



# GOFARM LOCAL FOOD SHARE

# SHAREHOLDER HANDBOOK

## 2024

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## ABOUT GOFARM

GoFarm is a nonprofit organization with a mission to train and support local farmers, connect people with local agriculture, and increase equitable access to nutrient-rich food grown in Colorado.

GoFarm works to strengthen our community's local food system, which is the process of how food gets from Colorado farms to our plates, and everything in between.

Through our work, we get closer to our vision of having a local food system that is equitable, resilient, environmentally sustainable, and inclusive. One in which farmers and farm workers have the resources they need to thrive and farm safely, community members have reliable access to healthy, local, and sustainably grown food, and everyone feels inspired to engage in their local food system.

GoFarm has three program areas:



### FARMER DEVELOPMENT AND SUPPORT

We support and train beginning farmers as they start their own farm businesses, and provide networking, mentorship, and a wholesale market for local producers. We emphasize environmentally-sustainable farming practices that are good for our health and our planet.



### LOCAL FOOD SHARE

A program where shareholders (members) make a commitment to local farmers by signing up for a full season of fresh, sustainably-grown food. We partner with 35+ local producers to provide food for shareholders, offering an easy and fun way for people to access locally grown food and engage in their local food system.



### COMMUNITY FOOD ACCESS

Making locally-grown food more affordable and accessible by reducing barriers such as transportation, price, and stigma. We create equitable and inclusive spaces where we hope everyone feels welcome to take part in their local food system.

## THE LOCAL FOOD SHARE

With the Local Food Share, shareholders make a commitment to local farmers by signing up for a full season of fresh, sustainably-grown food. Shareholders pay upfront, in 5 monthly installments, or via SNAP, then pick up their food from us each week during the season. We partner with 35+ local producers to provide food for shareholders.

### In 2024, we will host 3 Local Food Share seasons:

- Spring Season: 4 weeks from May 1 - May 22
- Summer Season: 20 weeks from June 12 - October 25
- Fall Season: 4 weeks from November 6 - November 27

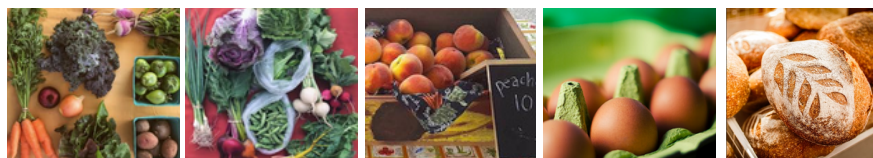
### The size and timing of our seasons align with the natural growing seasons in Colorado.

May is the start of the growing season for many cool-season crops, though variety and quantity are limited. Jun-Oct is Colorado's peak growing season when the most variety and quantity is available. In Nov, some cool-season crops are still being harvested and stored, but quantity and variety wanes. When it comes to farming - so much depends on the weather!

## 2024 SUMMER SEASON DETAILS

**Dates:** June 12 - October 25

### Share Options:



Veggies

More Veggies

Fruit

Eggs

NEW!  
Bread



Mushrooms  
(5oz or 10oz)

Microgreens  
(1oz or 2.5oz)

Whole Bean  
Coffee and  
Cold Brew

Flowers

NEW!  
Juices

NEW!  
Tempeh

- ★ **Tip:** The Veggies share includes 4-6 varieties per week during early season (June-July), and 5-8 varieties per week during peak season (August - October). We recommend it for households of 1-2 people, though it greatly depends on your eating/cooking habits.
- The More Veggies share includes 5-7 varieties per week during early season (June-July) and 6-10 varieties per week during peak season (August - October). We recommend it for households of 3+ people or if you cook a lot at home!

**Pickup Frequency:** Weekly or Biweekly (every other week). You can choose the same schedule for all of your shares, or mix and match! (i.e. pick up your veggies weekly and your eggs biweekly).

