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## Appendix C

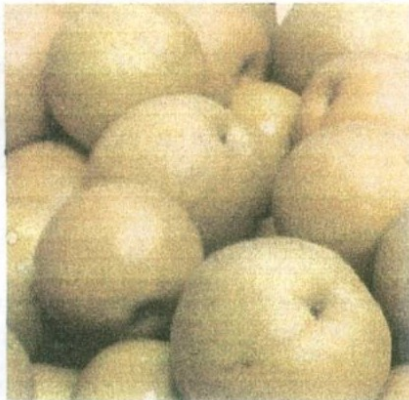
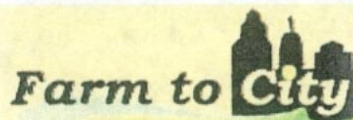
Ordering Website:

[www.farmtocity.com/HometownFoodClub.asp](http://www.farmtocity.com/HometownFoodClub.asp)

SARE Report (April 2005)

Marketing to Preschool and After School

Programs & Parents: FNE04-508



#### Hometown Food Club

[BUYING CLUB HOME](#)

[PRODUCER PROFILES](#)

[MY ACCOUNT](#)

[APPLICATION FORM](#)



## Hometown Food Club

Join our food club,  
today!

### ENJOY A YEAR ROUND HARVEST OF HEALTHY FOOD CHOICES

#### A CONSUMER/PRODUCER COLLABORATIVE

Today's food world is different from the food environment in our Great Grandmother's Day. Food scientists take farm foods apart and sell the parts to factory food manufacturers. They claim their concoctions are better than the whole foods Mother Nature created. No longer do you have to be a pawn in this 21st century food factory game. When you become a member of the **"Hometown" Food Club**, you have another "whole food" option.

The **"Hometown" Food Club** is a **collaborative of consumers and producers** dedicated to creating an **effective regional food system**. Farmers grow nutrient-rich fresh foods while cooks create innovative products. Today's regional farm and food entrepreneurs use ingredients you recognize—complex whole foods. Our bodies are designed to take whole foods apart, not put parts back together. **Become a collaborator—a "Hometown" Food Club member.**

As a member, you can **purchase online on this website** and have the foods delivered to your home. You can also **attend monthly gatherings** where you can connect with neighbors focused on a healthy lifestyle. Club members plan harvest excursions, visit farmers, have potluck dinners, evaluate new product samples and share recipes over email **[hometownfoodclub@berk.com](mailto:hometownfoodclub@berk.com)**.

Members can also visit **[www.ourhometownfoods.com](http://www.ourhometownfoods.com)**, a **product education website**. Here you will access: fresh food recipes; complete nutrition analysis of foods on the product list; information about growing practices; suggested uses and serving sizes. A link to the **World's Healthiest Foods website**, **[www.whfoods.com](http://www.whfoods.com)**, updates your knowledge of individual nutrients.

### **BI-WEEKLY PRE-ORDER**

Members can place orders **from Thursday 1 p.m. to Sunday 11 p.m. (a three-day order window, open once every two weeks)**. A minimum weekly order of \$25 is recommended.

### **HOW YOUR ORDER IS PACKAGED?**

We pick up and repack your ordered food items the day before it is delivered to you. **All frozen foods arrive packed with dry ice in insulated boxes. Ice packs keep refrigerated, baked, canned and dry foods cool during shipping.** We will reuse insulated boxes to keep costs down.

### **UPS DELIVERY**

- Weekly deliveries are made by **UPS to individual households on Fridays**. You can reuse the shipping box and ice packs if you mail them back to **Hometown Foods, 362 Eichybush Rd., Kinderhook,**

## **GROUP SITES**

**Currently, no group sites are available.**

When there is a group of members who need delivery to the same shipping address, **club members can organize a drop-off site** for truck delivery. Typical places might be churches, schools or garages where pre-packaged boxes can be delivered and picked up. You will go to your pick-up site during its open hours, bringing your own durable insulated cooler to transfer your order. Boxes will be broken down, stored at the site and returned at the next delivery for reuse.

