CSA) was for every \$1 dollar invested by the company had a \$6 ROI from its employees.



Workplace drop-off for its employees

Why should you join a farm share?

Social Benefits: a direct relationship to your farmer(s) and a valuable connection to other members and your community.

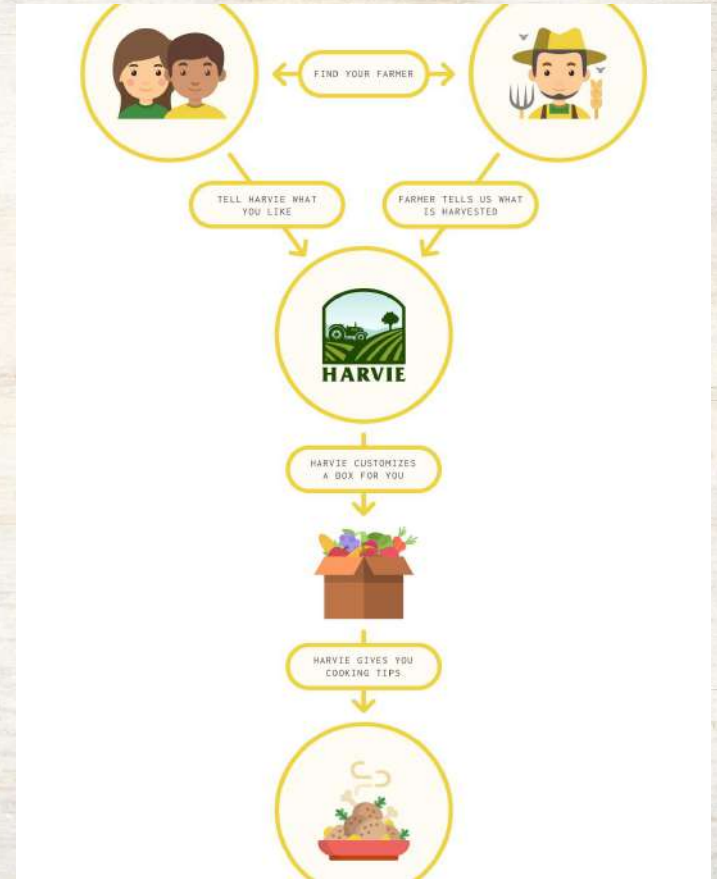
Economic Benefits: food less traveled is fresher and lasts longer, saving you money. Local farms employ local people, improving our local economy.

Environmental Benefits: Ethically grown, local food is better for you, it has a positive impact on our environment.



Who is Harvie?

Harvie is an online platform from our friends at Small Farm Central that helps members customize their farm share among many things!





What Does Harvie Do?

1. Allows members to customize what they want to receive
2. Reduces food waste by giving members only what they want
3. Ability to order delivery extras
4. Weekly payment plan options
5. Reschedule and hold options if you can't pick up your box
6. Cooking suggestion engine
7. Private member Facebook group



How Harvie Works

- Members sign up for a share
- Members get to rate every product the farm offers on a scale of “i hate it” to “i love it”
- Harvie builds the box based on those ratings and what the farm has available that week
- Members have the option to swap items prior to delivery
- Harvie gives you recipes and tips based on what is in YOUR box



How Do I Sign Up?

Step One - Go to our sign up page

Start by going
to the website below:

