Welcome to

Florida Small Farms and Alternative Enterprises

CONFERENCE

The Red Hills Online Market Story
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For more information on Small Farms, visit our website at: http://smallfarms.ifas.ufl.edu/ or contact your local County Extension Agent.

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Email: ddtreadw@ufl.edu

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The RHO Market Story
How to Start, Manage and Run a Successful

Online Farmers Market
Who We Are

- Direct market vegetable farmers with 20 years of combined experience
- Community Organizers
- Friends
- Altruists
Starting Point

We saw the need for an organization that could provide:
- Farmer Input
- Networking
- Farmer to Farmer Education
- Food Access
- Economic Stability for Small Farms
- Convenience for Consumers
- Expanded Market opportunities
Mission Statement
To provide economic stability for small farm enterprises, offer professional farmer education and access to local food for all citizens in our area.
Why We Began with the Market

- High on the list for all our members
- Brings farmers together
- Economic incentive to join the RHSFA
- We needed another dependable market in town
- Community service for farmers and consumers
Why Online?
• Reaches more people in more places
• Convenient for Farmer
• Convenient for Customer
• Online shopping in general is growing rapidly.
• And it's the only farmers market where you can...
Red Hills Small Farm Alliance

Shop Naked!

www.rhomarket.com
Welcome to Tallahassee's Online Farmers Market!

THE RHO MARKET HAS MOVED!!

SHOP
Sun. 6am-Wed. 6am

We now offer home delivery!

TMH is now a pickup hub for TMH employees!

New Leaf Market is now a pickup hub!
There is a $2 fee to deliver to hubs.

Remember to bring a bag with you when you pick up your order!
How the Market Works

- Farmers post what they have for sale prior to market opening and update quantities during market hours
- Sunday 6am - Wednesday 6am the market is open
- Customers may shop by computer or smart phone
- Customers choose a pick-up or delivery option
- All orders are prepaid with a credit card online
- Thursday - farmers deliver to distribution hub
- Market manager and helpers sort and pack orders
- Drivers deliver Thursday afternoon
- Customers arrive for pick up after 3pm
Welcome to Tallahassee's Online Farmers Market!

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Remember to bring a bag with you when you pick up your order!
Please choose one of the following farms below to learn about the farmers and how they produce what they sell. All of the growers listed here are located within 100 miles of Tallahassee.

**Producer Name:** Blue Ridge Farm

**Owner:** Wayne & Charlotte Hawthorne

**Location:**
804 Frank Smith Road
Quincy, FL 32352

**Email:** brfhydroponic@gmail.com

**Website:**
Blue Ridge Farm is located five miles north of Havana in Gadsden County. We grow Chestnuts and Fuyu persimmons for the fall market. Greenhouse operation for salad greens for fall, winter, and early spring.

**Producer Practices**
In our Hydroponic Greenhouse we use O.M.R.I. certified OceanSolution to provide all 90 trace minerals to the plants. Chestnuts and Fuyu persimmons are naturally grown.

**Products**
Vegetables - Lettuce and Salad Greens
Vegetables - Herbs
Vegetables - Garlic, Onions, Leeks, Celery, Fennel
Vegetables - Peppers, Spicy
Vegetables - Cabbage, Kale, Kohlrabi

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**SHOP**
Sun. 6am-Wed. 6am

We now offer home delivery!

TMH is now a pickup hub for TMH employees!

New Leaf Market is now a pickup hub!
There is a $2 fee to deliver to hubs.

Remember to bring a bag with you when you pick up your order!

Not being on time to pick up your purchases will result in their forfeiture!
Assorted Green Peppers - Sweet Peppers


Your bag will be a mix of corno di toro, Italian frying pepper, and bells. They will be green, light green, or maybe tinged with red. Tinged red peppers will continue to ripen if you don't put them in the fridge. One Pound = 4-6 peppers

**Select an option:**

1/2 pound: $3.12

**Qty to Order:**

1

Assorted Sweet Peppers - Red, reddish, and red/green, yellow/gold


A pound is about 6-8 peppers. There will be Bell peppers and Italian type frying, roasting, salading sweet peppers. If they are partially red just leave them on your counter and they will

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**Product Categories**

- Farm Baskets (2 items)
- Vegetables (51 items)
- Cabbage, Kale, Kohlrabi (1 item)
- Edible Flowers (1 item)
- Eggplant (2 items)
- Garlic, Onions, Leeks, Celery, Fennel (4 items)
- Greens, Cooking (4 items)
- Herbs (13 items)
- Lettuce and Salad Greens (2 items)
- Okra (2 items)
- Peas & Beans (1 item)
- Peppers, Spicy (4 items)
- Peppers, Sweet (6 items)
- Tomatoes (6 items)
- Winter Squash (1 item)
- Zucchini, and Squash (4 items)
- Fruits (14 items)
- Mushrooms (1 item)
- Meat & Poultry (Frozen) (18 items)
- Preserved Foods (13 items)
- Bee Products (3 items)
- Eggs (1 item)
- Prepared Foods (4 items)
<table>
<thead>
<tr>
<th>Current Period Order Cutoff:</th>
<th>7/30/2014 6:00:00 AM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Period Pick Tickets (ordering still open):</td>
<td>[Pick Ticket] [Detailed Pick Ticket]</td>
</tr>
<tr>
<td>Current Period Product Summary:</td>
<td></td>
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</table>
### All Products I Sell

