



Veggies on Wheels



Volume 16 – # 178

NEWSLETTER OF PFENNING'S ORGANIC FOOD BOX May 6, 2014

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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.

NEW Pfenning's Site Live!

Dear Pfenning's Food Box Community,

At some time Monday afternoon, our **new site** went **live** – finally! Although we spent the next few days and up to now fine-tuning, fixing, brushing up, clarifying and modifying the site in all different kinds of aspects, it is such a relief to be able to offer our Pfenning's Community our brand new and improved site. It is, however, a work that never seems to be done. To underline the celebratory spirit, as mentioned in our launch email, the first 20 customers to order on the new site are receiving \$5.00 off their orders this week. Congratulations!



Get at the STORE
to see delivery
TO YOUR DOOR

New Account in New Site!

Right off the bat, there was some minor confusion about customer accounts. Just to make it totally clear, the old and new site are absolutely unrelated. No old profiles were transferred. We are asking anyone wishing to place orders on our new site to set up a new account (it was called profile in the old site). You actually **HAVE TO create a new account** to be able to order. After all, we do need to know where to send your orders and let you know your total and delivery details.

Missing Product Images

Some customers noticed **product images** that were not loading. That's because some products actually don't have any images yet. We have so many products on our site that we simply have not yet been able to upload all of them. Patience, they are coming!

Planting Started!

Our patience is also required when it comes to approaching the new **growing season**. Traditionally, planting on the Pfenning's Farm was to begin on May 1st. As you guessed, this did not happen. The ongoing rain left the fields water-logged. Any tractor and planting wagon would have gotten hopelessly stuck in the mud. The good news is that after the rains subsided on the weekend, planting has happily begun on Monday, putting spinach, dandelion, red leaf, green leaf and Romaine lettuces in the ground as forerunners.

Looking at our own **backyard greens**, we can say that we are already enjoying chives, mint, lemon balm, stinging nettle and – a bit farther away in the nearby bush – wild garlic! Things will be speeding up soon.

Store News – Sales!

Now for some **Store News** from Almut and Meaghan which should also be of interest to our Food Box customers.

This week's **Coffee Special** (*week of May 6-10*) is for all coffees from **Baden Coffee Company** – located in... Baden! The regular price is \$16.81/lb – the **sale price is \$13.45/lb**.



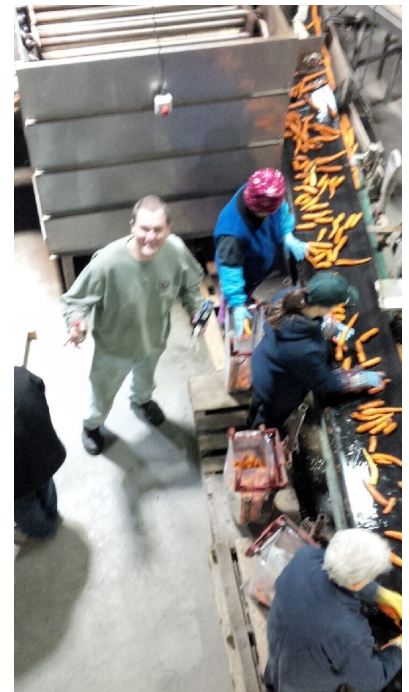
Almut also let me know that from now until May 15th there is a **BOOK SALE** going on at the Store. All books are **20% off**. Pfenning's Organic & More arguably has the best selection of alternative and health-related books in town. We don't have them in our Catalogue yet, but if you can make it to the Store, be sure to have a look. Or you may be seeking a specific title or subject matter. Just give us a call – 519-725-4282 – and ask if we might not have your book available.



One season ends...

Just a little over a week ago, we were washing the last batch of carrots, taken from the near endless storage vaults of the Pfenning's Farm. Just to give you a little impression of what the procedure looks like, take a peak at the action shot at the right (*me, Wolfgang W. in the middle and my mother-in-law, Barnhild Pfenning*

grading carrots on the bottom right – and in the photo on the left). You can see us grading the carrots passing by on the conveyor belt. They are then packaged into 2 lbs, 5 lbs, and 25 lbs bags. So one season ends, the storage season, while the other is about to begin, the **growing season**.



Cats Love Greens

We have all heard that cats – and dogs! – sometimes nibble on grass and other greens when they're outside.

On one of my recent delivery travels, a remorseful customer handed me back a totally shredded cardboard box. Some of our customers still receive their deliveries in cardboard boxes and often return those to us empty the following week. In this particular case, our customer always adds a tub of Sleger's Sprouts, usually Pea Shoots, to her order. They are for her cat, and the dog appears to love them too. Sometimes, I leave the box in the foyer when my customer is not around. After the previous delivery, the cat – and possibly the dog too – had ransacked the box, literally tearing it apart to get at the beloved sprouts. What's good for cats...

In any case, my customer was deeply sorry – and decided to opt for delivery in the Plastic Bin. The sprouts (and Bin) have been safe from thereon, until willingly and lovingly offered to the feline connoisseur. One of the 23 reasons to get delivery in a Bin!

Organically yours,

Wolfgang