



# **PARK ROAD ORGANIC HARVEST CSA**

**A joint project of Park Road Healing Arts and The Cutting Veg Organic Farm**

Farm fresh, local, organic produce  
delivered weekly to your community!

FOR YOUR HEALTH. FOR YOUR PLEASURE. FOR YOUR COMMUNITY.



*Cultivating Personal, Social, Environmental, and Economic Health through Organic Agriculture.*



[www.thecuttingveg.com](http://www.thecuttingveg.com)



[twitter.com/thecuttingveg](https://twitter.com/thecuttingveg)



[The Cutting Veg](https://www.facebook.com/TheCuttingVeg)

647-388-7444

# PARK ROAD ORGANIC HARVEST CSA 2011

A joint project of Park Road Healing Arts and The Cutting Veg Organic Farm

**Season:** June 2 to October 27, 2011

**CSA Day:** Thursdays

**Pickup Time:** between 3pm and 7pm

**Location:** Park Road Healing Arts Clinic at 28 Park Road  
(just North-East of the Yonge and Bloor intersection)

If you would like more information, please feel free to contact Daniel Hoffmann at The Cutting Veg at (647) 388-7444, or [daniel@thecuttingveg.com](mailto:daniel@thecuttingveg.com) or **register online** at [www.thecuttingveg.com](http://www.thecuttingveg.com)

**What is a CSA?** A Community Supported Agriculture (CSA) program is one in which individuals or families become members of a farm for a season, and receive a weekly share of the harvest. Produce is delivered once a week to the pick-up location, where members CHOOSE THE PRODUCE YOU WANT while connecting with the farmer and members of the community.

**Food Donation:** An important part of all of The Cutting Veg's Community Supported Agriculture Programs is the donations component. At its three other CSA locations, The Cutting Veg partners with Eva's Initiatives, Ve'ahavta, and Wychwood Open Door in order to get fresh, organic produce into the tummies of folks in our community who are in need. The Park Road Organic Harvest Committee and The Cutting Veg are currently in the process of determining who the specific community partner for the donations program for this CSA will be. Each week, through the Park Road Organic Harvest Program, produce will be given to a non-profit, who will transform the produce into delicious meals, which will be served to people in need. Thus, your participation in Park Road Organic Harvest directly supports folks in our community who are most in need of highly nutritious food. In addition, whenever a member doesn't show up to pick up their produce, it is automatically donated on their behalf.

**About Park Road Healing Arts:** Everyone deserves to be healthy from the time they are born through their last breath of life. We've been delivering quality chiropractic care to the central Toronto community since 2001. Our goal at Park Road is to help you experience a greater sense of energy, vitality, productivity and appreciation of your limitless life potential so that you may positively impact the world. Our approach is simple. We believe that health is your most valuable possession. We offer chiropractic care, naturopathic care, registered massage therapy, and psychotherapy. Our practitioners have helped thousands of Torontonians be and feel better over the last 10 years. Please visit us at [www.parkroadhealingarts.com](http://www.parkroadhealingarts.com), or contact us at (416)920-7275 or in person at 28 Park Rd.



# Join today!

You can register and pay online at

**www.thecuttingveg.com**

but before doing so,

please decide the following:

## 1. Share Size:

REGULAR \$27/week (13 points)

LARGE \$37/week (18 points)

*please see Program Details Page in package for more information*

**The Early Bird  
Gets the **Bonus!****  
Sign up before the "Spring  
Thaw" (by March 31st) and  
**receive 22 weeks of veg for  
the price of 20!**

## 2. How many weeks you are participating:

The CSA lasts 22 weeks. You can choose to participate for 20, 21 or the complete 22 week season. Upon registration, you will be able to indicate which weeks you would like to opt-out due to your summer vacation or other reasons.

Weeks you're participating	Regular Share	Early Bird Regular	Large Share	Early Bird Large
20	<input type="radio"/> \$576	<input type="radio"/> N/A	<input type="radio"/> \$776	<input type="radio"/> N/A
21	<input type="radio"/> \$603	<input type="radio"/> N/A	<input type="radio"/> \$813	<input type="radio"/> N/A
22	<input type="radio"/> \$630	<input type="radio"/> \$576	<input type="radio"/> \$850	<input type="radio"/> \$776

\$36 membership fee is already included in the cost indicated above. This fee allows us to provide the extras that make our CSA so special, such as our weekly newsletter "Farm Talk", access to recipes, free homegrown sunflowers, special partner offers and discounts and a CSA members day at the farm.

### HOW TO SIGN UP

Once you have decided your share size and weeks of participation, please to go to **www.thecuttingveg.com to register online**. If you would like to pay by cheque, please call Daniel Hoffmann at 647-388-7444 or email [daniel@thecuttingveg.com](mailto:daniel@thecuttingveg.com) for a registration form.