## **“PRODUCT SELECTION CRITERIA”**

We demonstrate a commitment to **HEALTHY FOOD CHOICES** by working with dietitians to choose products that meet the following criteria:

### **INGREDIENTS**

#### **1. Naturally RICH in**

COLOR using NO FOOD DYES

TASTE with UNIQUE FLAVOR COMBINATIONS to inspire palate change

NUTRIENTS with COMPLETE ANALYSIS of VITAMINS, MINERALS & ANTIOXIDANTS

FIBER from WHOLE GRAINS, BEANS, FRUITS and VEGETABLES

#### **2. LOW in added FAT, SUGAR & SALT**

.

#### **3. WHOLE FOODS using no newly patented food parts**

#### **4. REASONABLE PORTION SIZES**

## **"PRODUCT SELECTION CRITERIA"**

We demonstrate our commitment to HEALTHY FOOD CHOICES by working with dietitians to choose products that meet the following criteria.

### **"PRODUCT SELECTION CRITERIA"**

#### INGREDIENTS

- **Naturally RICH in**
  - COLOR** using **NO FOOD DYES**
  - TASTE** with **UNIQUE FLAVOR COMBINATIONS** to inspire palate change
  - NUTRIENTS**—**COMPLETE ANALYSIS** of **VITAMINS, MINERALS & ANTIOXIDANTS**
  - FIBER** from **WHOLE GRAINS, BEANS, FRUITS and VEGETABLES**
- **LOW** in added **FAT, SUGAR & SALT**
- **WHOLE FOODS** using no newly patented food parts
- **REASONABLE PORTION SIZES**
- **SEASONAL TROPICAL PRODUCE** included for **NUTRIENT DENSITY**

#### GROWING and PROCESSING PRACTICES

- **ORGANIC** or **LOW SPRAY** fruits & vegetables with **MINIMAL PROCESSING** to reduce nutrient loss
- **USDA** processed **DAIRY** and **MEAT PRODUCTS** **FREE OF ANTIBIOTICS, NITRATES, NITRITES OR HORMONES!**
- **AGRICULTURE & MARKETS** and **HEALTH DEPARTMENT** certified food preparation facilities, recipes and processes

#### REASONABLE COST INPUTS

- **Priority purchasing** from **NY LOCAL** and **REGIONAL** farms and food entrepreneurs
- **LOW-COST PACKAGING** and **ADVERTISING**
- **EFFICIENT PICK-UP** and **DELIVERY**

**Have Fun  
Exploring  
Delicious, Regional  
"Whole Food Innovation"  
at its Best!**

**Our "Hometown" Food Club product list includes:**



**Fresh Vegetables, Fruits and Eggs**



**Dairy, Canned, Dry and Baked Products**

**and**

**Frozen and Vacuum Packaged Products!**



**Meal Kits  
with  
Meats,  
Beans  
or Cheese  
and  
Vegetables.**

**Frozen Fruit Desserts  
Apple Cranberry—A  
Taste of Pie Without the  
Calories of the Crust!**



**Frozen Fruit Bread Kit  
Cinnamon and raisins  
spice up apples in this  
aromatic fruit bread.**



# Club Application Form

**YES, I WISH TO JOIN THE "HOMETOWN" FOOD CLUB!  
(NEW MEMBERS ONLY)**

Today's Date:

First name:

Last name:

Home Address:

City

State

NY Choice

Zip

Shipping Address:

City:

State:

Please Select

NY Choice

Zip:

Home phone:

Work phone:

Email:

Email 2:

**Please select the password you would like to use to log onto  
FarmToCity:**

Password:

Confirm Password:

**April 9, 2005 Notice**

All "Hometown" Food Club orders will be trucked by UPS direct to your shipping address. No group delivery sites are available at this time.