harvie.farm/signup/zilnicki-farms

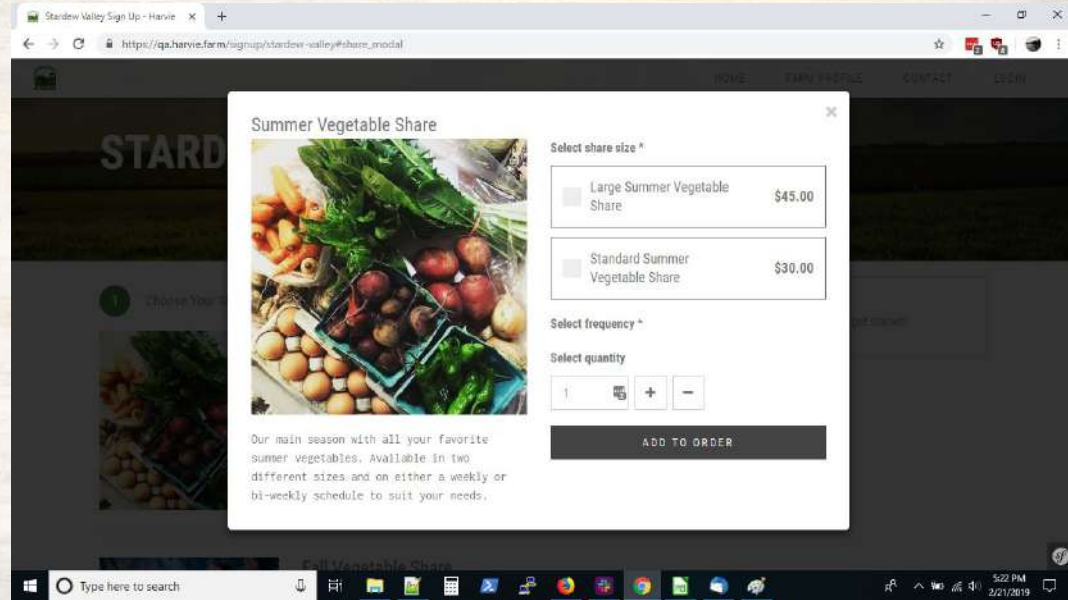




How Do I Sign Up?

Step Two - Choose Share

- Pick your veggie and add-on shares
- Choose frequency





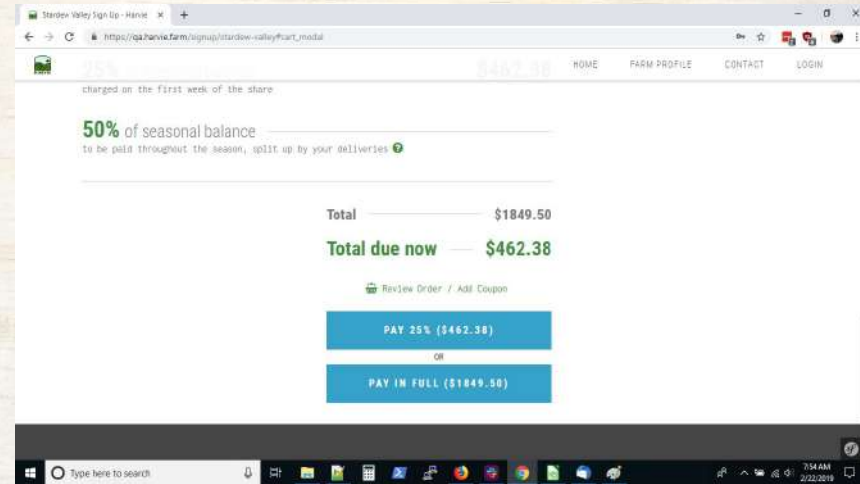
How Do I Sign Up?

Step Three - Choose how to pay

- Set Up a Payment Plan
- Your Credit Card Will Be Charged Weekly for the Remainder of the Season

~OR~

Pay in Full at Checkout





How Do I Sign Up?

**Step Four - Rate
the products!**

Tell us your
preferences

MY PROFILE

MY ORDERS

MY PREFERENCES

LOG OUT

My Preferences

Listed below are crops **Demo Harvie Farm** grows throughout the year. Depending on the season, all items below may not be available with your chosen share. Please rate each one and we'll make sure to customize your box based on your preferences.

Note: "Not for me" means the crop will not be added to your box.

Your farm's produce



Arugula

No preference





How Do I Sign Up?








Step Five - Customize your share

The Friday before a delivery you'll receive an email with your box contents.

You'll have the opportunity to change your box contents based on what's available

Hi Carly

Based on your [preferences](#) and our harvest this week, the following will be added in your box this week:

 cabbage	 beets	 celeriac	 cabbage, napa
 leek	 hakurai turnips	 potato	

If you like, you may swap any of these items out of your box.

[SWAP ITEMS](#)

You have until **Tuesday December 4th at 8:00 pm** to make any adjustments to your box.



How Do I Sign Up?

Features of your Harvie Member Profile

- Reschedule deliveries
- Switch pick up locations
- Change credit card on file
- Add users
- Update email address
- Refer a Friend

MY PROFILE ▾

My Profile

EMAIL: orders@parkridgeorganics.com

PHONE: 9209759658

YOUR FARM: Park Ridge Organics

MEMBER SINCE: October 25, 2018

CARD DETAILS: [View and modify](#)

[EDIT PROFILE](#) [MY OTHER CONTACTS](#)



Recap & Any Questions?



Contact Us...

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