Shall I not have intelligence with the earth? Am I not partly leaves and vegetable mould myself?"

—HENRY DAVID THOREAU
We are a 200-acre certified organic fruit, flower, nut and vegetable farm. Our fruit crops include table grapes and stone fruits such as peaches and plums. Our row crops include almost every type of vegetable that can be grown in a Mediterranean climate. We grow and harvest crops year round, selling direct, retail and wholesale. Our direct sales include three farmers markets a week and a Community Supported Agriculture project, or CSA, serving approximately 500 member families. We are located in Brentwood, CA — just a short distance from San Francisco and the Bay Area. The farm is named for the emerald green Allen Hummingbirds that have made their home on these lands since the farm was founded in 1984.
Food that is grown organically is better for the health of the individual consumer and for the health of the overall environment in which the food is grown. The use of synthetic pesticides, fertilizers, and other chemicals and hormones (such as recombinant Bovine Growth Hormone, or rBGH) in the production of food causes disease in humans and in the animals which these chemicals are tested upon. In addition, children’s immature and developing organs, brains, and detoxification and immune systems, plus their larger intake of food per kilo of body weight, combine to make them even more susceptible to toxins than adults.
THE SEASONS

Eating along with the seasons, you get to enjoy produce when it is the tastiest, the most abundant, and the least expensive. Food that is grown out of season consumes a great deal of energy in the distance that it has to travel from the farm to your refrigerator. The transportation of out of season food is the second largest source of demand for petroleum based fuel in the world. Eating locally provides one the ability to understand where the food comes from and the conditions in which it is grown. If more people had a relationship with their food and its growers, it is unlikely that any farm today would be use synthetic chemicals or monoculture practices to grow out of season.
THE TASTE

Produce that is purchased in the grocery store has been in transit or in cold storage for days, or possibly weeks. The food you get at the local farmer’s market was picked within the last 24 hours. Both the taste and the nutrients decline over long periods. Locally grown foods also taste great because they get to ripen for longer periods. Produce that is not handled roughly during shipping will be soft and luscious. Local food affords flavor that just can’t be found anywhere else.
Eating local foods boosts the local economy. A dollar that is spent locally generates twice the amount of income for the local economy. When a business isn’t locally owned, money exits the community with each transaction. The goal of Hummingbird Farm is to shorten the distance between the producer and consumer, with a more direct connection that makes local economic activity a benefit to the local community.
Hummingbird Farm delivers delicious, nutritious, and pesticide free organic foods to your neighborhood every week. We have taken the organic delivery business a step further by eliminating the waste of corrugated cardboard boxes and make our deliveries in reusable grocery bags. After you remove your food, the bag can be used during your regular shopping trips at the grocery store. Then you simply leave it for us to swap out the following week when we deliver your fresh bag of food! All of Hummingbird’s delivery vehicles are run on vegetable oil provided by the very same farms that we deliver food from!
Ordering from Hummingbird Farm couldn’t be easier. Customers can simply order their organic food bag online at our website—www.hummingbirdfarm.com. From there you have the option of customizing the contents of your bag, so you only get the foods you want. Our customers can also customize how often they receive their bag, from once a month to once a week. Depending on the location of your home, your bag may be delivered directly to your door or to a central location in your neighborhood that you and other folks will pick up their order.
It is our mission to spread the joy of local food and help out our beloved environment at the same time. Hummingbird Farm would like to encourage you to do the same. You will eat better, save money, support the community, and reduce food miles as well as paper waste. Not to mention get a nifty bag to carry your store bought groceries home with as well! The time is now to make a positive change in the way we interact with our planet, as well as taking the care to be good to ourselves and the generations to come. The San Francisco Bay Area has been the leader in sustainability and organic eating. We hope you will join us on the forefront of this rapidly growing movement and experience for yourself the sweet tastes that Hummingbird Farm has to offer.
Hummingbird Farm is a sustainable organic delivery service in the San Francisco Bay Area. The focus of the company is to promote the eating of local food to reduce the miles that food has to be shipped which is a primary source of energy consumption. The company also delivers their produce in a reusable organic fabric bag so as to not waste cardboard boxes which will be discarded or downcycled by the consumer. Hummingbird customers keep their bags until the next delivery, where they swap the empty bag for the clean, vegetable filled bag. The bag is ideally used by the customer to carry store bought groceries home and further reduce the use of paper and plastic bags. This promotional brand book is printed on recycled paper, and is intentionally designed small in order to fit more pages on the press sheets and print more for less.
MATERIALS
The primary material used is the extra large cotton canvas bag. I purchased the bag from reusablebags.com, a site devoted to selling environmentally friendly bags. The dimensions of the bag are 19" x 12.5" x 10". The bags are typically used by couriers who haul heavy loads. The material is extremely durable and can withstand much wear and tear. It is perfect for the delivery service because it can contain a large amount of food and be washed and reused for the next delivery.

BUDGET
The estimated start up cost for the Hummingbird Farm delivery service is estimated to be about $120,000.00, assuming the farm is preexisting. The canvas bags cost $11.95 each. For the initial start of the company, an estimate of $10,000 bags should be purchased. This will cost $12,000.00. The initial labor will require a staff of 20 workers who will be divided into packing, loading, and driving duties. At a base wage of 10 dollars an hour, this will amount to about $50,000.00 dollars for the workers. Biofuel conversion costs range from $2,000.00–$3,000.00. This will lower fuel costs and be better for the environment. Additional vehicles will most likely be purchased for delivery, averaging a cost of $10,000.00 each.
RESOURCES
Top 10 reasons to eat local
http://www.greenbeltfresh.ca/10-reasons-to-eat-local--from-a-farmers-market

Health benefits of organic food
http://www.organicfacts.net


Organic food box delivery sites:
www.planetorganics.com
www.organicexpress.com
www.farmfreshtoyou.com
www.eatwell.com

Biofuel kits:
www.greeneyeautos.com