Herb Business

When I first started working for Troy in 2001, when the farm land was still covered in trees, it was our goal that the farm would eventually be able to earn enough money to pay it's own expenses. I've been working toward that goal ever since. While I cannot report that I've achieved the goal as of yet, I do want to tell you about a little business enterprise that is helping us along the way.

In your share this week, you have a bag of either fresh thyme or oregano. These herb packs are examples of the products we are selling through our new herb business. (As you open your little herb bag, be sure to take a look at the label. The small print under the herb name includes ideas for how to use the herbs, some of which include other vegetables from your share this week!) Each week we pack between 100 and 300 of these bags full of basil, dill, chives, sage, mint, and other herbs. Right now all those herbs are going to the Willy Street Co-op where they sell them off of the produce racks. At a wholesale price of $1.50 per pack, we are making a good income off of this little business.

Herbs are a product that is especially well suited to Troy. As you know, our farm is only 5 acres and will never be any bigger. Our land is limited. So, we need wholesale crops that do not take up a lot of space and still bring in a good price. The herbs fit this description perfectly. Whereas something like sweet corn is exactly the opposite kind of product. It takes up a great deal of space and sells for only about $.33 per ear.

While I wish I could take credit for coming up with this brilliant idea for an urban farm business, I cannot. Doug Wubben at Drumlin Farm did all the development work, and ran the business himself for several years. But this past winter he took a job working as the Wisconsin Homegrown Lunch Project Coordinator, and decided he could not keep up the herb business at the same time. I was both delighted and honored that he wanted to pass the business on to Troy.

Back in February I started hundreds of herb seeds and planned where the herb garden would go. We planted the seedlings in May and have been nursing them along ever since. In July we started harvesting full tilt and will keep it up through October and into November. Most of the perennial herbs like thyme and oregano will be fine even after the frost.

At first I was a bit anxious about my ability to keep the co-op supplied. But now I feel confident that we can supply that store and others. Next year I will work on expanding our sales to the Jenny Street Market and Whole Foods. I never used to be much of an herb grower, but now I love it. It is so pleasant even just to smell them as I work. And I'm getting good at counting up by $1.50 as we make our way to financial self-sufficiency.
Volunteer to do a shift at the CSA Pick-up?

As you know the students from the Farm and Field program have been helping me out at the farm stand this summer. They are the folks who usually tell you what is in your share and help you identify any unfamiliar items (like edamame!). They have been a great help to me, but next week will be their last shift at the farm stand. They are headed back to school already, hard as it is to believe.

So, I’m wondering if any of you would be interested in doing a shift at the stand. You would get a chance to meet lots of other CSA members, test your strength hauling full crates of vegetables, and (the best part) fill up your bag with any extras we have left at the end of the pick-up.

I’m looking for 9 volunteers to work one Thursday each beginning August 25th and ending with our last delivery week on October 20th. I will meet you at the stand at 3:30 PM for set up. And we should be done with clean up by 6:45 or 7:00 PM.

Send me a message at claires@chorus.net or call me at 442-6760 to find out more and sign up for a slot!

Recipe

Send newsletter comments, suggestions, and recipe ideas to:
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Raffle Results

Our raffle was very successful! We raised $4143 to go toward our new truck. AND Claire sold the most raffle tickets (261!) which means she gets the free massage. Thanks to all of you who purchased tickets, donated prizes, and helped to make this raffle such a great success.