<table>
<thead>
<tr>
<th>Category</th>
<th>Sub-Category</th>
<th>Product Name</th>
<th>Product Text</th>
<th>Base Unit</th>
<th>Unit Price</th>
<th>Managed Units</th>
<th>Attributes</th>
<th>Units</th>
<th>List</th>
</tr>
</thead>
<tbody>
<tr>
<td>Farm Baskets</td>
<td>Assorted Produce</td>
<td>A Farm Share from Full Earth Farm</td>
<td>Tagline Description</td>
<td>Each</td>
<td>$25.00</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mushrooms</td>
<td>Fresh</td>
<td>Shiitake Mushrooms</td>
<td>Tagline Description</td>
<td>Pound</td>
<td>$16.00</td>
<td>Yes</td>
<td></td>
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<tr>
<td>Seeds, Starts &amp; Flowers</td>
<td>Garden</td>
<td>Aji Dulce Pepper Plants from Full Earth Farm</td>
<td>Tagline Description</td>
<td>Each</td>
<td>$3.00</td>
<td>No</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Seeds, Starts &amp; Flowers</td>
<td>Garden</td>
<td>Black Prince Tomato Plant from Full Earth Farm</td>
<td>Tagline Description</td>
<td>Each</td>
<td>$3.00</td>
<td>No</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Seeds, Starts &amp; Flowers</td>
<td>Garden</td>
<td>Caraflex F1 Cabbage Plants</td>
<td>Tagline Description</td>
<td>Each</td>
<td>$2.50</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Seeds, Starts &amp; Flowers</td>
<td>Garden</td>
<td>Carmen F1 Pepper Plant from Full Earth Farm</td>
<td>Tagline Description</td>
<td>Each</td>
<td>$3.00</td>
<td>No</td>
<td></td>
<td></td>
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</table>
### All Products I Sell

#### Product Listings

<table>
<thead>
<tr>
<th>Category</th>
<th>Sub-Category</th>
<th>Product Name</th>
<th>Product Text</th>
<th>Base Unit</th>
<th>Unit Price</th>
<th>Managed Units</th>
<th>Attributes</th>
<th>Units</th>
<th>List</th>
</tr>
</thead>
<tbody>
<tr>
<td>Farm Baskets</td>
<td>Assorted Produce</td>
<td>A Farm Share from Full Earth Farm</td>
<td>Tagline Description</td>
<td>Each</td>
<td>$25.00</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Farm Baskets</td>
<td>Broccoli and Cauliflower</td>
<td></td>
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<td></td>
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<tr>
<td>Farm Baskets</td>
<td>Cabbage, Kale, Kohlrabi</td>
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<td>Farm Baskets</td>
<td>Chard</td>
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<td>Farm Baskets</td>
<td>Fresh</td>
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<td></td>
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<td>Farm Baskets</td>
<td>Garden</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Farm Baskets</td>
<td>Garlic, Onions, Leeks, Celery, Fennel</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Farm Baskets</td>
<td>Greens, Cooking</td>
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<td>Farm Baskets</td>
<td>Herbs</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Farm Baskets</td>
<td>Lettuce and Salad Greens</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Farm Baskets</td>
<td>Okra</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td>Farm Baskets</td>
<td>Other</td>
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<td></td>
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<tr>
<td>Farm Baskets</td>
<td>Other Farm Workshops or Events</td>
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<td></td>
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<tr>
<td>Farm Baskets</td>
<td>Peas &amp; Beans</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td>Farm Baskets</td>
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<td>Root Crops</td>
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<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Farm Baskets</td>
<td>Tomatoes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Farm Baskets</td>
<td>Zucchini, and Squash</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Carmen Sweet Pepper

Tag Line: Sweet Bull Horn Type

Description: Blushing and all ripe this week! These sweet peppers are great for stuffing, stir frying, curries, anything! Some of the sweetest peppers we've had. A favorite at F.E.F.