*If you would like to join, and require financial support, or alternatives for payment,*

*Please contact Daniel (647-388-7444) to make arrangements.*



# Program Details

**Weekly Pick-ups:** Every week on your designated CSA day, your produce will be available for pick-up. A selection of freshly harvested organic produce will be available to choose from, with the amount of variety dependant on the season. The produce will be displayed on tables, and members will be free to choose the produce that best serves their dietary needs. Please note the The Cutting Veg Organic Farm specializes in growing vegetables and herbs; thus, there will be a minimal amount of fruit available.

**Share Size:** Members can sign-up for either a **Regular Share** (\$27/week), or a **Large Share** (\$37/week). Regular share members will be allotted 13 “points” per week, and Large Share members will receive 18 “points.” Each week, signage will be displayed allocating point values to the available produce (eg. bag of salad greens = 2pts, cucumber = 1pt). This system allows members to choose the produce that best serves their needs, and members are free to take multiple servings of a favourite vegetable. *If at any point during the season you decide you want to change the size of your membership, you are free to do so, and you will either pay or be refunded the difference.*

## How much Veg do you get?

*Each week, approximately 10-12 items will be available to choose from*

<u>Spring</u>	<u>Summer</u>	<u>Fall</u>
Apples (1pt)	Basil (1.5pts)	Apples (1pt)
Asian Greens (2pts)	Beans (2pts)	Basil (1.5pts)
Asparagus (3pts)	Beets (1.5pts)	Beans (2pts)
Beets (1.5pts)	Broccoli (2pts)	Beets (1.5pts)
Carrots (2pts)	Cabbage (1.5pts)	Cabbage (1.5pts)
Chard (1.5 pts)	Carrots (2pts)	Carrots (2pts)
Garlic Scapes (1pt)	Chard (1.5 pts)	Chard (1.5pts)
Kale (1.5pts)	Corn (1pt)	Cucumbers (1pt)
Mushrooms (2pts)	Cucumbers (1pt)	Garlic (1pt)
Peas (2pts)	Eggplant (1.5pts)	Kale (1.5pts)
Radishes (1.5pts)	Garlic (1pt)	Onions (1pt)
Rhubarb (1.5pts)	Mushrooms (2pts)	Peppers (1pt)
Salad Greens (2pts)	Onions (1pt)	Potatoes (2pts)
Spinach (2pts)	Peppers (1pt)	Salad Greens (2pts)
Spring Onions (1pt)	Potatoes (2pts)	Tomatoes (2pts)
Turnips (1.5pts)	Salad Greens (2pts)	Winter Squash (1.5pts)
	Tomatoes (2pts)	Zucchini (1pt)
	Zucchini (1pt)	

Cost Comparison	Typical Regular Share from The Cutting Veg	Equivalent Produce Cost from Leading Healthy Supermarket <small>(which is lower quality, not nearly as fresh, or necessarily local)</small>
<b>SPRING:</b> Apples, Salad Mix, Swiss Chard, Green Onions, Spinach, Kale, Arugula, Basil, Mushrooms	\$27	\$35
<b>SUMMER:</b> Green Pepper, Heirloom Tomatoes, Cucumber, Zucchini, Cherry Tomatoes, Garlic, Apples, Basil, Salad Mix, Red Pepper	\$27	\$36
<b>FALL:</b> Bok Choy, Eggplant, Salad Mix, Beets, Heirloom Tomatoes, Basil, Parsley, Cabbage	\$27	\$35



# Why should I join?

**The Taste:** The flavour is just so much better. Once you've tasted our Organic Apples, Asparagus, Heirloom Tomatoes, Carrots, etc, your taste-buds will burst with pleasure.

**Your Health:** Organic foods are more nutritious, richer in vitamins, minerals, anti-oxidants, and essential fatty acids than non-organic. And because our produce is grown without use of any chemicals (no pesticides, herbicides, or chemical fertilizers), you can feel 100% confident that you are putting only natural, healthy food into your body.

**The Environment:** The soil. The air. The water system. The birds and butterflies. The deer. Humans. Organic Farming nurtures our eco-system --- providing a healthy environment in which all living creatures can thrive.

**Your Community:** The Cutting Veg CSA allows you to connect with both an organic farm in your area, and the members of your community. At each CSA pick-up, you have the opportunity to spend time with YOUR FARMER and connect with community members who share your values.

**The Kids:** The Cutting Veg supports children and youth to develop healthy relationships with food. CSA members whose children help choose their veggies at the CSA pick-up, notice their kids develop a greater love and appreciation for produce and healthy eating. Further, kids thrive on the farm, and parents who bring their children to the farm to volunteer, rave about the positive impact it has on their lives.

**The Food Donations:** An exciting part of our CSA is the donation component. Each week, The Cutting Veg donates remaining produce to your CSA's donation partner, supporting folks in our community who are most in need of highly nutritious food. In addition, whenever a member doesn't show up to pick up their produce, it is automatically donated on their behalf.

