



FARMSHOP FAQ

What is Farmshop?

Farmshop connects farmers with farmshoppers to make eating good, fresh, local food easy and fun. The City of Palo Alto has partnered with Capay Valley Growers and IDEO to bring the Farmshop experience to King Plaza (250 Hamilton Ave.) every Wednesday, 4-6pm (open until 7pm in July during SummerFest), from Earth Day through November. Farmshop seeks to build health, community, and direct ties between Palo Alto and its foodshed.

Farmshoppers have the option to sign up for FarmShares (more below) or to shop the market featuring the bounty of farms in the Capay Valley.

Where is the Capay Valley?

The Capay Valley, part of the Cache Creek Watershed, is nested along the Coast Range in Yolo County between Sacramento and the Bay Area. Known for its beauty, warm summers, complex soils, and, above all, productive family farms, the land has been agriculturally vital for over a century. For three decades farmers in the Capay Valley have been at the leading edge of sustainable agriculture and the local food movement.

What is CSA?

Community Supported Agriculture is a direct relationship model that connects farms and consumers so that they may share the bounty and the risks of local food systems. Typically, consumers pay in advance, providing working capital upfront, when it's needed, in exchange for a promise of the farm harvest.

What are FarmShares?

FarmShares is a multi-farm CSA program operated by our collaborative of family farms, Capay Valley Farm Shop. The shares feature what's fresh and best of season. We are proud to unite our products under a regional identity, Capay Valley Grown, and share an abundant harvest of high quality products — organic vegetables, fruits, nuts, meats, olive oil, wine, lavender, honey, flowers, and more. Through FarmShares you are investing in your personal health and local farms.

What size is right for me?

We currently offer two convenient share sizes — Peck and Bushel — to meet your weekly produce needs. On average, the Peck's 6-7 items feed a household of one to three people and the Bushel's 9-10 items feeds a family of two to six.

For example, the April 1, 2009 Peck includes 7 items:

- 3½ lbs. Navel Oranges - Cefaratti Ranch
- ¾ lbs. Asparagus, 1 lbs. German Butterball Potatoes & 1 bunch Spring Onions – Full Belly Farm
- 1 Eureka Lemon – Good Humus Produce
- 3 heads Baby Red Romaine & 1 bunch Red Russian Kale – Riverdog Farm

The Bushel includes everything in the Peck plus 3 additional items:

- ½ lbs. salad mix – Full Belly Farm
- 7 oz. Sundried Apricots – Good Humus Produce
- ⅓ lbs. Green Garlic – Riverdog Farm



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What grows when?

The Capay Valley's warm summers and mild winters enable a year-round harvest of a cornucopia of fresh food. Here's a small taste of what to expect when.

Summer: peaches, corn, tomatoes, melons, peppers, green beans, and more

Fall: grapes, apples, hard squash, carrots, and more

Winter: mandarins, lemons, leeks, greens, broccoli, cabbage, and more

Spring: carrots, spinach, lettuce, new potatoes, leeks, green garlic, and more

How do I know what's coming?

Farmshoppers receive a weekly email 24 hours prior to the Farmshop. That week's Peck and Bushel contents are listed with easy links to recipes and helpful information. Up-to-date FarmShare contents – along with recipes, farm info, and more – are also posted at www.capayvalleyfarmshop.com.

What if I don't like something in my share?

First, consider trying it — you may not have tasted this item at its peak of ripeness. Check the website and weekly email to see if there is a recipe including the item. If there isn't let us know, and we'll be sure to add one. We have learned to appreciate many ingredients from the unique recipes our farmers and farmshoppers use to feed their families. Second, swap it out at the market for something you prefer.

What if my schedule changes?

You sign-up for the weeks you want by the month, quarter, or year. With advance notice, you may skip certain dates due to vacation, illness, travel, etc. The advance notice deadline for scheduling changes is noon two days prior to that week's delivery.

How do I pickup?

FarmShares are delivered to the Farmshop at King Plaza (250 Hamilton Ave.) every Wednesday. Items are bulk packed to reduce packaging and handling. We strongly encourage Farmshoppers to BYOBag.

How much does it cost?

The Peck costs \$16 and the Bushel \$24 per week. Discounts are available for quarterly and annual signup. While you'll get incredibly fresh food at a fair, competitive price, we believe the real value is in knowing where your food comes from and enjoying healthy, home-cooked meals.

How do I signup?

Signup for FarmShares online. Go to <http://shop.capayvalleyfarmshop.com/>.

How do I learn more?

Palo Alto Community Farmshop—Contact market manager Kathleen Podrasky at kdpodrasky@yahoo.com or 650-464-0222

Capay Valley Farm Shop—
www.capayvalleyfarmshop.com