

# HOW TO CHOOSE THE RIGHT CSA SHARE

**All our Spring, Summer and Fall Shares** are sized for a small (2-5 member) family. Our box is 3/4 bushels which is the size of a full paper grocery bag and the weight and loft change throughout the season. We offer different frequencies of delivery to fit with your food needs.

Since the food is harvest fresh CSA members find that even items like salad greens last 2-3 weeks in the fridge. This is still much fresher than produce from the grocery store!

## **Determine what type of eater you are**

- How many people do you plan to feed with your box?
- Do you plan to get other produce from a different place (store, garden, farmers market) or is CSA your main vegetable source?
- How much do you travel in summer June-August (or in the fall)?
- Are you new to CSA and/or local eating or a seasoned veteran?
- Do you think of yourself as eating a lot or just a few vegetables? If you are a vegetarian household note that more frequent deliveries are often a good fit.
- Aside from food what motivates you to participate in CSA? Supporting a farmer, being healthier, budgeting for groceries better, learning about new food?

***Once you have your notes read on.***

# CHOOSE A SHARE

## **Weekly Shares (Spring, Summer and Fall)**

- A great fit for families of 2-3+ who eat regular vegetables and/or eat most meals at home.
- A good fit for a couple who eat vegetable rich meals or eat most meals at home.
- The best option for people who split a share with a friend.

We have many couples who choose every week shares as well as larger families who find this to be the right amount so individual consumption varies a lot.

If you have a large family (over 5 individuals) we can also offer you a discount for subscribing for 2 CSA shares or can help direct you to other food businesses to use to supplement additional produce when needed.

## **Every Other Week Shares (Summer Only)**

- Perfect for individuals who eat vegetables regularly & cook meals at home.
- Perfect for couples/families who want to explore other shopping venues, love the farmers market but don't always make it, want try CSA.
- A good fit for people who eat out regularly
- NEW TO CSA? Many people find that this works well as a first-year membership to explore CSA.

Travel regularly? Our New Choose 10 Week Shares allow you to choose any 10 weeks over the 30 week season (spring-fall)

.Market Shares allow for a lot of flexibility too!

# CHOOSE A SHARE CONTINUED..

## **Choose Any 10 Weeks**

- The best for people who travel a lot of have larger blocks of time they are away.
- A great option for people who garden or just love spring and fall shares but want a few extra weeks
- The most flexible way to try CSA within your schedule

## **Market Shares**

These shares have all the collective benefits of CSA like access to the newsletter, farm experiences/events (distanced or kits in 2021), as well as access to a CSA only store front with a 5% discounts. Shares can be ordered online and paid for online OR you can send a check payment.

Choose any increment of \$400 (from \$400-\$1200). You will be sent a code/virtual gift card in April that can be used May-November on online on the store pick the farmers market for Saturday Pick up in Wausau OR on the farm. You can also shop in person. Additional \$300 increments can be added throughout the season.

## **Splitting a Share**

You are also welcome to split a share of any type with another family but you arrange the pick up and split the produce yourself. Both families can receive the newsletter online and receive the other benefits

# SEASONS & MORE..

Every season has its own unique flavors. Our spring and extended season (fall) shares follow the constraints of our cold climate with lots of extra effort put into having diversity.

Spring (weekly 5 weeks) – Greens rich shares with the first vegetables and herbs and weekly micro greens. These are a good share for people who love all vegetables and are interested in exploring new unusual items. Also may include maple syrup or honey.

Summer (Weekly or every other week over 20 week season) - Designed for people with no prior CSA experience and are focused on “regular” vegetables plus a few additions, where spring and fall shares feature seasonal items which can be more outside the normal popular grocery items. Members receive maple syrup or honey at least once.

Extended Season (4 weeks)– Like a spring share for greens but with some additions of fall favorites like hearty roots; squash; cabbage family vegetables and lots of bunched and baby greens.

## **WHAT IF I CHOOSE THE WRONG SHARE?**

- We always recommend you choose the less frequent share if you are on the fence. We always allow members to increase share size and prorate the cost for upgrading at that time.
- In 2021 we will offer additional shares to our CSA members including extra deliveries and flowers. Each Week starting in June CSA members can add an extra box for a single week (if company is coming or you are planning to eat at home more) or can order a single bouquet of flowers. You can also use the online store to add more of specific veggies any week. Each newsletter will have details. This also allows folks with a School year share to get more food in the main CSA season when you are in town!



**HAVE QUESTIONS?**

**WE WANT YOU TO CHOOSE THE RIGHT SHARE AND LOVE TO HELP.**

**CALL OR TEXT FARMER KAT 715-432-4683**

**REACH US VIA FACEBOOK MESSENGER @CATTAILORGANICS**

**EMAIL US CATTAILORGANICFARM@GMAIL.COM**

