



Veggies on Wheels



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NEWSLETTER OF PFENNING'S ORGANIC FOOD BOX

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"Veggies on Wheels" (edited by Wolfgang W.) appears about once/month. Biweekly or irregular customers may receive the latest issue at a later date.

Dear Pfenning's Food Box Community,

It does seem, time and again, as if the transition from winter to summer is almost immediate, almost bypassing spring, like flicking a switch. So here we are, having moved on from worrying about frosty nights to being anxious about getting enough rain. Fortunately, we had a strong downpour last Thursday morning which sent anybody working in the fields scrambling for cover and alleviated any unease about how dry everything is. Again, like flicking a switch, everything looks good now and, along with the summery temperatures, has propelled everything into growing mode.

What's out there now

Just to let you know what we have been harvesting recently, the rain interrupted the field team while cutting some Cilantro from last year's crop which had overwintered and started growing again. We have also been getting into Parsley, Dandelion and Spinach – all much coveted fresh local greens. At the same time planting has been continuing regularly and everything is progressing nicely. Most of the Jamaicans and some of the local Sikhs have arrived and are busy keeping the upstart weeds at bay by reviving their hoeing skills (something I have the highest esteem for).

Speaking of... Check out this picture below (from my brother-in-law's Twitter page at <https://twitter.com/PfOrganicsWolf>) for another, more technologically intricate method of catching the wildly proliferating weeds in their early stages of growing. In some instances, they use their newly acquired flame weeder, with Trevor at the helm, to burn off the tiny



weeds before the actual crop comes through. Sneaky, eh? Makes it a little easier for the hoeing team to keep on top of things.

But before we can fully reap the fruits of all this intense labour, we must make do with what is available locally at this time. You can always check out our Produce Catalogue – <http://pfenningsorganic.ca/ecommerce/food/produce/> – to see what is available, or simply have a quick look at the Local Basket Contents –

<http://pfenningsorganic.ca/Basket-Contents.htm> – for an idea of what we have locally right now. Right off the bat, the first local fruit is without any doubt **Rhubarb!** Rhubarb crisp anyone? Check out our **Strawberry-Rhubarb Crisp** recipe – <http://tinyurl.com/jhlo8fr> – on our online **Recipes** page. You can also replace the crust with a flourless base made with nuts (walnuts and almonds are great), coconut flakes and butter. You can find all kinds of recipes for this, or get in touch with us.

Niagara Fruit Season Coming Up

At some point in late June, the call will go out announcing the start of the **Local Fruit Season** from **Palatine in Niagara**. The first fruit we are all anticipating is Cherries! Check out <http://thegoodpeach.ca/> for updates and to order your fruit. You can pick it up at the Store, we are an official drop-off location, or have it delivered. More details to follow soon.



Fresh Local Chickens

It's the time of year again to get your name on the **CHICKEN LIST!** You can order your **Whole, Fresh Chickens** for pick up at the Store on July 14th – or arrange to have them delivered to you with our exceptional and unequalled delivery service – often copied, yet never matched. These Roasters are sourced locally from Elmira, have been fed organic grains and enjoy outdoor pasture! Pricing is \$5.00/lb.

Call the Store (519-725-4284) or let Wolfgang know if you would like us to add your name to the special order list!



Thinking Things Over – Question to Our Customers

When comparing our **Basket Contents** from several years ago with today, we are compelled to agree that there seems to be less content than used to be the case. The constantly and rapidly **rising price of food** is being felt in our Baskets as well. Every week, Almut is doing a fantastic job filling your Baskets as much as possible with the best conceivable and best-priced variety. As a result, we have been thinking about our pre-packed Baskets and whether our customers would welcome more content – and of course paying a bit more for that.

Instead of an official questionnaire, we would like as many of you to let us know **if** you would welcome the following change:

- increasing the Small Baskets from \$25.00 to \$30.00
- increasing the Large Baskets from \$38.00 to \$45.00

This would allow us to put quite a bit more fruits and vegetables in the Baskets, providing you with much more produce for the week. **Please, do get back to us and let us know what you think!** Just send an email to Wolfgang at store@pfenningsorganic.ca with your thoughts. Very much appreciated!

Ordering Tendency

We have also been noticing a general tendency to order **Add-Ons** along with the Baskets or to go right to a **Custom Order** from our online Catalogue. Of course, this makes a lot of sense, seeing that you get great value delivered right to your door. You can avail yourself of Store prices and Specials delivered to you at no extra cost by the friendliest delivery person around. You may want to share this unique way of shopping organically with your friends and family, if they don't know yet. We always heartily welcome new customers.



New Payment Method

Some time ago, we had appealed to you, our customers, to choose wisely when paying for your orders. As you know, we accept cash, cheques, credit cards and NOW **Interac e-Transfers** as payment. We recently added this method of payment due to popular demand. You can check out this very easy payment method on the **Interac** site: <http://www.interac.ca/en/interac-e-transfer-consumer.html>. To make this more appealing to you, we also allow you to deduct 1% of your total from your payment.

We realize that it is not easy to pass up the rewards system credit card companies offer you to keep using their credit cards. However, the flipside – *as described very clearly in this article from the Globe and Mail, The hidden side of credit card rewards* (<http://tinyurl.com/z95mvlp>), which we strongly recommend you read – is that we all are paying for these rewards. Everybody is affected by price markups that offset card fees levied by Visa and MasterCard. Of course, bigger companies and corporations can more easily swallow the considerable transaction fees that retailers pay than small, independent businesses (*in our case, we currently pay a whopping \$500.00/month in credit card fees*). This is where our customers' wise payment choice comes in. For cash payments we offer you Pfenning's Dollars, and for Interac payments you can deduct 1% from your total – both instant savings which we extend to you in the hope that you may more critically consider using your credit card for your payments. Thank you for thinking it over!

**Enjoy the warm season,
Wolfgang**