## Pickup Locations and Times:



### Downtown Golden

614 10th St,  
Golden, CO

**Thur: 3:30 - 6:30pm**

**Fri: 8 - 10am**



### Centura Golden

750 Warner Dr.  
Golden, CO

**Wed: 3:30 - 6pm**



### Centura Arvada

16320 W 64th Ave.  
Arvada, CO

**NEW SCHEDULE**

**Wed: 3:30 - 6pm**

## Payment Options:

- Full payment upfront (pay via credit card)
- 4 monthly installments (pay via credit card)
- 50% off Discount Share (pay via credit card)
- SNAP/EBT payment for 2 or 4 weeks at a time (pay via EBT/Quest Card)

Your balance due will depend on which shares and pickup frequency you choose.

It is our priority to provide nutritious food to people in our community. If you are experiencing financial hardship or need assistance, please reach out to us! Read more about SNAP and Discount Shares at [GoFarm.org/snapanddiscountshares](https://GoFarm.org/snapanddiscountshares).

## UNPAID BALANCE POLICY

For shareholders that signed up to pay in 5 monthly installments, your card on file will be charged for the first installment at the time of signup, and the remaining 4 installments on the **first of each month starting in July.**

If a recurring payment is rejected, one of our staff members will reach out to you to resolve the payment issue. **If we are unable to get a hold of you by the third week of the month, your account will be placed on hold (and we will not order your food) until unpaid balances are paid and a new payment method is provided.**

We will only pause your account if we are unable to get in contact with you about payment. We will send at least 2 emails and call the number on file before pausing your account. If you have trouble adding a new payment method, we are happy to help resolve any issues!

It is our priority to provide nutritious food to people in our community. If you are experiencing financial hardship or need assistance, please let us know and we will work to figure out a solution together! If you're paying with SNAP, we'll continue to offer leniency and flexibility as much as we can.

## BEHIND THE SCENES (HOW THE LOCAL FOOD SHARE COMES TO LIFE)

Planning for the Local Food Share season begins at least 6 months ahead of time. Some of our planning includes:

- Visiting farms, meeting new farmers, and reviewing the details (i.e. number of shareholders, buying procedures and schedules, food safety requirements, what crops are being planted, etc.)
- Coordinating our distribution and mobile market schedules
- Hiring interns and training volunteers
- Ordering supplies, creating educational resources, crafting recipes
- Promoting Local Food Share and attending community events



### Once the season starts, our weekly routines begin!

**1. Monday:** Local farmers send us their lists of available produce and we curate the veggie shares for 600+ shareholders, as well as for weekly mobile markets, food pantries, and other institutional customers. We also order non-veggies shares (eggs, flowers, etc).



**2. Tuesday:** We email shareholders with what's coming in the shares for the week. Many farmers also harvest produce on Tuesdays and prepare it for delivery.

**3. Wednesday AM:** Farmers pack-up and drop off their food to us in Golden! This is our receiving day, when we get to see the farmers in person, take inventory, and sort all the food.

**4. Wednesday PM - Friday AM:** We host 4 distribution events. For each one we arrive 2-3 hours early to set up. Once shareholders arrive, we enjoy seeing YOU in person and talking about the food, farmers, recipes, and more! Afterwards, we clean up and bring any leftover food to our Downtown Golden location.

**5. Thursday - Friday:** We host 4-6 mobile markets with #ChucktheGoFarmTruck! Markets are located in areas where there are greater barriers to accessing fresh, local food, and where our partners invite us to be part of their community.



**6. All of the food not picked up** at Local Food Share distribution goes to markets with #ChucktheGoFarmTruck, or is donated to a food pantry, or food organization. **Some organizations we donate food to include:**



Through our participation in the [Golden Food Pantry Assistance Grant](#), we also purchase food specifically for food pantries so they have nutritious produce for their constituents.