**The Opportunity to Get Involved:** The Cutting Veg Organic Farm offers farming volunteer opportunities each week --- an opportunity for people to grow veggies, and connect with nature, community members, and themselves. Also, you can choose to help out at the depot site - an activity that members love and find very meaningful.

## Membership has it's bonuses!

Each week, CSA members receive our weekly e-newsletter "CSA Farm Talk", which keeps you updated with what's happening on the farm, recipes, and lets you know what produce to expect at the upcoming pick-up. And, wait until you take our sunflowers home with you...they are FREE! CSA Members also receive exclusive offers and discounts from community partners. We are delighted that the following companies are extending special offers to all 4 of our CSAs, effective immediately. Take Advantage!

**Young Urban Farmers :** \$100 off setup, installation & planting of edible container garden [www.youngurbanfarmers.com](http://www.youngurbanfarmers.com)

**Marni Wasserman:** 10% off all cooking classes and consults [www.marniwasserman.com](http://www.marniwasserman.com)

**Ecoexistence:** 10% off all purchases [www.ecoexistence.ca](http://www.ecoexistence.ca)

**Garden Jane:** 10% off all workshops [www.gardenjane.com](http://www.gardenjane.com)

**Backyard Urban Farm Company:** 10% off all services [www.bufco.ca](http://www.bufco.ca)

**Orb Candles:** 15% off sets of Manuka Beeswax Shabbat Candles [www.orbcandles.com](http://www.orbcandles.com)

**Shoresh Jewish Environmental Programs** - 10% off all workshops [www.shoresh.ca](http://www.shoresh.ca)



Please speak with each community partner offering deals below about the details and terms and conditions.



## A few of the kind words we have received...

*"I am just loving being a part of this CSA! Veggies have never tasted as good! I have to say that my husband was a little skeptical, but he has become a huge veggie fan so that makes it even more of a success in my mind. I look forward to seeing what I get each week, and I've tried some new recipes but have found that most things taste just wonderful with very simple preparation."*

*"My kids are eating more vegetables...and enjoying it! And my husband too!"*

*"You have no idea how excited my parents were about this. My mom is a cancer survivor and my dad is on dialysis several times a week. We are always trying to find nice things to do together. Now we have something special to look forward to each week."*

*"We are enjoying the CSA and are delighted with our choice to participate this year. The flavours and textures have added to our family dining conversations. Thank you."*

*"Another amazing dinner tonite thx to Daniel's veg! I'm vegan, so the thrills I get with food are the innovative ways to cook fresh organic produce - when I cook with your produce, I'm always so pleased with the taste and quality! This is really the first time I've been excited about cooking with veg (and I really taste the difference b/t what you offer and what grocery stores or even local markets in Woodbridge offer). Just finished preserving the garlic scapes you gave me (which are a family favorite). Thanks again for the freebies!"*

*"Hey Daniel, last night I roasted my potatoes (phenomenal) and used the green garlic for a gorgeous pasta. Wow- so fresh and delicious!!! I plan to make rhubarb muffins today! I love it!"*

*"I can't tell you how much it does for my emotional well-being just suddenly being around such a wonderful group of kind, down-to-earth, good-natured, like-minded people! I love being out on the farm! I could not think of a nicer way to spend my day. I love being outside every day, I love being active which I know is so good for my health, and I love being a part of growing things, all the while being around such a great group of people! And the reward is delicious food to eat, which is also awesome for my health. I don't know If I can ever convey to you what this opportunity does/has meant to me. I think it will have changed and inspired me to pursue this path in life for sure, but I am also so inspired by your model of doing things, and also your over-whelming kindness. You inspire me Daniel, and I can't thank you enough!"*

*"Mmmmmm...we have just finished dinner and ate your potatoes, which we thought were delicious!! Who would have thought we would say this about potatoes!!"*

*"Thank you Daniel for your warm welcome...I know that my bod is appreciating the copious amount of Vitamin D, exercise and the wonderful fresh veggies to which I am being introduced...and I feel good being a part of this type of community activity."*

# About The Cutting Veg

The Cutting Veg (TCV) is a community-health promotion enterprise rooted in organic farming. TCV runs 3 programs aimed at promoting personal, social, environmental, and economic health. TCV grows a variety of vegetables and herbs, which are sold at farmers markets, and through Community Supported Agriculture programs. In addition to cultivating mixed produce, TCV runs the "Global Garlic Project." Specifically, TCV grows 20 varieties of garlic from around the world, including Tibetan, Persian, Italian, Russian, Korean, and Israeli. TCV also provides Food Coaching Services, which offers garden & composting project support, educational workshops & farming internships, and agri-biz training. Collectively, these programs are helping TCV towards the achievement of its **quadruple bottom line**: Personal health, Social health, Environmental health, and Economic health.



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and Economic Health through Organic Agriculture.*



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The Cutting Veg

