



# Market Gardening

How Do I Market My Produce?

Larry & Michelle Lesher

Eastward Gardens

# What to Ask Yourself

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- What is the closest city?
- What do people want?
- What is the market demand?
- Record keeping
- Deciding the best outlet



# Selling What You Grow

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- Farmers Market
- Restaurants
- Wholesale
- CSA
- Farm Dinners
- Online Store



# Farmers Market

- Look for a good market
- Grow something different
- Care about your customers,  
Make connections
- Pricing
- Punctuality
- Branding, Signage
- Presentation matters







# Restaurants

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- Build relationships with chefs
- Weekly calls
- Consistency



# Wholesale

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- Co-op
- Health food stores
- Produce auction
- Distribution centers





# CSA

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- What does it look like?
- How long?
- Newsletter



DELIVERY  
4

# Eastward Gardens

Hardinsburg - Indiana

## IN THIS BOX:

1/2# Not-So-Spicy Salad Mix  
 1/2# Arugula  
 1 Microgreens - Sunflower  
 1 b Bunching Onions - Parade  
 2-3 Summer Squash - Zephyr  
 1 Head Lettuce- Encino Green Oak Leaf  
 1 b Beets - Early Tall Top Wonder  
 1 Garlic Bulb - Chesnok Red Hardneck

PRODUCE  
FRESH

## About This Week's Produce

**Bunching Onions - Parade** are the super stars of the week! According to High Mowing Seeds this variety "knocked their socks off in our bunching onion trials. We have never seen such a uniform, upright bunching onion, not a single leaf leaning over." Amazing! These beauties have a nice mild onion flavor & are delicious raw or cooked. The outstanding rows of dark green & vigorous stalks with no bulbing makes for easy cleaning & chopping. Bunching onions are more perishable & have a shorter storage life than other onions & should be stored in a plastic bags in the frig. Nutritionally onions contain potassium, Vitamins C, folic acid & B6, The onion has been credited with many medicinal qualities from prevention of scurvy to a natural antibiotic. It has also been used for the treatment of colds, ear infections & intentional parasites according to the Visual Food Encyclopedia.

**Head Lettuce - Encino Green Oak Leaf** is the head lettuce pick of the week! This is my (Michelle's) new favorite head lettuce of the season. I love its wavy leaves & crispy white center. It also holds up well at market & it was the last to bolt in the fields. Bolting occurs when a plant is under stress, typically due to heat or lack of water. When the plant is stressed it grows tall quickly & stops flowering as seeds develop. Bolting is a survival mechanism in a plant & once this happened the flavor of the leaves will change, often turning more bitter.

**Garlic - Chesnok Red Hardneck** is the speciality item of the week! Have you ever had fresh garlic before it cures? It is a delicious treat that we are happy to share with you this week. Fresh garlic melts in your mouth when roasted...I like to add it to my root vegetables when roasting them in the oven. You will peel the garlic until you get the glove & then bake the whole glove. If you would rather cure the garlic you can do this by hanging in your house in a cool dry area with good ventilation. If stored in humid conditions the garlic will sprout or mold. This particular variety has won awards for its sweet & savory flavor & is said to be one of the best tasting baking garlics.

LET US KNOW HOW THE RECIPE  
WORKED FOR YOU!

## Weekly Recipe



### Michelle's Favorite Pesto

#### Ingredients

5 cloves garlic (fresh, cured or scapes)

1 cup pine nuts (walnuts are my favorite, you can also use cashews or almonds as a great substitute)

1 1/2 cup fresh basil (**blanched arugula**, kale, broccoli, cilantro or parsley are also yummy options) **Use all of the arugula given this week!**

1/3 cup olive oil

1/2 teaspoon sea salt

#### Directions

Add cloves of garlic to food processor until finely chopped. Then add the nuts to processor & pulse until ground. Add rest of ingredients to food processor, including fresh basil. For the arugula option you will blanch arugula first (boil for 30 seconds then put in cold water bath). Once cooled, squeeze water out of blanched arugula & add to food processor 1 1/2 cups blanched arugula. Pulse all ingredients together until chopped but not completely smooth, your pesto should have some texture but not too chunky.

We love this pesto on toast with slices of fresh tomatoes. You can also add it to pasta or make a pesto pizza. Freezing pesto in a jar and enjoying over the winter months is also an option! Bon Appetite!

## Farm Happenings

We are excited to share fresh garlic, bunching onions and beets this week! We have had such a hard time growing onions the past 4 seasons...total failure to be more specific. There were several times I asked Larry, "Why are we even growing onions?" His response was, "If we do not plant them then they definitely will not grow." His faith and determination amazes me! This success helps us to see that the fertility plan that we are implementing to bring the soil back into balance, with lots of prayer, is moving in a right direction... Praise the Lord! P.S. you will see sweet onions in the weeks to come! Also, we are so thankful so many new CSA members this year...for all of our loyal returning CSA members I just wanted to acknowledge some of the recipes are repeats, but I had to include some of my favorites for all of our new members...there will be new recipes in future newsletters! We hope you enjoy your fresh veggies this week and thank you all for your support! Sincerely,

Your Farmers the Leshers & Chris