## WHAT TO EXPECT EACH WEEK

1. Each Tuesday, you'll receive an email listing the items in your shares for the week. We'll share recipes, storage tips, and information about your farmers. If you pick up on the biweekly schedule, you'll receive biweekly emails.
2. On your pickup day, meet us at your selected location to get your food. When you arrive, we will check you in, remind you of your shares, and provide information about the food. We can also help you pick out your food if you would like!
3. In efforts to reduce waste and resources, please bring **REUSABLE BAGS!**

★ **Tip:** Bring a box or hard container (Tupperware/Pyrex) to pack your tomatoes/soft foods in so they don't get squished!

4. We offer free **COMPOST** service! Composting is a great way to build healthy soils and reduce greenhouse emissions that come from throwing food waste into the landfill. Bring your food scraps in a compostable bag each week and we'll compost them at no cost to you.

★ **Tip:** Store food scraps in your freezer to keep them from smelling. Visit [Gofarm.org/single-post/gofarm-composting-program](https://gofarm.org/single-post/gofarm-composting-program) to see what items can be composted with GoFarm.



## FREQUENTLY ASKED QUESTIONS

### ★ QUESTION: WHAT HAPPENS IF I ACCIDENTALLY MISS PICKING UP MY SHARE?

If you miss your share on Wednesday or Thursday, you can ALWAYS pickup your food at the Downtown Golden location on Friday mornings from 8-10am. If you normally pickup on Friday morning, you can pick up on Thursday afternoon if you think you may miss pickup that week.

If you haven't picked up your food by Friday at 10am, we donate it to our Community Food Access programming, including our mobile markets and local food pantries. At this point, please know that your food was donated to others in your community!

### ★ QUESTION: CAN I PUT MY ACCOUNT ON HOLD IF I NEED TO MISS A WEEK OR TWO?

Yes! We will not order food for you during the week(s) your account is on hold, and you can schedule "makeup day(s)" to make up for the week(s) you missed. For directions on setting a hold, visit [Gofarm.org/single-post/shareholder-how-to-placing-a-hold-on-your-account](https://gofarm.org/single-post/shareholder-how-to-placing-a-hold-on-your-account). You can also let us know when you'll be gone via email or in-person, and we can set a hold for you!

**IMPORTANT:** Holds need to be made at least 1 week in advance of the days you will be missing. For biweekly shareholders, if you would like to schedule a makeup date on one of your "off-weeks", please email [localfoodshare@gofarm.org](mailto:localfoodshare@gofarm.org) and we can make this change manually for you!

## ★ QUESTION: CAN I CANCEL MY SHARE AND GET A REFUND?

Unfortunately, we do not offer refunds. Local farmers rely on your commitment as many of them set aside a portion of their crop to sell to GoFarm. Having consistent and reliable sales is very important for the success of small-scale farmers. We are very grateful to our shareholders, as you are joining us in a commitment to these farmers!

GoFarm also relies on the upfront funds from shareholders as they help us run our many programs that strengthen the local food system. Though, we know life throws us curveballs sometimes. If you have an extenuating circumstance or are experiencing financial hardship, please let us know and we will try our best to work with you! Visit [GoFarm.org/single-post/shareholder-policies](https://www.gofarm.org/single-post/shareholder-policies) to read more.

## ★ QUESTION: IS ALL THE PRODUCE ORGANIC? WHAT ABOUT LOCAL?

**Organic:** All produce from GoFarm is grown using organic and sustainable growing practices that are good for our bodies and our planet. Our local farmers use practices that sequester carbon, enhance biodiversity, build healthy soil, reduce on-farm waste, eliminate synthetic inputs, prevent erosion, strengthen climate resiliency, and protect the health and nutritional content of our food. Though please know that many of the farms we work with are not certified organic through the USDA certification process because many of them are very small in scale and certification is not feasible. Visit [GoFarm.org/standards](https://www.gofarm.org/standards) for more information.