Attributes: 
- [ ] Green
- [ ] Red

Product Price: 3.00

I will manage my own product selling units

Save | Save & Close
<table>
<thead>
<tr>
<th>Category</th>
<th>Sub-Category</th>
<th>Product Name</th>
<th>Product Text</th>
<th>Base Unit</th>
<th>Unit Price</th>
<th>Managed Units</th>
<th>Attributes</th>
<th>Units</th>
<th>List</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vegetables</td>
<td>Peppers, Sweet</td>
<td>Aji Dulce Pepper</td>
<td>Tagline Description</td>
<td>Pint</td>
<td>$3.00</td>
<td>No</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Vegetables</td>
<td>Peppers, Sweet</td>
<td>Aji Dulce Peppers</td>
<td>Tagline Description</td>
<td>Quart</td>
<td>$5.00</td>
<td>Yes</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Vegetables</td>
<td>Peppers, Sweet</td>
<td>Assorted Sweet Peppers from Full Earth Farm</td>
<td>Tagline Description</td>
<td>1/2 Pound</td>
<td>$2.50</td>
<td>No</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Vegetables</td>
<td>Peppers, Sweet</td>
<td>Big Green Bell Peppers from Full Earth Farm</td>
<td>Tagline Description</td>
<td>1/2 Pound</td>
<td>$2.50</td>
<td>No</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Vegetables</td>
<td>Peppers, Sweet</td>
<td>Carmen Sweet Pepper</td>
<td>Tagline Description</td>
<td>1/2 Pound</td>
<td>$3.00</td>
<td>No</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Vegetables</td>
<td>Peppers, Sweet</td>
<td>Carmen Sweet Pepper</td>
<td>Tagline Description</td>
<td>Each</td>
<td>$0.75</td>
<td>No</td>
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**List Product**

- Qty: 20
- 1/2 Pound
<table>
<thead>
<tr>
<th>Category</th>
<th>Sub-Category</th>
<th>Product Name</th>
<th>Selling Unit</th>
<th>Units</th>
<th>Multiplier/Weight</th>
<th>Unit Price</th>
<th>Paid to Producer</th>
<th>Avail</th>
<th>Sold</th>
<th>Base Unit</th>
<th>Unlist</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vegetables</td>
<td>Peppers, Sweet</td>
<td>Assorted Sweet Peppers from Full Earth Farm</td>
<td>1/2 pound bag</td>
<td>Multiplier: 1</td>
<td>$2.50</td>
<td>$2.50</td>
<td></td>
<td>20</td>
<td>0</td>
<td>1/2 Pound</td>
<td></td>
</tr>
</tbody>
</table>

**Current Products Listed** [Bulk Entry]

**All Products I Sell** [Add Products to Sell]

<table>
<thead>
<tr>
<th>Category</th>
<th>Sub-Category</th>
<th>Product Name</th>
<th>Product Text</th>
<th>Base Unit</th>
<th>Unit Price</th>
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<th>Attributes</th>
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<th>List</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vegetables</td>
<td>Peppers, Sweet</td>
<td>Aji Dulce Pepper</td>
<td>Tagline Description</td>
<td>Pint</td>
<td>$3.00</td>
<td>No</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Vegetables</td>
<td>Peppers, Sweet</td>
<td>Aji Dulce Peppers</td>
<td>Tagline Description</td>
<td>Quart</td>
<td>$5.00</td>
<td>Yes</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Vegetables</td>
<td>Peppers, Sweet</td>
<td>Assorted Sweet Peppers from Full Earth Farm</td>
<td>Tagline Description</td>
<td>1/2 Pound</td>
<td>$2.50</td>
<td>No</td>
<td></td>
<td>1</td>
<td></td>
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<tr>
<td>Vegetables</td>
<td>Peppers, Sweet</td>
<td>Big Green Bell Peppers from Full Earth Farm</td>
<td>Tagline Description</td>
<td>1/2 Pound</td>
<td>$2.50</td>
<td>No</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Vegetables</td>
<td>Peppers, Sweet</td>
<td>Carmen Sweet Pepper</td>
<td>Tagline Description</td>
<td>1/2 Pound</td>
<td>$3.00</td>
<td>No</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Vegetables</td>
<td>Peppers, Sweet</td>
<td>Carmen Sweet Pepper</td>
<td>Tagline Description</td>
<td>Each</td>
<td>$0.75</td>
<td>No</td>
<td></td>
<td>1</td>
<td></td>
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</tbody>
</table>
### Current Period Product Summary:

