



Survey Results



The results are in! Close to 200 of you, our Frog Hollow Farm CSA members, took the time last month to tell us what you love about our fruit and our service--and even more helpfully, pointed out where we can make improvements.

First up was fruit quality, and here autumn surprisingly trumped summer. Pears, including the Warrens which will be in your boxes in a few weeks, plus Taylor's Gold and Bosc, earned the highest

approval rating. (Yet another reason to keep your subscription going through our peak season for pears, over the next few months.) A few percentage points down came our spring cherries, followed by peaches. Nearly tied for third were apricots and apriums, nectarines, and plums and pluots.

At least a quarter of you admitted that Frog Hollow's spring and summer stone fruit was the main draw, and that you may let your subscription lapse during the fall and winter. Concerns for the three quarters of you who will definitely continue to receive deliveries year round included the "food miles" traveled by some items, such as the ruby red grapefruits from Texas, and the sameness of the offerings, especially during the "down time" of late winter and early spring. **We took all this into consideration when we made plans for our fall and winter CSA program. Please see the attached copy of last week's e-mail for details.** We value our CSA members' opinions and will do our very best to source our winter fruit closer to our own central coast foodshed. *(continued on page 2)*

Notes on this week's fruit

Like the Flavor Queen pluot, our Emerald Beaut plums go from green to gold when fully ripe. Enjoy them green if you like a tarter plum, or let them ripen at room temperature to a rich gold if you prefer your fruit soft and honey-sweet. As always, once your fruit has reached desired ripeness, refrigerate it to retard further ripening and preserve the best flavor and texture. Those Flame seedless grapes are ready to eat when they reach you, and should be refrigerated promptly, loosely wrapped in a plastic bag or other container. Wash grapes just before eating.

HAPPY
CHILD CSA

NEWSLETTER

7 September 2009

What's In The Box?

- **Summerset peaches**
- **Hosui pears**
- **Emerald Beaut plums**
- **Flame seedless grapes**

Everything in the box is from Frog Hollow Farm in Brentwood, CA

CSA Office Hours
9am-4pm, Monday-Friday

Contact Karen or Danny at
1-888-779-4511 opt 4
or
Email csa@froghollow.com

Can't pick up your box?
Call us the Friday before
your next delivery to
place a hold on your
delivery.

[Survey Results cont'd from page 1]

Organic berries are something nearly all of you would like to add to the mix. While we're not currently growing berries on the property, we have good relationships with some nearby farmers who do, such as Lagier Ranch, renowned for their blueberries. We recently started making a limited number of blueberry tartlets in the farm kitchen using Lagier's berries, and the response has been great.

And speaking of tartlets, pastries scored the highest of your favorite "extras" to be added to your usual CSA order. Right behind it came our extra-virgin organic olive oil--good news for the olive harvest party we're planning for members later this fall. Conserves, chutneys, and preserves came in third, followed by granola, and trailing the field, dried fruit. Quality was rated high, but expense was an issue, even with members' 15% discount.

The numbers on customer service reflected the glitches we had earlier this summer with on-time deliveries. Our goal is to get all the boxes out to you promptly. We can't always help traffic jams or truck breakdowns, but we hope that we've gotten our packing, loading, and delivery schedules worked out now, and that you'll continue to see significant improvement in the months to come. A lot of you mentioned and thanked Karen by name for being so consistently helpful week after week, especially in placing those very important vacation holds.

As you can see, your feedback is very helpful to us here at Frog Hollow Farm. Please don't feel you have to wait for another survey to come around to share your viewpoints--we always want to hear what you're thinking. Please call us at 1-888-779-4511, option 4, or e-mail us at csa@froghollow.com.

-Stephanie J. Rosenbaum

SILVER PALATE PEACH COBBLER

RECIPE OF THE WEEK

Adapted from the iconic Silver Palate Cookbook, this simple but splendid peach cobbler recipe by Julee Rosso and the late Sheila Lukins pre-cooks the fruit for best texture, then tops it with a fast and easy drop-biscuit dough.