**Local:** GoFarm considers local to be food grown within 400 miles of Golden, CO (following the USDA definition). Thus, food from GoFarm will always be grown within 400 miles of Golden, which spans the entire state of Colorado as well as some areas in neighboring states. GoFarm's mission is tied to Colorado and the vast majority of farms we work with are in Colorado. We prioritize small-scale farms that are as close as possible to our local community. Roughly 95% of farms we work with are located in Colorado, and roughly 75% are located in Denver, Jefferson, and Boulder counties.

**FOR MORE SHAREHOLDER FAQs, VISIT [GOFARM.ORG/FAQS](https://www.gofarm.org/faq)**

## YOUR FARMERS AND PRODUCERS

Local farmers are the foundation of a healthy, sustainable, and strong local food system. All of the farmers we partner with are local, small-scale growers who use sustainable growing practices. These farmers are hard-working, passionate stewards of the land, and we have the utmost confidence and trust in the quality of food they grow. Some of the farmers we partner with include:



Hoffman Farms



MetaCarbon Organic Farm



Grow Girl Organics



Wild Wicks Farm



Paper Kite Farm



Emerald Gardens



Mile High Fungi



Topp Fruits

**There are many more amazing farms** that we partner with to source food for the Local Food Share. To read more about your farmers, please visit [Gofarm.org/localfoodsharefarmers](https://www.gofarm.org/localfoodsharefarmers).

# SEASONALITY OF PRODUCE & WHAT TO EXPECT

Local farmers tell us what's available each week and at what price, so variety and quantity will vary each week and throughout the season. What is listed below are just guidelines, exact timing and variety varies based on weather, soil conditions, and more!

**Note:** Due to Colorado's climate, you can expect smaller veggie shares in the beginning of the summer season, and larger veggie shares toward the middle and end of the season when the harvest is more bountiful. Get ready to see a lot of lettuces and greens in the early weeks of the season!

**Cool-season crops:** Enjoy cooler soils; can tolerate cold; Brassicas, Alliums, Some greens, Root Vegetables

**Warm-season crops:** Enjoy warmer soils; can tolerate heat; Nightshades, Some greens, Summer Squash, Cucurbits

## MAY/JUNE

Bib Lettuce, Leaf Lettuce, Kale, Mustard Greens, Chard, Endive, Arugula, Spinach, Beet Greens, Radishes, Turnips, Beets, Spring Onions, Garlic, Herbs

**Why?** June's cool-season crops enjoy Colorado's cool, wet climate and are known to bolt when the weather gets too hot (meaning they are no longer harvestable). In addition, when the weather gets too dry and warm these crops can turn very bitter. Thus, these crops grow well in the chilly, wet springtime and are the first ones to pop up.

## JULY

Lettuce, Kale, Arugula, Chard, Bok Choy, Cabbage, Broccoli, Kohlrabi, Radishes, Beets, Carrots, Snow Peas, Summer Squash, Cucumbers, Onions, Potatoes, Scallions, Herbs

**Why?** In July, soils are getting warmer and are more hospitable to warm-season crops, and less hospitable to cool-season crops. Cool-season crops have reached maturity and are ready to harvest before they turn bitter from the heat. Warm-season crops were planted recently (after the threat of frost), and ones with shorter days-to-maturity (meaning they take less time to mature/harvest), are ready to harvest.

## AUGUST

Lettuce, Kale, Cabbage, Chard, Carrots, Beets, Cauliflower, Peppers, Tomatoes, Eggplant, Summer Squash, Cucumbers, Okra, Onions, Beans, Peas, Corn, Artichoke, Potatoes, Herbs

**Why?** In August, we're deep in the heat of summer. Crops that thrive during this time love the intense heat and some have longer days-to-maturity (they take longer to mature/harvest). Most farmers planted nightshades in the spring (in indoor seed flats) and in July, transplanted them to outdoor soils where they grow to maturity. Because of their long days-to-maturity, they are often not ready to harvest until August. Many of these crops produce many rounds of harvest from the same plant, so once the plant matures, the veggies keep coming for weeks or months!