The site where I wish my "Hometown" Food Club order to be sent is (check only one)

Shipping Address

I will mail my check for \$ <sup>0</sup> (\$75) This covers an introductory membership fee of \$25, plus a deposit of \$50 in my account towards future purchases.

Check No. <sup>0</sup>

*I wish to join the Hometown Food Club for a four-month trial period. I understand the Ordering Instructions. I will be home to receive my UPS delivery or I will make arrangements to have someone receive it. Furthermore, I agree to maintain a balance in my account sufficient to cover each bi-weekly order.*

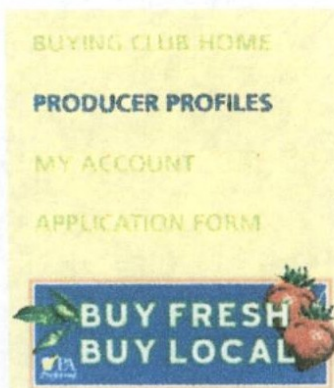
# Sample Product List

Product #	Product	Quantity	Price	Unit Price	Brand	Description
	<b>BREADS</b>					
BY1	Artisan Br.--Raisin Pecan	1 loaf (1 lb.)	\$4.60	\$4.60 per lb.	HawthVal	A dense whole wheat bread laden with raisins and pecans
BK1	Quick Bread Kit, Banana	1.5 lb.	\$6.00	\$4.00 per lb.	Hometown	All ingredients included, containing whole grains & seeds. See website!
	<b>CEREALS</b>					
CBB1	Birdseed Breakfast	6 pkgs (32 oz.)	\$3.00	\$1.50 per lb.	Hometown	Presoaked, frozen, organic cereal that cooks quickly in 3 to 5 min
CWC1	Chex Mix, Almond Raisin	1 oz.	\$0.30	\$4.80 per lb.	Hometown	
	<b>DAIRY PRODUCTS</b>					
CCJ1	Cheese, Jalapeno	4 oz.	\$2.50	\$10.00 per lb.	Eklund	organic farm, artisan cheddar
CSB1	Cheese Snack, Blueberry	9 oz.	\$3.00	\$5.33 per lb.	Hometown	A low-calorie, whole fruit gelatin with cottage cheese & blueberry sauce.
	<b>DRESSINGS</b>					
DD1	Dilly Dressing	9 oz.	\$3.00	\$5.33 per lb.	Hometown	Low calorie! Dill & sweet/sour sauce blended with cottage & cream cheese.
	<b>FRUITS &amp; VEGETABLES (FRESH)</b>					
	<b>FRUITS--FRESH</b>					
FFA1	Apples, Large	each	\$0.75		HonWt	organic, Braeburn
FFA2	Apples, Small	half bu.	\$3.00		GoldHarv	Empire
	<b>VEGETABLES--FRESH</b>					
FVL1	Lettuce	1 head	\$2.00		Roxbury	organic
FVL2	Lettuce, Mixed & Washed	1/2 lb.	\$1.50	\$3.00	Hometown	organic--Crispin, Red Leaf, Romaine
FVS1	Salad Mix	1/2 lb.	\$3.25		HawthVal	organic
	<b>FRUITS &amp; VEGETABLES--FROZEN</b>					
	<b>FRUIT DESSERTS--FROZEN</b>					
FFDA1	Apple Cinnamon Cobbler	12 oz	\$4.00	\$5.33 per lb.	Hometown	A taste of apple pie, without the crust
FFDP1	Peach Blueberry Compote	14 oz.	\$4.00	\$4.60 per lb.	Hometown	Whole peaches & blueberries with a coriander spice packet.

