



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.) generally appears around the beginning of every month.

Dear Pfenning's Food Box Community,

Ongoing Challenge

We are moving into the second month now that the extremely exceptional situation we have been experiencing is enduring. It may seem like an understatement to say that nothing is as it was before. If it may serve as a consolation, the only thing that is certain in these times is uncertainty.

Enough of this whimsical introduction to what is deemed to be an update on news coming from our Store, the Farm and the Home Delivery front. As you recall from our last Newsletter in April, we have been quite challenged by the sharp rise in demand for home delivery or even pickup at the Store. As we are a small family business and intend to remain as such, we have had to implement some modifications to the way you can procure fresh organic produce and healthy groceries from **Pfenning's Organic & More**.

By and large, we have been supported and embraced ever since we started offering our home delivery service – which began in 1998 – by many loyal customers who have been with us for a long time and who understand and appreciate the value of organic and unadulterated nutrition. It is to these customers, and all those who value the healthy foods that are available at our Store and that we deliver to the community, that we are fiercely devoted to.

We have been obligated by these unprecedented challenges to also cater as much as possible to new customers who wish to receive organic home delivery. Being the small health food store and local home delivery service that we are, we can only assume a limited number of deliveries until we reach the limit of our processing and delivery capacity. Once we are done packing Food Boxes for the week, our coolers are literally bursting. Not much room for more.

Meeting Challenges

Meeting this challenge has now led to our order desk being open for only a limited time each week for new and irregular customers wishing to place orders for home delivery. We are opening the order desk at 7:30 on Wednesday night – and it generally remains open for about 1-2 hours before we have to close it because our maximum processing and delivery capacity has been reached. Regular and Standing Order customers have access to the website and can place orders anytime.

We have also seen the need to make adjustments to our delivery area. Going forward, we will be charging a delivery fee for what we call Long Distance Deliveries. These are areas that are outside of our habitual delivery area, such as Burford, Elora, Fergus and Eramosa. We have been so busy in our traditional delivery area that we see the need to cut down on deliveries to outlying areas.

Deliveries to Stratford, Shakespeare, Baden, New Hamburg, Plattsville, Bright and Tavistock are now permanently on Monday afternoon.

Finally, as all our regular customers have been noticing, delivery times have generally been later in the day for most of you. It simply takes more time to deliver the greater number of orders to all of you.

We also suggest to return your intact and complete cardboard boxes by just leaving them out for us on your delivery day. We don't take back any empties for deposit other than Harmony and Eby bottles and Pinehedge jars.

As always, we hope that these measures are met with understanding and acceptance.

Farm Happenings

Meanwhile, back on the Farm, **Pfenning's Organic Vegetables** that is, planting began about a week earlier than usual, and is going on continually whenever the weather allows. Dandelion was the first green to go in. Not everyone's favourite, but hardy enough to withstand any frost that may still feel inclined to come down on us. Some of the Jamaican migrant workers have arrived and are self-isolating, until later this week they will happily be able to work on the Farm again after coming out of isolation. Not too soon, as there is plenty to do on the land, as every year at this time.

Store Open, Pickup Possible

Throughout all this, our Store has been and remains open – and we encourage anyone close enough (we are in St. Agatha, just 5 minutes west of Waterloo) to come out and shop for yourselves. Contrary to what anyone may have been experiencing in other, bigger stores and markets, there are **no lineups** at **Pfenning's Organic & More** and the atmosphere is **relaxed, stress-free and welcoming**. Any customers coming to shop at our Store can easily adhere to any of the rules and expectations with regard to our current situation, whether they be mandated or implied. Although you are encouraged to shop for yourself if you do come to the Store, you can certainly place an order – online or by calling us – for pickup, in the Store or curbside, if you prefer.



Seeds, Yeast & Flour

Interestingly, we have been noticing a surge in the demand for **Seeds, Yeast and Flour**, and it has actually progressed in that order. **A word on Seeds**, inspired by Almut: you need a whole lot LESS seeds than you think. Some customers have been buying enough seed packets to fill acres of land. It is also recommended to start your seedlings in a seedling tray (available at garden centres), or at least in some kind of flat container filled with potting soil where you start the seedlings. Once they are big enough, you can transplant them into your garden. Then they will still need lots of TLC, hoeing, weeding, watering, to ensure they grow into the delicious and nutritious vegetable fit for eating that you aspire to. In a sense, you are mimicking what is happening on the Farm on a large scale, so you could call yourselves "mini farmers."

Yeast has been in high demand and is come and go. No sooner do we get it, when it's already sold out. There's always more on the way, but sometimes we need to be patient.

With yeast comes **Flour**, of course. Not only have a lot of you been working on becoming mini farmers, but also mini bakers, judging by the way Flour has been flying off the shelves. The greater appreciation of food and the efforts behind producing it, as well as the move towards more self-sufficiency has definitely been a noticeable trend.

Payments

Thank you to all of you who have made the jump to paying by **e-Transfer** (or cheque or cash). If your total changes or any credits were applied, we always let you know, and you can pay either the exact sum or a lump sum, week by week or by the month, whatever works best for you. We will keep track of your balance and keep you updated. Don't mind the occasional reminder or nudge if we have not yet received your payment.

Keep healthy and happy,

Wolfgang