

FarmShare's 2010 Season

A FarmShare delivery is a reflection of what is local and seasonal in Northeast Ohio. Below is a listing of items grown locally and available to us throughout a typical season. Mother Nature is ultimately in charge and excessive cold, heat, or rain may dictate the exact arrival of the season's first Ohio sweet corn and those juicy, vine-ripened tomatoes. By working with a community of local farmers, FarmShare can always ensure a variety of fresh, tasty foods for your table.

Early Season

Salad Greens, Peas, Radishes, Spring Onions, Spinach, Beets, Sprouts, Cherry Tomatoes, Green Garlic, Fresh Herbs, Strawberries, Rhubarb, and other seasonal specialties.

Peak Season

Vine-Ripened Heirloom Tomatoes, Sweet Corn, Potatoes, Carrots, Summer Squash, Eggplant, Peppers, Onions, Garlic, Cabbage, Beans, Swiss Chard, Radish, Broccoli, Bok Choi, Cauliflower, Cucumber, Fresh Basil, Peaches, Melon, Blueberries, Pears, and Apples.

Fall Harvest Season

Carrots, Swiss Chard, Kale, Leeks, Potatoes, Celery, Beets, Broccoli, Cauliflower, Radish, Brussels Sprouts, Onions, Garlic, Winter Squash, Parsnips, Pumpkins, Heirloom Apples, and other seasonal specialties.

Throughout the Season

FarmShare offers a variety of Ohio-made foods as add-ons to your FarmShare subscription including: Seasonal Bouquets, Honey, Maple Syrup, Preserves, Certified-Organic Whole-Grain Snacks, Locally-Roasted, Organic Coffee and Much More!

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"Learning to eat with the ebb and flow of the seasons is the single thing that has made my eating more enjoyable... I have honestly never met anyone who wants to eat a slice of watermelon on a cold March evening, or a plate of asparagus in January."

~Nigel Slater, author of *The Kitchen Diaries*

FarmShare's 2010 Subscription Options

Full-Season Weekly Subscription

Our best value.

\$600 (\$30/week) includes 20 weekly deliveries June 17 - Nov. 18, 2010. No delivery July 29 & Sept. 2. Full-season subscribers also receive a one-week Veggie Vacation, a floating week off to use whenever it's convenient.

\$100 deposit reserves your FarmShare. Two payments of \$250 due June 17 and Aug. 26, 2010.

Full-Season Bi-Weekly Subscription

Same delicious veggies — every other week.

\$350 (\$35/week) includes 10 bi-weekly deliveries June 17 - Nov. 4, 2010. No delivery July 29 or Sept. 2.

\$100 deposit reserves your FarmShare. \$250 due June 17.

U-Pick Subscription

Choose the weeks that work best for you.

\$40/week, one week advance notice is required. U-Pick orders are subject to availability.

FarmShare supports a thriving local economy. To keep our prices competitive and your dollars working in our local community, we accept payment by personal check rather than credit cards. Please visit our website for more information.

Reserve Your FarmShare Today!

Sign up online at FarmShareOhio.com
or call 216.225.6311



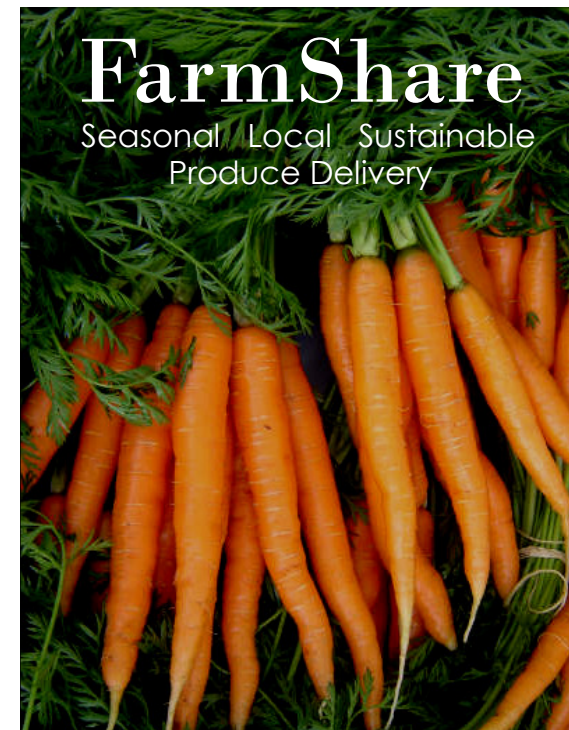
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FarmShare's
2010 Season
Begins June 17th!

