



LOCAL PROVISIONS  
— FOR —  
MODERN DOMESTIC LIVING

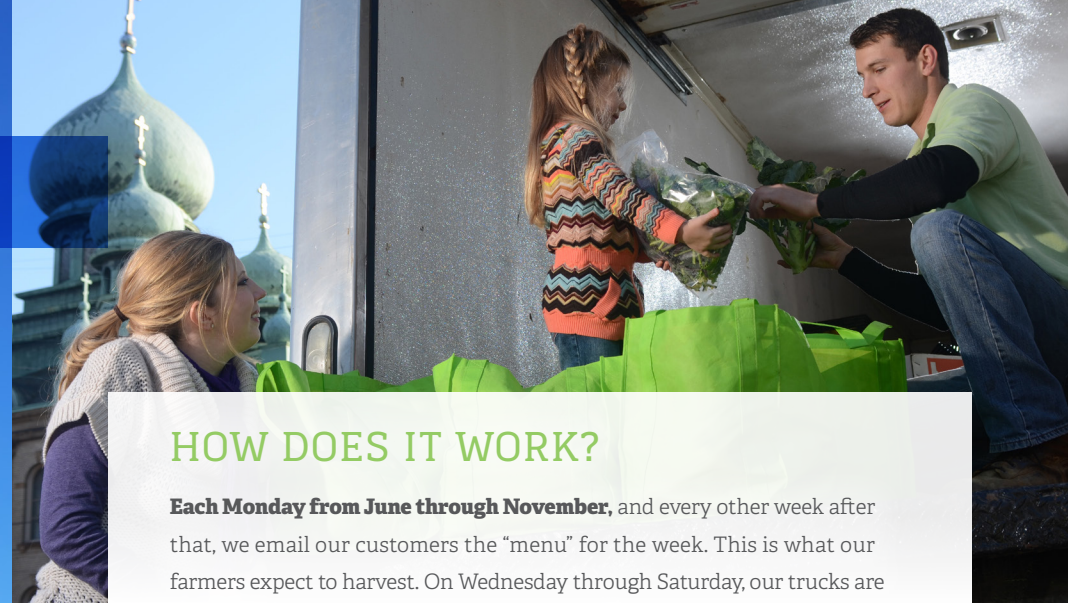
[www.freshforkmarket.com](http://www.freshforkmarket.com)



WHAT IS

# FRESH FORK MARKET?

**Fresh Fork Market** is a weekly grab-bag of local, sustainably-produced foods – think of it as a meal plan for the week. We call it a Farm Buying Club, and it is similar to a CSA (community supported agriculture). We work with nearly 100 family farms to assemble a meal plan based on what is in season, including fresh produce, whole grains, farm fresh eggs, grass-fed dairy products, and pasture-raised meats. Each week, our subscribers pick up their groceries from the back of one of our refrigerated box trucks. Our trucks can be found at over 18 convenient locations, including churches and schools in your community.



## HOW DOES IT WORK?

**Each Monday from June through November**, and every other week after that, we email our customers the “menu” for the week. This is what our farmers expect to harvest. On Wednesday through Saturday, our trucks are on the road going directly to the family farms that grow the food. The food is brought back to our warehouse in Cleveland, sorted, and shipped back out for delivery to your pickup location. Each week, the subscribers check in at the pickup location, get their groceries, and away they go. Each week’s package is accompanied with recipes via our newsletter, Facebook page, and blog. We also host workshops to help customers better utilize their ingredients.

## IS IT ONE-SIZE-FITS-ALL?

**No. We offer three sizes and three dietary preferences.** In the first two packages, the Small and the Large, we select all the ingredients.

**THE SMALL** is the “base package” and it is available in an omnivore, vegetarian, and vegan configuration. The most popular is the omnivore, which includes meats, cheeses, pastas, and more, in addition to the produce.

**THE LARGE** is the Small package with some additional items – usually more meats and cheeses. The Large is not only more volume, but also more variety.

**THE FULL ACCESS** is a hybrid. The customer receives the Small package plus items they select. The benefit here is that if you are a member who expects to need lots of extra food, such as milk, cheeses, and extra meats each week, then you are getting a discount on these extra items by purchasing “credits” upfront.

We recommend that first-time customers select the Small or Large package. We also offer an every-other-week winter subscription available in only one size – there is not a vegetarian or vegan option available in the winter.