<table>
<thead>
<tr>
<th>Category</th>
<th>Name</th>
<th>Unit</th>
<th>Price</th>
<th>Qty Avail</th>
<th>Qty Sold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vegetables - Garlic, Onions, Leeks,</td>
<td>Elephant Garlic from Full Earth Farm</td>
<td>1/2 pound</td>
<td>$9.00</td>
<td>10</td>
<td>0</td>
</tr>
<tr>
<td>Celery, Fennel</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vegetables - Garlic, Onions, Leeks,</td>
<td>Elephant Garlic from Full Earth Farm</td>
<td>1 pound bag</td>
<td>$9.00</td>
<td>10</td>
<td>0</td>
</tr>
<tr>
<td>Celery, Fennel</td>
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<td></td>
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<tr>
<td>Vegetables - Herbs</td>
<td>Basil</td>
<td>Bunch</td>
<td>$2.00</td>
<td>30</td>
<td>0</td>
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<tr>
<td>Vegetables - Herbs</td>
<td>Rosemary</td>
<td>Bunch</td>
<td>$2.00</td>
<td>5</td>
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<tr>
<td>Vegetables - Herbs</td>
<td>Thai Basil</td>
<td>1 bunch</td>
<td>$2.00</td>
<td>10</td>
<td>0</td>
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<tr>
<td>Vegetables - Peppers, Spicy</td>
<td>Cayenne Peppers</td>
<td>each</td>
<td>$0.25</td>
<td>20</td>
<td>0</td>
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<td>Vegetables - Peppers, Spicy</td>
<td>Mixed Hot Peppers from Full Earth Farm</td>
<td>1/2 pound bag</td>
<td>$4.00</td>
<td>4</td>
<td>0</td>
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<tr>
<td>Vegetables - Peppers, Sweet</td>
<td>Assorted Sweet Peppers from Full Earth Farm</td>
<td>1/2 pound bag</td>
<td>$2.50</td>
<td>20</td>
<td>0</td>
</tr>
<tr>
<td>Vegetables - Peppers, Sweet</td>
<td>Carmen Sweet Pepper</td>
<td>1/2 pound bag</td>
<td>$3.00</td>
<td>20</td>
<td>0</td>
</tr>
</tbody>
</table>
PICK TICKET

For: Full Earth Farm

Listed below are the items our online shoppers have purchased from you this week.

Please Deliver all items between 12:30 and 1:30 pm on Thursday to the RHO Market at the Northwood Center off Tharpe Street near the corner of Tharpe and Martin Luther King Blvd and behind Milano Pizza.

If you have trouble delivering by that time please call one of us: Karen (850-228-2904), Katie (850-567-1493) or Louise (850-980-2485).

### DETAIL

<table>
<thead>
<tr>
<th>Item</th>
<th>Selling Unit</th>
<th>Sold Count</th>
<th>Pick Count</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Farm Share from Full Earth Farm</td>
<td>1 big bag of produce</td>
<td>5</td>
<td>5 Each(s)</td>
<td>$125.00</td>
</tr>
<tr>
<td>Cucumbers</td>
<td>1 lb bag</td>
<td>15</td>
<td>15 1 pound(s)</td>
<td>$45.00</td>
</tr>
<tr>
<td>Pickling Cucumbers</td>
<td>1 lb bag</td>
<td>8</td>
<td>8 1 pound(s)</td>
<td>$24.00</td>
</tr>
<tr>
<td>Basil</td>
<td>Bunch</td>
<td>10</td>
<td>10 Bunch(s)</td>
<td>$20.00</td>
</tr>
<tr>
<td>Flat Leaf Parsley</td>
<td>1 bunch</td>
<td>5</td>
<td>5 Bunch(s)</td>
<td>$10.00</td>
</tr>
<tr>
<td>Rosemary</td>
<td>Bunch</td>
<td>1</td>
<td>1 Bunch(s)</td>
<td>$2.00</td>
</tr>
<tr>
<td>Thai Basil</td>
<td>1 bunch</td>
<td>2</td>
<td>2 Bunch(s)</td>
<td>$4.00</td>
</tr>
<tr>
<td>Purple Majesty Potatoes</td>
<td>2 lb bag</td>
<td>2</td>
<td>4 Pound(s)</td>
<td>$12.00</td>
</tr>
<tr>
<td>Purple Viking Potatoes</td>
<td>2 lb bag</td>
<td>3</td>
<td>6 Pound(s)</td>
<td>$15.00</td>
</tr>
<tr>
<td>Red Pontiac Potatoes</td>
<td>2 lb bag</td>
<td>1</td>
<td>2 Pound(s)</td>
<td>$5.00</td>
</tr>
<tr>
<td>Rose Gold Potatoes</td>
<td>2 lb bag</td>
<td>8</td>
<td>16 1 pound(s)</td>
<td>$40.00</td>
</tr>
<tr>
<td>Carrots, No Tops</td>
<td>1 pound bag</td>
<td>8</td>
<td>8 1 pound(s)</td>
<td>$24.00</td>
</tr>
<tr>
<td>Full Earth Farm Multi-Colored Carrots</td>
<td>Bunch</td>
<td>7</td>
<td>7 Bunch(s)</td>
<td>$24.50</td>
</tr>
<tr>
<td>Purple Carrots</td>
<td>bunch</td>
<td>2</td>
<td>2 Bunch(s)</td>
<td>$7.00</td>
</tr>
<tr>
<td>Assorted Summer Squash</td>
<td>1 pound bag</td>
<td>10</td>
<td>10 Pound(s)</td>
<td>$30.00</td>
</tr>
<tr>
<td>Spring Pickling Workshop</td>
<td>Each</td>
<td>1</td>
<td>1 Each(s)</td>
<td>$25.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>$412.50</strong></td>
</tr>
</tbody>
</table>
Welcome to Tallahassee's Online Farmers Market!