Product #	Product	Quantity	Price	Unit	Brand	Description
				Price		
	FRUIT SAUCES--FROZEN					
FFSS1	Strawberry/Rhubarb	8 oz.	\$4.00	\$8.00 per lb.	Hometown	Strawberry and rhubarb puree, pectin with 25% sugar
	VEGETABLES--FROZEN					
FRVA1	Asparagus Gems	4 oz.	\$1.00	\$4.00 per lb.	Hometown	organic
FRVC1	Corn Kernels	4 oz.	\$0.50	\$2.00 per lb.	Hometown	organic, repackaged
	PREPARED MEALS--FROZEN					
	STIR FRY MEALS					
FRMCV1	Cajun Vegetable	19 oz. 2 serv.	\$8.50	\$6.80 per lb.	Hometown	A combination of garden vegetables & cheddar cheese with Cajun spice.
FRMBG1	Cheesy Beef Goulash	22 oz. 2 serv.	\$8.50	\$6.18 per lb.	Hometown	Macaroni with mild chili sauce, vegs. and cheese
	PROTEIN FOODS (Frozen)					
	PROTEIN--ANIMAL					
PAE1	Eggs, Large	1 doz.	\$2.50		Eklund	organic, free-range chickens
PAE2	Eggs, Medium	1 doz.	\$1.75		FeathRidg	conventional
PAHD1	Hot Dogs	1 lb.	\$7.25	\$7.25 per lb.	Van Wie	Beef & pork with no nitrates/nitrites Expect a light brown color, not pink
PAP1	Rolled Pork Roast	3-4 lbs.	varies	\$5.00 per lb.	Van Wie	boneless, natural pork
	PROTEIN--VEGETABLE					
PVBV1	Burgers, Veggie	10 oz. 4 serv.	\$3.62	\$5.80 per lb.	LtLife	Texas Mexican flavored with beans
PVBS1	Burgers, Soy	10 oz. 4 serv.	\$2.69	\$4.30 per lb.	LtLife	Tomato flavored with spinach base
	SOUPS--FROZEN					
FSP1	Cheesy Pumpkin Soup	2 lb. 13 6 serv.	\$8.50	\$3.00 per lb.	Hometown	Cheddar cheese and spices flavor a combination of pureed pumpkin, onion, pepper and parsnip.
FSB1	Curried Butternut Chow.	1 lb. 12 4 serv.	\$5.50	\$3.15 per lb.	Hometown	Curry flavors butternut squash puree, vegetable broth, beans and corn. Add 1 cup 1% milk.



Hometown Food Club



## Producer Profiles

### **HOMETOWN FOODS, LLC**

**Hometown Foods, LLC** is located on the family farm at **362 Eichybush Rd., Kinderhook, NY 12106**. Phone/Fax: **(518) 758 7342**. Email:

**[hometownfoods@berk.com](mailto:hometownfoods@berk.com)**. In a modern 1400 sq. ft. kitchen, owner, Anna Dawson, and her team create **innovative frozen and vacuum packaged cooking kits**. The consumer is provided directions for quickly turning these kits into nutritious meals. Kits include homemade soup, main dishes, fruit breads, desserts and fruit sauces. The main focus of the kitchen is on fruits and vegetables complimented by small amounts of cheese, meats and spices.

To learn more about our frozen products and other "Hometown" Food Club items, visit our product education site, **[www.ourhometownfoods.com](http://www.ourhometownfoods.com)**. Members will find up-to-date nutrient information from a link to the World's Healthiest Foods, **[www.whfoods.com](http://www.whfoods.com)**. Fresh and processed products are provided with suggested uses, recipe ideas, serving sizes and nutrient analysis.

### **VAN WIE NATURAL FOODS**

Richard Van Wie raises pigs and beef in Columbia County. He cuts and vacuum packages meat products at his store, a USDA inspected facility. Richard retails meats at his "natural food's" store (North of Hudson on Rt. 9) and markets over the internet. He ships frozen meats in insulated boxes that customers return for refills. Visit **[www.vanwienaturalfoods.com](http://www.vanwienaturalfoods.com)** to order meats not listed in the club's product list. To contact Van Wie Natural Foods, Inc., call **(518) 828 0533** or email **[richardvanwie@aol.com](mailto:richardvanwie@aol.com)**.