ALL IMAGES BY TIM HARRISON



## WHAT'S IN EACH WEEK'S SHARE?

**What is in the bag varies from week to week**, based on what ingredients are available locally. We choose high quality, fresh products from local farms. Over the course of the season, our subscribers will enjoy more than 300 different products. To see what has been in each of our bags for the past several years, please view our newsletters and blog posts at [www.freshforkmarket.com](http://www.freshforkmarket.com).

## HOW MUCH DO I GET?

**A sample** of the contents of a week's bag can be seen below:

## AN ARRAY OF FINE LOCAL INGREDIENTS



FARM FRESH PRODUCE



ARTISAN FOODS



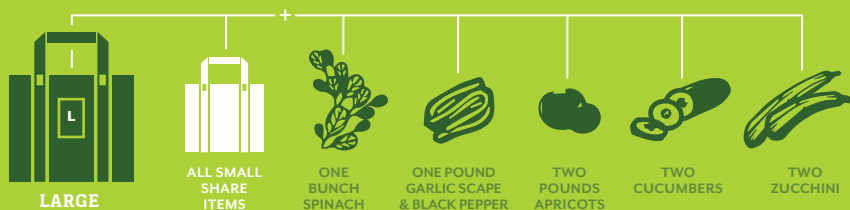
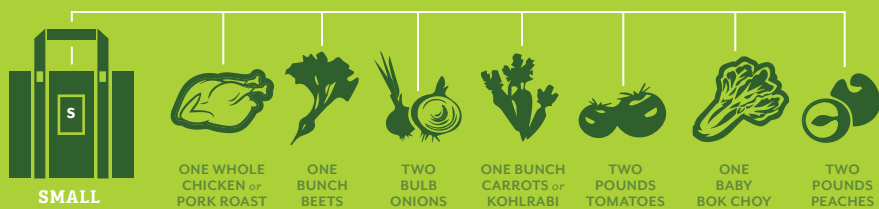
FARMSTEAD DAIRY



ORGANIC GRAINS



GRASSFED MEATS





## WHAT DOES IT COST & HOW DO I JOIN?

**The overall program cost varies** based on the size of package and payment plan you select. The Small package starts at just \$25 per week. The Large starts at \$40 per week and the Full Access starts at \$50 per week. In addition, all the packages have a one time membership fee of \$25. Customers subscribe for 22 weeks in the summer. We also have a winter season which is every-other-week for 15 deliveries in the winter. Learn more and subscribe online at [www.freshforkmarket.com](http://www.freshforkmarket.com).

## IS THERE A PICKUP LOCATION NEAR ME?

**We are adding new pickup locations every year.** With more than 18 public locations in 2013 and even more each year, you are sure, you are sure to find a stop that is close to you. Our most popular locations include Westlake and Lakewood in the west, Beachwood and Cleveland Heights in the east and Brecksville and Copley in the south. To find the location and time that is the most convenient for your family, please visit our website. We also have corporate locations so some customers can pick up at work. If you think Fresh Fork Market would be a good fit for your company, contact your HR director to see if it fits your company's guidelines.



## WHY JOIN

# FRESH FORK MARKET?



We work with over 100 small family farms and artisan producers within a 75-mile radius of Cleveland. Besides the obvious benefit of putting your money in the hands of your neighbors, this also ensures that we can put food on your table quickly – often within 24 hours of harvest.



We work directly with our suppliers. Our food is GMO-free, minimally treated, and organic when possible. When it comes to our farmers' meat and eggs, the animals are raised hormone-free and lead a rich, healthy life.



The Fresh Fork Market trucks are out nearly every day picking up products for your subscription. Most of these items are harvested the day before, ensuring that all the produce in your bag is truly fresh.



Once picked, produce immediately begins to lose its nutrition. The farmers that sell to us are committed to nutrient-dense growing methods, and the sooner ingredients make it to the table, the better they are for you.



Many fruits and vegetables produce the bulk of their flavor and taste in the final stages of growing. Most conventional produce is grown far from home, picked before it is ripe and treated to look riper. Fresh Fork products are harvested as late as possible. It's a difference you can taste.





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PRODUCE



ARTISAN  
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FARMSTEAD  
DAIRY



ORGANIC  
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GRASSFED  
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