

# THE REROOT REVIEW

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## NOTES FROM THE (SNOW-COVERED) FIELD

Greetings from the farm!

I hope you are enjoying the winter months and taking advantage of all the snow we have been receiving. I have been appreciating the rest and relaxation that comes along with the snow and have been spending my time reading, skiing, visiting friends and in the recent weeks, planning for the 2008 growing season.

Reflecting on the 2007 season, I am very content with how my first year as an independent farmer unfolded. There were, of course, some trials and tribulations, but these were overshadowed by the many successes that come along with a bountiful and enjoyable season. I hope that you were all content with the vegetables you received and enjoyed participating in reroot organic CSA.

As a follow-up to the 2007 season, I conducted a price analysis on the shares you received. I tallied up the contents of the shares for the season; assigned a value to each crop (based on organic farmer's market prices for

2007, available from the Ecological Farmers' Association of Ontario); and came up with a total market value of \$996.78 for the season. This value does not include the cut-flowers or any u-pick opportunities that were available. This is obviously a huge savings on a \$600 share, and in my first growing season I am very happy to have passed that savings along to my shareholders.

At the completion of the season, many of you filled out an 'End-of-Season Survey'. There was much good feedback offered and I am incorporating all of your suggestions as I plan for 2008. Some feedback to note is that a number of you felt the share size was "a little heavy"; almost all of you described the quality of vegetables as "always excellent"; and finally there were some suggestions of new crops to grow, including corn, more sweet potatoes, rosemary, asparagus, fruit, and garlic. In response to this feedback we will be adjusting the share size slightly so as to more accurately reflect the market value, while still offering

you great savings; we'll continue to strive for the best quality; and we will be adding some new crops to the roster including strawberries, corn, garlic, hopefully more sweet potatoes (we're starting the slips next week!), and more.

2008 will also see the addition of a new co-manager (please see Devan's biography below) and some new infrastructure to the farm including a wash station and CSA pick-up shed that will double as market stand from which to sell any excess produce. We will also be frequenting the Elora Farmer's Market with excess produce, but want to ensure you that the CSA remains our first priority. Finally, in terms of size, reroot will be growing from 20 shares in 2007 to 60 shares in 2008. Registration forms have started rolling in, so please send in your form and deposit early to ensure a share.

Thanks and looking forward to seeing you all soon!

~caitlin

## NEW FARMER BIOGRAPHY

Introducing... Devan Penney

Devan will be joining the farm as co-manager of reroot Organic CSA for the 2008 season. He has apprenticed at two CRAFT farms (a network of farms in southern Ontario that host apprentices, of which Mapleton's is also a member) and went on to become the assistant manager at the second, Orchard Hill Farm. He has also worked

on farm in Nova Scotia, northern Italy and the south of Spain.

Devan was born in Toronto and first became interested in food production through work in the food industry, where he worked as a busboy, dishwasher, waiter and cook. This gave him a passion for food. A BA in International Development and Environmental Studies helped Devan begin to

think about food security and food politics, as well as the positive or negative impacts agriculture can have on local and global economies, communities and natural environments.

Devan is currently living in Guelph and working as a carpenter, that is, until the gardening season begins!

## FINANCIAL SUMMARY

In the spirit of transparency, and as is common practice in Community Shared Agriculture, I am including a financial summary for the 2007 season. Feel free to contact me with any questions or comments.



### re|root Income

Revenue		2007
CSA	\$	11,280.00
Farmers Market	\$	1,800.00
Wholesale	\$	810.00
On-Farm	\$	750.00
<b>Total</b>	<b>\$</b>	<b>14,640.00</b>

Loans		2007
Interest-free loan	<b>Total</b>	<b>\$ 5,000.00</b>

<b>Total Income</b>	<b>\$</b>	<b>19,640.00</b>
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### re|root Expenses

Capital Improvements		2007
Greenhouse Equipment	\$	7,000.00
Irrigation	\$	1,500.00
Cultivation Equipment	\$	660.00
Trellising Material	\$	280.00
Harvest Crates	\$	160.00
<b>Total</b>	<b>\$</b>	<b>9,600.00</b>

Annual Production Expenses		2007
Salary	\$	3,000.00
Seed	\$	2,500.00
Fuel	\$	1,400.00
Office Expenses	\$	1,000.00
Pest Management	\$	500.00
Other	\$	400.00
Greenhouse Expenses	\$	260.00
Professional Services	\$	250.00
Marketing/Advertising	\$	220.00
Professional Development	\$	200.00
Tractor Rental	\$	50.00
<b>Total</b>	<b>\$</b>	<b>9,780.00</b>

<b>Total Expenses</b>	<b>\$</b>	<b>19,380.00</b>
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**Profit** **\$260.00**