## SEPTEMBER

Lettuce, Kale, Celery, Cauliflower, Broccoli, Brussels Sprouts, Radishes, Turnips, Beets, Peppers, Tomatoes, Eggplant, Potatoes, Butternut Squash, Delicata Squash, Cucumbers, Onions, Beans, Peas, Scallions, Herbs

**Why?** In September, fall starts to settle in. Warm-season crops that need warm soils for their seeds to germinate and have much longer days-to-maturity are finally ready to harvest. I.E. winter squash require warm soil for planting but take 80-100 days to mature. We also begin seeing cool-season crops again that tolerate the cool September soil and that have shorter days-to-maturity, such as root vegetables.

## OCTOBER

Lettuce, Collard Greens, Kale, Chard, Arugula, Celery, Cauliflower, Brussels Sprouts, Beets, Carrots, Peppers, Tomatoes, Potatoes, Onions, Winter Squash, Pumpkin, Leeks, Scallions, Herbs

**Why?** In October we see crops that hold up well in cool soils and can handle the cold nights. We also harvest storage crops, which can be stored over the winter in semi-controlled environments. Crops that store well usually have a hardy flesh, such as winter squash and root veggies, as well as alliums such as onions and garlic.

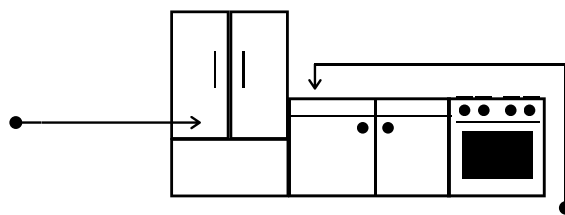


# FOOD PREP AND STORAGE GUIDE

- 1. GoFarm produce is sustainably-grown and experiences minimal handling, but should still be washed before you eat!** The general advice is to wait to wash your food until right before you eat it. Though to help you enjoy everything in your share, we suggest prepping it all as soon as you get home- i.e. remove the tops from the root veggies, rinse and dry the greens, put the refrigerator foods in their own containers, etc. This process will give you a great sense for what's in the share and how it looks at its freshest, and it only takes 5-10 minutes! Plus, afterwards everything will be ready on-hand to eat and salads will be half-way done!
- 2. Countertop foods:** Keep in a cool, dark, well-ventilated part of your kitchen (or root cellar). When in doubt, think about how they're displayed in the grocery store- i.e. in a cold case vs the center of the produce section.
- 3. Refrigerator crisper drawer foods:** Remove the greens from your root vegetables before storing (if they are left together, the roots and leaves will dry out and lose their crispness). To maximize freshness for your greens, wrap them in a paper towel in a reusable bag, OR wash, spin dry, and store in a salad spinner in the fridge!

## In refrigerator crisper drawer:

- Fresh Beans
- Brussels Sprouts
- Cabbage
- Corn
- Eggplant
- Green Onion
- Snow and Snap Peas
- Bell Peppers
- Cauliflower
- Summer Squash
- Leafy and Hearty Greens
- Herbs (except basil)
- Broccoli
- Cucumber
- Okra
- Root Veggies: beets, carrots, radishes, kohlrabi (remove greens and store separately)



## On countertop:

- Garlic
- Onions
- Shallots
- Tomatoes
- Hot Peppers
- Winter Squash
- Potatoes
- Basil (stems in water, covered with baggie)

# HIERARCHY OF FRESHNESS



**1. Salad:** The more tender the green, the quicker it can go bad. The drier you can keep your lettuces, the longer they'll last (salad spinners, or paper towels that absorb moisture can help). Plan to have a salad on the nights you pickup your food and you'll never waste your greens again!



**2. Hearty greens:** Collards, kale, beet greens, turnip greens, chard, etc., will last several days longer than lettuces, but you'll want to eat them fairly soon, within 2-3 days.



**3. Fruits:** Think tomatoes, peppers, summer squash, melon, beans, cucumbers, eggplant - basically anything with seeds inside (with the exception of winter squash). These tender fruits are susceptible to shriveling, eat them within 3-4 days, if you can even wait that long!