THE RHO MARKET HAS MOVED!!

SHOP
Sun. 6am-Wed. 6am

We now offer home delivery!

TMH is now a pickup hub for TMH employees!

New Leaf Market is now a pickup hub!
There is a $2 fee to deliver to hubs.

Remember to bring a bag with you when you pick up your order!
Product Categories

- Farm Baskets (2 items)
- Vegetables (51 items)
- Fruits (14 items)
- Mushrooms (1 item)
- Meat & Poultry (Frozen) (18 items)
- Preserved Foods (13 items)
- Bee Products (3 items)
- Eggs (1 item)
- Prepared Foods (4 items)
- Seeds, Starts & Flowers (4 items)

What's New this Period

Vegetables >> Okra

**Okra from Farm Fresh Organics** - *USDA Certified*

Farm Fresh Organics of Monticello FL LLC - All farming practices meet the USDA National Organic Program criteria, *USDA Certified Organic*

per pound: **$2.65**  

Qty to Order: **1**  

Add to Cart

Vegetables >> Tomatoes

**Sauce Grade Tomato** - *USDA Certified Organic*

Farm Fresh Organics of Monticello FL LLC - All farming practices meet the USDA National Organic Program criteria, *USDA Certified Organic*

Organic Tomatoes with soft spot or split, not rotting.  

**pound: $1.96**  

Qty to Order: **1**  

Add to Cart
Product Categories

- Farm Baskets (2 items)
- Vegetables (51 items)
  - Cabbage, Kale, Kohlrabi (1 item)
  - Edible Flowers (1 item)
  - Eggplant (2 items)
  - Garlic, Onions, Leeks, Celery, Fennel (4 items)
  - Greens, Cooking (4 items)
  - Herbs (13 items)
  - Lettuce and Salad Greens (2 items)
  - Okra (2 items)
  - Peas & Beans (1 item)
  - Peppers, Spicy (4 items)
  - Peppers, Sweet (6 items)
  - Tomatoes (6 items)
  - Winter Squash (1 item)
  - Zucchini, and Squash (4 items)
- Fruits (14 items)
- Mushrooms (1 item)
- Meat & Poultry (Frozen) (18 items)
- Preserved Foods (13 items)
- Bee Products (3 items)
- Eggs (1 item)
- Prepared Foods (4 items)

Category: Vegetables -> Peppers, Sweet

Assorted Green Peppers - Sweet Peppers


Your bag will be a mix of corno di toro, Italian frying pepper, and bells. They will be green, light green, or maybe tinged with red. Tinged red peppers will continue to ripen if you don't put them in the fridge. One Pound = 4-6 peppers

Select an option:

1/2 pound: $3.12

Qty to Order: 1

Add to Cart

Assorted Sweet Peppers - Red, reddish, and red/green, yellow/gold


A pound is about 6-8 peppers. There will be Bell peppers and Italian type frying, roasting, salading sweet peppers. If they are partially red just leave them on your counter and they will
Assorted Sweet Peppers - Red, reddish, and red/green, yellow/gold


A pound is about 6-8 peppers. There will be Bell peppers and Italian type frying, roasting, salading sweet peppers. If they are partially red just leave them on your counter and they will ripen, just like tomatoes do.

Select an option: 3/4 pound: $4.67

Qty to Order: 1

Add to Cart
Assorted Sweet Peppers - Red, reddish, and red/green, yellow/gold


A pound is about 6-8 peppers. There will be Bell peppers and Italian type frying, roasting, salading sweet peppers. If they are partially red just leave them on your counter and they will ripen, just like tomatoes do.

Select an option:

- 3/4 pound: $4.67
- 1 pound: $6.23

Qty to Order: 1

Add to Cart
## Shopping Cart

<table>
<thead>
<tr>
<th>Item Name</th>
<th>Producer</th>
<th>Unit</th>
<th>Price</th>
<th>Qty</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basil</td>
<td>Full Earth Farm</td>
<td>Bunch</td>
<td>$2.12</td>
<td>1</td>
<td>$2.12</td>
</tr>
</tbody>
</table>

**Order SubTotal:** $2.12

- **To remove items:** set the quantity to zero and click the 'Update Quantities' button.
- **To change a quantity:** Change the number in the quantity column for the item and then click the 'Update Quantities' button.
KBH Pecans-

KBH Farms, LLC - Our cattle receive no growth hormones, and no routine use of antibiotics is practiced. No fillers, additives, or preservatives are added to our ground beef. The pecan varieties we grow, Elliott and Stuart, require less chemical spraying than other varieties. We only treat for pecan pests when they reach the level that threatens production of a crop.


1 pound package: $11.13
Welcome to our mobile app shopping site! Get your weekly groceries, year-round, from local & sustainable farmers. Always fresh and in-season!