Reserve Your FarmShare Today!

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Welcome to FarmShare

FarmShare offers convenient, weekly deliveries of fresh, locally-grown produce to downtown Cleveland's business community.

Our full-season and weekly subscription options are an easy and affordable way to eat fresh, locally grown fruits and vegetables.

FarmShare supports small-scale, family farmers and sustainable agriculture that protects the environment and preserves valuable Northeast Ohio farmland.

The Benefits of Local, Seasonal Eating

Local food initiatives of all kinds are sprouting up across the country as consumers recognize the many benefits of a local, more sustainable food system.

Locally grown foods generally make a short 50-100 mile trip from farm-to-table, rather than a 1,500 mile cross-country or global journey. This means local fruits and veggies are more flavorful, enjoyable and usually more nutritious. Shortening the distance between farm and table also reduces pollution and the use of fossil fuels, making local foods healthier for the planet.

By choosing local food, a greater portion of our food dollar stays home, supporting the local farms and businesses that drive our regional economy. Estimates show that if Northeast Ohioans localized just 10% of our food spending (about \$10 per week), over \$700 million dollars could be generated for our local economy.

FarmShare's convenient delivery program offers you the opportunity to foster your personal health as well as that of the planet and the local community.



How Does FarmShare Work?

FarmShare has cultivated partnerships with small-scale, family farmers throughout the Northeast Ohio region to grow, harvest, and deliver the freshest, most flavorful fruits and vegetables available. We also work with local bakers, beekeepers and artisan food producers to offer our subscribers convenient access to a wide variety of wholesome and delicious, Ohio-made foods.

Each weekly FarmShare delivery includes:

- The finest, locally grown produce — fresh from the farm within 24-48 hours of harvest;
- Artisan bread baked by Cleveland's finest bakers;
- Fresh culinary herbs;
- FarmShare Preview email—a sneak-peek of each week's delivery in advance;
- Our weekly newsletter featuring a bounty of simple, seasonal recipes and cooking tips plus farm profiles and news to help you connect with your farmers and local food community;
- Delivery to our Tower City location in your very own FarmShare tote bag.

Each FarmShare delivery typically includes 5-7 different types of vegetables and 1-2 types of fruit.

FarmShare deliveries are sized to feed 1-2 adults who love veggies or a typical family with young children. Larger families and voracious vegetarians may wish to purchase additional shares. Smaller households or singles may prefer to share a FarmShare subscription with a colleague, friend or neighbor.



All FarmShare produce is grown within 50-100 miles of the greater Cleveland area and delivered within 24-48 hours of harvest.

FarmShare sources the highest quality produce from local farmers who practice Certified Organic as well as sustainable and conventional farming methods. All items FarmShare delivers will be identified as Certified-Organic, Certified Naturally Grown, sustainable or conventionally grown.

FarmShare offers subscribers a convenient, downtown Cleveland pick-up location each Thursday afternoon at our Tower City location, 3-5:30pm. Subscribers return their tote bags when they pick up each week's delivery.

What Our Subscribers Have to Say about FarmShare...

"I was able to add more veggies to my family's diet. Plus it was locally grown and I feel that is very important for quality and to support our local economy."

"The convenience was wonderful."

"I love going to pick up my FarmShare bag every Thursday. It's like getting a present!"

"The broccoli you had last week was, hands down, the best, broccoli I've ever had! If all broccoli tasted as that did kids everywhere would be requesting it at every meal!"

"It's nice to know where your food is coming from, and it feels good to support the local economy."

"I found out I love cabbage and Swiss chard. I would have never tried them if it wasn't for FarmShare"

"I can't wait to see what goodies we get in our bag each week (I swear that is half the fun). My husband can't stop raving about the vegetables. He said over and over that he hadn't tasted anything that good since he was a kid. I really enjoy your newsletters too."

"This is like Christmas for a foodie like me... it's the best way to try new things and support local business."