**4. Roots:** Take the greens off the root veggies and store separately in a plastic bag or air-tight container where they'll last for up to a week. Pro tip: if your roots get rubbery, you can soak them in cold water in the fridge to crisp them back up. These guidelines are also true for "crunchy" veggies such as celery, asparagus, broccoli, cabbage, and asparagus.



**5. Onions, potatoes, pumpkins, winter squash:** These hearty veggies (also known as storage crops) can survive on your counter for weeks or months, as long as they are kept cool and not exposed to too much sunlight. Use them up before they start to sprout or shrivel. If your potatoes turn green, it's time to compost them!

## HOW YOUR PURCHASE MAKES A DIFFERENCE

When you get home and unpack your food from GoFarm each week, you're not just unloading something tasty to eat, you are actively participating in the local food system and **contributing to a web of positive change.**

Typically, when you purchase produce from the grocery store, only a sliver of your dollar goes back into the pockets of the farmers who grew that food. The rest of your dollar goes toward packaging, shipping, storing, retail stores, etc. The farmer has little to no say in the price they sell their product for, and the sliver of profit they receive makes it very hard for them to thrive, or in some cases, even sustain their farm (why many large farms need government subsidies to survive).

But when you purchase food from GoFarm, your local farmers have set their prices based on the actual value of the food, not what the grocery store deems as its value. The actual value accounts for the cost of the land, water, and equipment required to grow the food, the work to ensure healthy, rich soils for sustainable growing practices, and the long hours and labor required by farmers and farm workers (while ensuring equitable and safe working conditions).

With your purchase, your dollars are primarily going back into the hands of local farmers to cover these costs and allow farmers to make a profit.

And that's not all. With your Local Food Share purchase, you are:

- voting with your dollar and creating demand for local food and sustainable agriculture (which is crucial to the health of our planet!)
- improving your local economy by keeping your dollars local
- helping GoFarm make food more affordable and accessible in our community
- helping GoFarm train and mentor beginning farmers as they start their own farm
- helping GoFarm provide educational resources in the community



## SHAREHOLDER IMPACT IN 2023



Supported **35** sustainable farms and paid **\$340,600** to local farmers and producers for food, mentorship, and farmer stipends.



Made food more affordable and accessible for **700** households.



Donated **1,654** pounds of fresh, locally grown food to **5** different food pantries and community organizations.



Provided food to **590** Local Food Share members across **4** distribution locations in Denver and Jefferson County. Offered **150+** varieties of local food.



Offered free compost service for all customers, composting **1,665** pounds of food waste.

## OTHER WAYS TO GET INVOLVED WITH GOFARM

- **Volunteer:** We are always looking for volunteers to help us run our programs! We need consistent volunteers to help set up and run distribution and mobile markets, wash and sanitize food storage bins, and conduct cooking demonstrations. We also need volunteers for our annual Harvest Dinner.

If you're interested in volunteering, please fill out the form at [Gofarm.org/volunteer](https://Gofarm.org/volunteer) and we will share more details about our volunteer opportunities.

- **Donate:** We rely on the generosity of our donors to help us fund our programs and activities. If you are able to give, you can do so on our website at [Gofarm.org/donate](https://Gofarm.org/donate). We appreciate any donation, no matter the size. In addition to funds, we also accept donations of property, vehicles, farming equipment, or office supplies! Please reach out to [info@gofarm.org](mailto:info@gofarm.org) if you have more questions about donating an item to GoFarm.
- **Attend Events:** We host classes, workshops, farm tours, happy hours and more. We also host two major fundraising events, the Sunrise Awards Breakfast in May, and the Harvest Dinner in November. These events are a great way to learn, get involved, and meet more members of your community. See our events calendar at [Gofarm.org/events](https://Gofarm.org/events).
- **Help spread the word about GoFarm!** Tell a friend or family member about us and invite them to visit our website.