Terms of Service | Privacy Policy | Refund Policy
Note: The current shopping period closes on Wednesday, July 30 6:00 AM.
KBH Ground Beef

KBH Farms, LLC
approx. 1 pound package - $7.42

Orchard Pond Ground Beef

100% Grassfed

Orchard Pond Organics
1 pound package - $8.48
Are you sure you want to add this item to your order? You will get billed for this item at the end of the period if it is still in your order.

Quantity: 1

Add To Order  Cancel
Your order is confirmed. You may add or remove items until the order cutoff at 7/30/2014 6:00:00 AM.

ORDER SUMMARY

Total $7.42

Pickup
RHO Market - Northwood Center

ITEMS ORDERED

KBH Ground Beef
KBH Farms, LLC
Qty: 1 of approx. 1 pound package

$7.42
Pickup Day Management

**Period Start:** 7/18/2014 6:00:00 AM

**Locations:**
- Home Deliver Maclay, Bobbin, Bull Run, Ox Bottom
- Home Delivery Bradfordville area
- Home Delivery Buck Lake/Mahan near I-10 area
- Home Delivery Centerville/Miccosukee Areas >10 mil
- Home Delivery Eastgate
- Home Delivery Holly Hills, Forest Heights, Tallahas

Use CTRL-Click to select more than one location

**Actions:**
- Autofill Inventory
- Producer Payments

**Emails:**
- Send Pick Tickets to Producers
- Send Pickup Reminder
- Send Post-Period Producer Revenue Allocation Email
- Send Post-Period Confirmation Emails (All Locations)
- Send Custom Emails

**General Lists:**
- Checklist for Producer Deliveries
- Producer Pick Tickets

Orders by Product
- All
- Unclassified
- Fridge
- Freezer
- Other
- Alcohol

**Customer Lists:**
- Hide past due
- Show VIN
- Divided Packing Slips
- Consolidated Packing Slips
- Consolidated Packing Slips (Grouped by Producer)
- Customer Invoices

**Location Lists:**
- Product Counts by Location (Grouped)
- Product Counts by Location (Ungrouped)
- Customer List by Location

**Delivery Lists:**
- Delivery Slips

**Exports:**
- Delivery Routing
- Order Detail
# Checklist for Producer Deliveries

## All Locations


### Cherokee Creek Farm - 8402655010

<table>
<thead>
<tr>
<th>Item</th>
<th>Unit</th>
<th>Qty</th>
<th>Verified</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assorted Asian Eggplants</td>
<td>1 pound bag</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Assorted Large Purple and Striped Eggplants</td>
<td>Each</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Candy Roaster Squash</td>
<td>Each</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Seminole Pumpkin Squash</td>
<td>Each</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Seminole Pumpkin Squash</td>
<td>Each</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Seminole Pumpkin Squash</td>
<td>Each</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Seminole Pumpkin Squash</td>
<td>Each</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Seminole Pumpkin Squash</td>
<td>Each</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Seminole Pumpkin Squash</td>
<td>Each</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

**Total:** $122.97

### Farm Fresh Organics of Monticello FL LLC - 8402681001

<table>
<thead>
<tr>
<th>Item</th>
<th>Unit</th>
<th>Qty</th>
<th>Verified</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cucumber from Farm Fresh Organics</td>
<td>by the lb</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Japanese Eggplant from Farm Fresh Organics</td>
<td>by the pound</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Anaheim Peppers from Farm Fresh Organics</td>
<td>pound</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Jalapeno Pepper from Farm Fresh Organics</td>
<td>pound</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Iko Iko Bell Pepper</td>
<td>by the lb</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Cherry Tomatoes from Farm Fresh Organics - pint</td>
<td>pint</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Green Heirloom Tomatoes from Farm Fresh organics - Brandywine</td>
<td>by the lb</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Assorted summer squash</td>
<td>Pound</td>
<td>10</td>
<td></td>
</tr>
</tbody>
</table>

**Total:** $112.00

### Full Earth Farm - 8402657499

<table>
<thead>
<tr>
<th>Item</th>
<th>Unit</th>
<th>Qty</th>
<th>Verified</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Farm Share from Full Earth Farm</td>
<td>1 big bag of produce</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Assorted Italian Eggplants</td>
<td>1 pound bag</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>
CONSOLIDATED PACKING SLIP

Harris, Lucy
Home Delivery Midtown

Delivery Note: Please deliver to XXXXX at Greenberg Traurig, 101 E. College Ave (corner of College and Adams). It can be left with the receptionist. Thank you!!

ORDER DETAIL

<table>
<thead>
<tr>
<th>Farm</th>
<th>Item</th>
<th>Qty</th>
<th>Unit</th>
<th>Unit Price</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cherokee Creek Farm</td>
<td>Seminole Pumpkin Squash</td>
<td>1</td>
<td>Each</td>
<td>$11.00</td>
<td></td>
</tr>
<tr>
<td>Ragged Glory Farm</td>
<td>Stringless Green Bean Assortment</td>
<td>1</td>
<td>1 Pound</td>
<td>$5.83</td>
<td></td>
</tr>
<tr>
<td>Sanguon's Organic</td>
<td>zucchini</td>
<td>1</td>
<td>one pound</td>
<td>$3.71</td>
<td></td>
</tr>
</tbody>
</table>

--- Please find the following items in the refrigerator.

