



TUV HASHAVUA: Best of the Week

Crowd-Funded Agriculture

by Ethan Mayers

In 1997, the British rock band Marillion turned to the Internet to seek funding for an upcoming tour. The musicians raised \$60,000 and gave legitimacy to a growing movement that would earn a moniker in 2006 - crowd-funding. Perhaps they were influenced by Teikei, a Japanese movement that directly led to what we know as Community (or crowd) Supported Agriculture. Literally translated as partnership or collaboration, the concept of Teikei began in 1965 when a group of women grew increasingly concerned about the use of pesticides in agriculture. They realized that if they had a direct relationship with farmers, they could ensure their produce was grown in a way that suited their values.

1965 also saw a landmark paper published by Intel co-founder Gordon Moore in which he predicted that microchip complexity would double with regularity. And it has - about every 2 years. That doubling created the modern Internet and cell phones and ushered the world into the Information Age. Regular and systematic access to information has disrupted many industries, toppling companies, creating new behemoths and changing most aspects of what we do.

Thirty years ago, for example, computer programmers were faced with the prospect of their projects becoming obsolete during the building process. They figured if they eliminated the middle man, they could talk directly to end users (customers) and decision makers and build much faster. It worked. By 2001, it had been codified into a movement called Agile Development, a methodology adopted by companies and nations across the world. Agile Development enables the person creating the product to be directly in touch with the needs and desires of the person using the product with no middle man - just like being part of CSA.

The middle man is under attack everywhere, and not without justification. The middle man adds costs and intricacy. The greater the complexity of the supply chain, the less we know about where our products originate. Today's consumers crave

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Oct 1, 2013 | 27 Tishrei, 5774

THANK YOU TO OUR VOLUNTEERS

10/1 PICK-UP [B Week]

Lori Diamond

Cynthea Kimmelman-

DeVries

Diane Hammerman

FOOD BANK DELIVERY:

Marta Blythe

10/8 PICK-UP [A Week]

Margaret Richards

Emily Poblocki

Mindy Weinblatt

Rena Lefkowitz

FOOD BANK DELIVERY:

David Snyder



CAYUGA SHARE THIS WEEK

- the final one of the season!

Golden Earthworm's Harvest

Festival: Sunday, October 20th, 11am-3pm (More info to come!)

TUV HA'ARETZ CSA at the Forest Hills Jewish Center

106-06 Queens Blvd. , Forest Hills, NY 11375
718-263-7000, ext 250 | tuv@fhjc.org

WEBSITES:

- **FHJC:** www.fhjc.org
- **Hazon:** www.hazon.org
- **Golden Earthworm:** www.goldenearthworm.squarespace.com
- **Facebook:** www.facebook.com/tuvFHJC
- **Yahoo Listserv:** groups.yahoo.com/group/TuvForAllFHJC
- **Twitter:** twitter.com/#!/tuvfhjc



[B] WHAT'S IN THE BOX?**Swiss Chard****Arugula****Salad Turnips****Green Boston
Lettuce****Tosceno Kale****Long Red
Peppers****Tomatoes****FRUIT SHARE****Bosc Pears****Macintosh
and Red
Delicious
Apples****HERB SHARE****Rosemary****Lemon
Verbena**

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authenticity and trust. They crave direct access to companies, institutions and celebrities via channels such as Twitter and Facebook. Think about your own reasons for joining a CSA. For most people it goes well beyond simply getting fresh produce. And that's because in the 21st century business environment, it is no longer the case to just build a better mousetrap. Rather, you must build a relationship with those that use the mousetrap. In doing so, one builds shared value, or the idea that the health of a business and the community are dependent upon one another.

Marillion figured that out in 1997, and crowd-funding has turned into a multi-billion-dollar industry poised for explosive growth in the coming years. In 1984, the first CSA arrived in North America, a scant 120 miles north of NYC in South Egremont, Massachusetts. From that lone CSA tucked in the southwest corner of the Bay State, the movement has grown to over 1,000 CSAs enjoying relationships

with over 150,000 people and increasing every year.

Like crowd-funding, CSAs are intended to foster relationships. Picking up a box of fruits and veggies at your CSA may not feel much different than shopping at an alternative grocery store. But it is different, and it is up to each of us to define the relationship we want. The model works best when there is value and information exchanged from both sides. CSAs help farmers earn a fair wage for their labor and enable members to support the local economy. It's easy to think one has stumbled across a dark corner of the Earth occupied by an idea or concept that is wholly unique, but the truth is, things happen in an ecosystem. It is not a big surprise that CSA and crowd-funding growth occurred in similar time-frames with similar milestones. These movements were not about agriculture or business or music. They were about eliminating the middleman and connecting people directly with the producers of their products. With those connections comes accountability. That is a good thing for everyone.

**RECYCLE PLASTIC BAGS**

Bring them to pick-up to bag your vegetables, fruit, and herbs. *Extra bags are gratefully accepted for others to use!*

**Seeking articles for our
newsletter - contact
trupinjet@gmail.com**

Autumn Chopped SaladKristen, iowagirleats.com | Serves 2

4 cups chopped green lettuce
2 cups arugula leaves or radish tops
1 pear, chopped
1 apple, chopped
1/4 cup peanuts, chopped
1/4 cup dried cranberries
1/4 cup crumbled feta cheese
5 salad turnips or radishes, chopped
2 red peppers, seeded and chopped
1/4 cup Poppy Seed Salad Dressing
2 tbsp balsamic vinegar

Toss all ingredients together in a very large bowl. Serve immediately.

Kale or Chard PieMark Bittman, cookstr.com | Serves 4 to 6

2 tbsp butter, plus extra
8 large kale / chard leaves, thinly sliced
1 medium onion, sliced
Salt and black pepper
1/4 cup chopped mixed herbs (parsley, thyme, chervil, chives)
6 eggs (3 hard-boiled, 3 raw)
1 cup yogurt or sour cream
3 tbsp mayonnaise
1/2 tsp baking powder
1 1/4 cups all-purpose flour

Heat oven to 375°F. Melt butter in a large skillet over medium heat. Add the kale and onion. Sprinkle with salt and pepper and cook, stirring occasionally, until the leaves are tender, about 10 minutes; do not brown. Remove from the heat, add the herbs, and season to taste with salt and pepper.

Coarsely chop the hard-boiled eggs. Add to the cooked kale mixture and let it cool while you make the batter.

Combine the yogurt, mayonnaise, and 3 raw eggs. Add baking powder and flour, mix until smooth. Lightly butter a 9" x 12" ceramic or glass baking dish. Spread half the batter over the bottom, then top with the kale filling; smear the remaining batter over the kale, using your fingers or a rubber spatula to make sure there are no gaps in what will form the pie's top crust.

Bake 45 minutes; the crust will be shiny and golden brown. Let the pie cool for at least 15 minutes before slicing it into serving sized slabs. Eat warm or at room temperature.