

3 Boys Farm
Greengrocery

APPLICATION

green·gro·cery \-.grō-sə-rē, -.grōsh-rē\ *noun*

Date: 1723

chiefly British: a retailer of fresh vegetables and fruit

Long before the advent of giant supermarket chains, Americans and Europeans alike bought their fresh produce from small neighborhood retailers known as greengrocers. Families were able to enjoy locally-grown fruits and vegetables while supporting a business within the community; best of all, they knew the fresh produce was just that—fresh—as there hadn't been any warehouses, tractor-trailers, trains, or planes involved in the process of growing, and bringing to market, their food.

At 3 Boys Farm, we're not only bringing back that freshness, high quality, and optimal nutrition to the process of *growing* the produce, we're also committed to restoring the kind of relationship families once enjoyed with the vegetable retailers in their towns and communities. To being able to listen to what you want to eat, and respond. To introduce you to wonderful, new-to-you vegetables. And who knows—we might even help you get your kids to try them, too.

To that end, 3 Boys Farm is establishing a unique, modern version of the greengrocery, designed to offer flawless, premium-quality, ultra-fresh produce directly to local customers, with no middle-men.

Which means the vegetables, greens, and herbs go from harvest to your kitchen in a matter of *hours*, not weeks.

At wholesale prices. (Because together, *we can do that.*)

We're calling it the 3 Boys Farm Greengrocery, and we'd like to invite you to join us.

What you'll get: Greengrocery members will be able to purchase ultra-fresh highly-nutritious vegetables, greens, herbs, and soon, edible flowers, at wholesale prices, delivered on a weekly or bi-weekly basis—exactly the same kind of concierge farming enjoyed by many head chefs at the area's restaurants and resorts. 3 Boys Farm will offer that to you. From salad greens to tomatoes to herbs, there will always be a variety of produce from which to choose, and best of all, it will be of the highest quality imaginable, and as fresh as if you'd picked it yourself that day.

What we'll need from you: Just supply us with your contact information, below. Answer a couple of questions about your family's vegetable preferences. And support the 3 Boys Farm Greengrocery with a one-time fee of \$100 per family, good for five years, payable upon joining. (We're farmers, not math folks, but our calculator tells us that's just \$20 a year for the right to buy premium, just-picked produce, at wholesale, and have it brought to a distribution center in your neighborhood.)

Name of family (or individual): _____

Address: _____

_____ ZIP code: _____

E-mail address: _____

Phone/s: _____

What are the most popular vegetables or salad greens in your house?

Are there any herbs or ethnic vegetables you'd buy if you could only find them? How about peppery or spicy herbs and greens?

Are there any produce items you would consider trying if you had more information about preparing them? Please name them!

Tell us which vegetables, if any, that you and/or your family will never, ever, *ever* eat (!)

How would you like us to notify you about the week's availability--via e-mail, or would you prefer to follow us on Twitter or check in with our Facebook page or blog? (Each week, images of current inventory will be posted online for your selection.) Please specify:

Do you have any non-treated or organic seeds of a rare vegetable you wish to share (from a safe source)? If so, let us know! We can discuss growing them for you at 3 Boys Farm.

Finally, how did you hear about 3 Boys Farm?

Pick up location preference (please circle one):

- St. Petersburg farmers market (Saturdays)
- Tampa farmers market (Saturdays)
- At 3 Boys Farm (posted week-days and hours)

(Minimum number of members required, delivered week-days)
Schools, Church, Club, or Civic association

All orders above \$25.00 are delivered free.
For orders below \$25.00, the delivery fee is only \$2.50 (at cost)

Payment options include, Master Card, Visa, Pay Pal, Debit accounts

3 Boys Farm contact and mailing info:

e-mail: 3boysfarm@gmail.com
Phone: 813.645.5445
Fax: 813.645.4353

3 Boys Farm
P.O. Box 789
Ruskin, FL 33575

Please note: 3 Boys Farm Greengrocery membership covers administrative fees, account set-up, and management.

There are no minimum weekly purchase requirements—you may buy produce from the Greengrocery according to your schedule and needs.

How 3 Boys Farm Greengrocery differs from a traditional CSA (Community Supported Agriculture) enterprise:

- CSA farms usually require volunteer workdays at the farms and/or in the fields; 3 Boys Farm Greengrocery does not—the only thing you'll be doing is enjoying your ultra-fresh produce.
- CSA farms require the payment of tiered, up-front fees each season; these can range from several hundred to over a thousand dollars per year, per family or individual. 3 Boys Farm requires a single, one-time fee of \$100 per family, good for five years.
- CSA farms offer only that produce which is seasonally available at any one time; 3 Boys Farm is a 365-days-per-year growing facility, so availability is year-round, too!