<table>
<thead>
<tr>
<th>Farm</th>
<th>Item</th>
<th>Qty</th>
<th>Unit</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunlight Organic Orchard</td>
<td>Blueberries</td>
<td>1</td>
<td>gallon</td>
<td>$26.50</td>
</tr>
<tr>
<td>Search Orders</td>
<td>Include in Results</td>
<td>Export</td>
<td></td>
<td></td>
</tr>
<tr>
<td>--------------------</td>
<td>------------------------------------------------------------</td>
<td>-----------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Order ID</td>
<td>Show abandoned carts</td>
<td>Export Orders</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Order Date</td>
<td>Show order notes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Customer Last Name</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organization</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>By Period Start</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pay Status</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pickup Location</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Check #</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sort By</td>
<td>Date Ordered</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Search**

[Search Criteria]

- Enter Criteria

<table>
<thead>
<tr>
<th>Search Orders</th>
<th>Include in Results</th>
<th>Export</th>
</tr>
</thead>
<tbody>
<tr>
<td>Order ID</td>
<td>Show abandoned carts</td>
<td>Export Orders</td>
</tr>
<tr>
<td>Order Date</td>
<td>Show order notes</td>
<td></td>
</tr>
<tr>
<td>Customer Last Name</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organization</td>
<td></td>
<td></td>
</tr>
<tr>
<td>By Period Start</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pay Status</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pickup Location</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Check #</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sort By</td>
<td>Date Ordered</td>
<td></td>
</tr>
</tbody>
</table>

**Search Options**

- Search Orders
- Include in Results
- Export Orders
Weekly Accounting

Make Adjustments
Search
Accounts Receivable

Make Adjustments

Select Period:
Promotion

- Word of Mouth
- Weekly e-Newsletter
- Smart Phone App Updates
- Facebook
- Website
- Recipe Cards
- Individual Farmers
- Events
- Media Coverage
- Community collaboration
THE MARKET IS OPEN!
NOW OFFERING HOME DELIVERY

The Online Market is open till Wednesday at 6am

All the Tomatoes!

Keep up that tomato buying folks! Some of your farmers have harvested literal TONS of tomatoes this season, like over 2,000 pounds. This is a real fact. We grow so much of them because they

The Market is OPEN
6am Sundays
to
6am Wednesdays

Join Our Mailing List!

Shop from your phone! Download the RHO Market app from iTunes or Google Play

OFFERING HOME DELIVERY
just specify your neighborhood in the blank provided. within 10 miles only $5!

Thursday Pickup
Bread and Roses
915-2 Railroad Ave
3:30pm-6:30pm
free for month of May
Website

Red Hills Small Farm Alliance

Farmers Markets
Red Hills Online Farmers Market: Sunday 6 am - Wednesday 6 am. A completely farmer-run online farmers market selling products direct from farmers to customers within 100 miles of Tallahassee. All products are local and shopping through this market also supports the Red Hills Small...

Mission Statement

Growers Circle

RHO Market
EGGPLANT CAPONATA
Adapted from www.gplarious.com

5 tablespoons olive oil
1 1½-pound eggplant, unpeeled, cut into ⅜-inch cubes
1 medium onion, cubed
2 sweet peppers, seeds removed and chopped
2 large elephant garlic cloves, chopped
Several small tomatoes, chopped
3 tablespoons red wine vinegar
2 tablespoons drained capers
3 tablespoons drained kalamata olives
1/3 cup chopped fresh basil
1 tsp chopped fresh (or dry) oregano
Toasted pecans, chopped

Heat oil in large heavy large pot over medium heat. Add eggplant, onion, peppers, and garlic cloves. Sauté until eggplant is soft and brown, about 15 minutes. Add diced tomatoes, then red wine vinegar and drained capers. Cover and simmer until eggplant and onion are very tender, stirring occasionally, about 15 minutes. Season caponata to taste with salt and pepper. Mix in fresh basil and oregano. Transfer caponata to serving bowl. Sprinkle with toasted pecans. Serve warm, at room temperature, or cold. (Caponata can be made 2 days ahead. Cover and chill.)
Bumper Sticker
www.rhomarket.com

“Red Hills Online Market
SEASONAL. LOCAL. CONVENIENT.