- 4 cups peaches, peeled and sliced
- 2/3 cup plus 3 tbsp sugar
- 1 tbsp lemon juice
- 1/4 tsp almond extract
- pinch of allspice
- 1 1/2 cups flour
- 2 1/2 tsp baking powder
- 1/2 tsp salt
- 1/3 cup butter
- 1 egg, beaten
- 1/4 cup milk

Preheat oven to 400 F. Toss peaches with 2/3 cup sugar, lemon juice, almond extract, and allspice. Spoon into 2-qt baking dish. Bake for 20 minutes.

Sift flour, baking powder, 1 tbsp sugar, and salt together in a large bowl. Cut in butter until mixture resembles dry oatmeal. Combine egg and milk and mix into dry ingredients to form a soft dough.

Remove peaches from the oven. Drop dough in large spoonfuls over peaches. Sprinkle with remaining 2 tbsp of sugar. Bake for 15-20 minutes, until top is firm and golden brown. Serve warm.



Dear CSA member,

With the start of a new month and the coming of cooler weather, Frog Hollow Farm's CSA is beginning the transition from its summer fruit to **fall and winter fruit!** We heard from many of you in our summer member survey how passionate you are about our fantastic winter offerings, so in the coming months our CSA will continue its commitment to delivering **high-quality organic** fruit each week in our **year-round** CSA boxes. While availability is never guaranteed on a small farm, here's a flavor of the delicious fresh fruits you can expect in your upcoming CSA boxes:

October

- Asian, Bosc and [Warren](#) Pears
- Flame Seedless Grapes
- Emerald Beaut Plums
- Flavor Rich Pluots
- [Pink Lady](#) and Candy Crisp Apples

November

- Warren, Bosc and Comice Pears
- [Meyer Lemons](#)
- Valencia Oranges
- Hachiya and [Fuyu Persimmons](#)
- Pippin and Fuji Apples

December

- Clementine Mandarins
- Valencia Oranges
- Fuji and Cameo Apples
- [Hayward Kiwis](#)
- [Pomegranates](#)

January

- Braeburn, Fuji, Jonagold and Granny Smith Apples
- [Satsuma Mandarins](#)
- Hayward Kiwis
- Valencia Oranges

- Hass Avocados

February

- Fuji and Granny Smith and Pinova Apples
- [Tarocco Blood Oranges](#)
- Meyer Lemons
- Minneola Tangelos

March

- Murcott Tangerines
- [Dr. White Cherimoyas](#)
- Minneola Tangelos
- Hass Avocados

April

- Minneola Tangelos
- [Moro Blood Oranges](#)
- Golden Nugget Tangerines

This fruit will always be **certified Organic**, will always be from the **local bounty of California**, and we'll do our best to make sure that the fruit is convenient to grab and **eat on the go**. We're especially excited about this fall and winter CSA program because it gives us a chance to introduce you to new local farms and new innovative farmers who are growing some of the tastiest fruit in the world. We'll include interviews and features on these farms in our CSA newsletter, and hope to have special on-farm events that feature our wonderful partners.

The only exceptions to the all-fruit boxes will be 3 **holiday boxes** that will be filled entirely with [goodies from our farm kitchen](#):

- Week of November 16
- Week of December 14
- Week of March 22

In winter time, our CSA is especially important for Frog Hollow Farm. Your membership helps Frog Hollow to better manage its cash flow and become a more sustainable business in the financial sense - in addition to already being sustainable in the Organic, fair labor sense. Your support and CSA membership during the winter months provides stability for the farm and allows us to develop more diversified fruit offerings, including our own winter test orchards and citrus. And because Frog Hollow is working with our farm partners to fill the boxes this winter, you're helping to support other great local farmers, too!

Refer a Friend!

Refer a friend or neighbor to Frog Hollow's CSA and receive a gift certificate for use on any special order item, or at [FrogHollow.com](#)

- If you refer a new 13-box(quarterly) member, you'll receive a \$25 gift certificate
- If you refer a new 26-box (bi-annual) member, you'll receive a \$50 gift certificate

Please contact [Karen](#) or [me](#) for more details!

Best,
-Danny

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Daniel Kramer
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