

OMAHA'S HIGH GROUND

A HEALTHY MARKET GARDEN

Nourishing civic-minded people with food from a social and environmental high ground.

Free Range Eggs — Nutrient Rich Produce — Local — Fresh — Pesticide Free — Herbicide Free

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Find us on Facebook at: Omaha's High Ground: A Healthy Market Garden

Greetings Fellow Local Foods Enthusiast,

Our family has recently started a very small business that focuses on providing fresh, local, responsibly-raised produce and eggs to our surrounding community. Six years ago, we purchased a small acreage on 192 Street, just South of Center. Our dream was to use this 3.5 acre plot of land to feed people, to educate and provide outreach to the surrounding community, and to allow ourselves and others to reconnect with the source of our food. In these six years, we have worked full days, everyday, to slowly convert this once-neglected turfgrass acreage into a foundation upon which we can build this dream. Even though we have a long way to go in our continued improvements, we have enough elements in place that we have decided to officially jump in to the local foods market.

Before continuing, we want to emphasize that in addition to feeding people, our other primary goals are to use this place and this business as a means to raise good kids (our four kids work daily in support of the endeavor), to do our part in healing the earth, and to empower other people to take ownership of their food and the environment. We are not looking to get rich, but instead, to live a rich life.

We are reaching out to you to introduce ourselves, to invite you to visit us, to call us, to share your advice and wisdom as a producer. We are also inquiring as to whether or not you might be interested in utilizing our prime location as a place to sell some of your own produce or products. We know how hard you work to grow your produce. Like you, we have devoted countless hours to production. Knowing this, and knowing that many growers then spend additional countless hours at Farmer's Markets trying to sell their products, we are hoping that we can use our location to help you reach a wider customer base with less input of time and resources. This arrangement could be mutually beneficial in that it would also allow us to maintain regularity in inventory, which will keep people coming back, while also making a small commission from the sale of your product. We would have an informal, low key, no stress arrangement. We would be an outlet for extra produce that didn't sell at your primary outlet, like a Farmer's Market, for example.

Our plan is to build a roadside stand along 192 Street, an incredibly busy thoroughfare that will be even busier following the massive mixed-use development that has begun near 192 and Dodge. We would stock it with our own produce and eggs, and we would accept produce and products (honey, for example) from others. Initially, we are going to try an honor system payment method using cash and/or Paypal. This will be an

experiment. We recognize there is potential for occasional loss, but there is also potential for building income and community with much less time invested than having to sit at a Farmer's Market or even at the stand itself. It is a way to sell without the labor of selling.

This approach is a leap of faith. We have found testimonials of producers who have used this model of marketing successfully for years. We have also found a few stories of theft and loss. We are planning on trying it, and if we have to adjust, we will. We have secondary plans in place if needed, like using signage to bring customers up to the stand that is positioned closer to our house (thereby giving more security), utilization of security cameras, and even staffing the stand if necessary. The staffing option is obviously the most secure and most personal approach, and we are open to this option, but to justify staffing it we need to sell enough produce to pay an hourly salary. To know whether or not we can sell enough produce to justify an hourly salary, we humbly ask you to take a leap of faith with us by providing us with the opportunity to offer some of your produce. Like everything we are doing, it is a leap of faith and a learning process. We will adjust, in partnership, as needed.

We hope to meet you, and we hope that we can take this leap of faith together. We hope that our location and work building customer relationships and the stand itself will benefit you, that we can provide you with another option for selling, and that this opportunity will open new markets that will require less input of your time and resources. We hope you have a great season of growing, that you find prosperity and health and reward in all your hard work. Please feel free to call us if you would like to talk.

Best Regards,

Dave and Katie Keber, Cambell, Lincoln, Harper, and Presley

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