“I buy all my local produce online!”
SEVEN DAYS OF LOCAL DELIGHTS
Vermiculture Workshop
Gardening demonstration
community garden tours
Red Hills
Small Farm Alliance at Full Earth Farm 2013
Assorted Artisan Breads
Fruit and Cheese Platter
Mixed Greens Salad
Chicken and Rice with Shiitake Mushrooms
Assorted Mixed Vegetables
Sweet Potato Gratin
Chocolate Chestnut Tart
Little Pecan Persimmon Tart
A BRIDGE FROM FARM TO TABLE

Katie Harris, one of the co-organizers of the Red Hills Small Alliance, is co-owner of Full Earth Farm in Quincy. This season, she and her partner, Aaron Suko, harvested 2,000 pounds of tomatoes.
<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Producers</td>
<td>26</td>
<td>28</td>
<td>37</td>
<td>36</td>
</tr>
</tbody>
</table>
Total Revenue

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Revenue</td>
<td>$15,288.25</td>
<td>$35,622.68</td>
<td>$60,429.87</td>
<td>$45,493.71</td>
</tr>
</tbody>
</table>
Future
Growing online presence for farms

State of Florida - flfoodconnect.com
Direct ship wholesale and retail
LocalHarvest.org - National scope, longest running, farmer centered, direct sale site
Pick-a-Pepper.com - Free for farms young site not broad scope.
What is Florida Food Connect?

Welcome to Florida Food Connect! This site is designed to connect producers and buyers throughout Florida and in surrounding regions to expand the local food market! Take a moment to search our Business Directory and learn more about buyers and sellers who can help your operation.

Search Business Directory

In need of a product or service?  
Looking for farms or buyers in your area?
LocalHarvest Store

The LocalHarvest Store brings the products of family farmers home to you. While our farmers focus on selling fresh produce and meats directly to their local communities, many of them offer some of their products via mail order through us. We currently offer 8125 products.

Best Sellers

Dried Royal Velvet Bundles
(From $15.00)
Royal Velvet Bundles: 150-175 stems this year's harvest! This is a new v...

BUY

Pure NY State Maple Syrup
(From $4.50)
Pure NY Maple Syrup from the foothill of the Adirondacks, "Liquid...

BUY

Categories

CSA Subscriptions
Fruits
Meats
Grocery and Produce
Seeds
Farm/Garden
Honey and Bee Products
Dairy & Eggs

Shop our Catalog:
Chocolate & Desserts
Christmas Wreaths
Coffee & Tea
CSA Subscriptions
Dairy & Eggs
Dried Fruits & Nuts
Farm Crafts
Flowers
Fresh Fruits
Farm / Garden
Gifts / Gift Cards
Grocery and Produce
Herbal Tinctures
Herbs and Health
Honey / Bee Products
Lavender
Meats and Shellfish
Big Money Big City:

- Goodeggs.com - San Francisco, Los Angeles, New Orleans, Brooklyn
- Farmigo.com - New York, San Francisco
- RelayFoods.com - Washington, DC
- Greenling.com - Houston, Dallas/Ft Worth, Texas
- Annie's Buying Club - Florida
In August 2011, I hosted a Google+ Hangout (see the video below) to understand how the food world was using the new service. Among those that joined the Hangout were Rob Spiro and Alon Salant, two successful entrepreneurs with a mission to start a tech
Flexibility to fit your busy lifestyle!

- No Long-Term Commitment
- No Start-Up Fees
- No Membership Dues
- No Box or Packing Fees
- No Credit Card Fees
- No Time Obligation
- No more Paying Retail
- No Excuse not to eat well and feel great!

All Produce is certified organic.
Software providers:

- localfoodmarketplace.com
- locallygrown.net
- farmigo.com
- smallfarmcentral.com
- and many more...

Your own email and social media
We take orders all day Monday and Tuesday until 8pm.

If you have any problems with this site, please contact Eric at eric@locallygrown.net or 706-248-1860. For routine questions, email is preferred over a phone call.

**Be sure you understand who we are and how we work** before you create an account and place an order!

Welcome, guest! Feel free to browse, but you must have an account before you can place an order. Would you like to log yourself in? Or would you prefer to create an account?

---

**Categories**

- All Products (1025)
  - Bakery Goods (30)
  - Coffee (17)
  - Edible Flowers (2)
  - Eggs (23)
  - Flower Bouquets (9)
  - Fruit (13)
  - Gourds (1)
  - Grains & Milled Products (11)
  - Herbs & Spices (53)
  - Honey (3)
  - Live Plants (50)

---

**Featured Products**

- **Beans - Cherokee wax**
  - Price: $2.50
  - (1/2 lb.)

- **Beans-Blue Lake**
  - Price: $3.50
  - (1/2 lb.)

- **Beef - 5 lb ...**
  - Price: $36.00
  - (5 lbs, 1 lb packages)

- **Beef - Ground Beef**
  - Price: $7.25
  - (1 lb. packages)

---

**What's New**
Powering resilient local food systems.

FLEXIBLE & SCALABLE
We support food hubs selling to consumers, restaurants, grocery stores, and institutions with tools dedicated to making it easy to support your customers as you

TEAM OF FOOD HUB AND TECHNOLOGY VETERANS
Our team, including our founders, have run food hubs and helped dozens of other

BRANDED FOR YOU
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