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Dear City Fresh Shareholders,

Thank you for your participation in the City Fresh Program. I am reaching out to let you know about our 2011 season and the reasons for what will be a small increase in price of four dollars per family share and three dollars per single share.

Among all CSA Programs in North East Ohio, City Fresh is the only CSA to offer a limited income share, the only CSA to operate in the food deserts of the urban core, the only to offer week-to-week payment, and the only to accept Ohio Direction. All the while, we provide not only the most produce per share, we are also still the cheapest by a large margin against all other CSAs.

Our not-for-profit local foods and social justice program began in 2005 following the receipt of a USDA grant in excess of \$250,000. In addition, foundation support, your individual contributions, and support from small grants have allowed our not-for-profit program to squeeze by financially even while continuing to offer and improve the expensive and labor-intensive practices that make our program unique.

With those original grant dollars gone and the with the foundations pulling back from programs they believe can stand on their own feet, our directors, staff, and volunteer managers have agreed that a slight raise in prices is the only way to continue to deliver our vitally important social mission of creating universal access to fresh, naturally grown produce regardless of income. In 2010, City Fresh provided more than 3,700 shares of produce to families of limited income.

Our four seasonal staff members are joined each week by over 160 volunteers who operate your nearly 20 Fresh Stop Markets in Cuyahoga, Summit and Lorain Counties. Our minimal overhead and our large network of 800 plus weekly shareholders are the primary reasons why we can offer the programs and the services no one else can.

In 2010, your combined purchasing power generated over \$150,000 for the local foods economy in north east ohio as we sourced your weekly produce from 21 farmers within 75 miles of Cleveland. And all that produce came into town on a truck that runs on waste vegetable oil—few choices that you can make have a net positive environmental impact, and City Fresh gets you as close to that goal as any program out there—most of our farmers use horses and buggies!

City Fresh is in a great position for the future, and we hope that you will continue to promote local foods access in North East Ohio through our CSA this coming season. Thank you for your efforts, and we are now taking orders for the 2011 City Fresh season in both Cuyahoga and Lorain Counties.

Yours Most Truly,

Nick Swetye  
Director of City Fresh