



## Rare Earth News



A snow covered farm and the memories of summer still linger in our hearts and minds. Are you thinking of warmer days? Won't be long now when those beautiful days of summer return.

Warm greetings to you all. I had to wait to publish this until we finally got some snow for a good photo op of the farm. The above photo was taken on January 20th. The photo to the left was taken on July 22nd last summer. I can almost smell that beautiful aroma of tomato plants when I look at this picture. Not

quite a "scratch and sniff" but the image is unforgettable.

By now most of you have received notice to the changes occurring next summer with the debut of customizable shares and more. It was a long decision in the making and if this all goes the way it's suppose to we're all in for a great summer. Getting to know anything new can be frustrating. There's a major learning curve ahead but I'll be doing everything from my position to make this transition as pain free as possible for all. The good news is there's plenty of help available to us. If you're a thinking about becoming a member, have questions

about renewing your membership, or anything related to program information there's a support staff available to address your needs. Here's the link you can use to contact a Harvie staff member. <https://www.harvie.farm/contact>

Of course if you want to communicate with me you can certainly take that approach too. However, being new to all of this myself it might make more sense to contact the support staff at Harvie. Either way we're here to help.

So what actually is Harvie? It's a new software platform developed by a company I've been partnered with since 2014. The company's owner & CEO, Simon Huntley has concentrated all his time and talent developing software to manage the daily front end business of a CSA farmer. Harvie is his latest achievement in software for CSA farmers. By design it was developed with the intention of offering a more personal CSA experience for farm members.

Please take the time to read this article <https://www.harvie.farm/blog/what-is-harvie/> about the company, its owner, and the new Harvie platform. In

doing so I think you'll gain a better understanding why I've come to rely on tools like this to help improve operations at the farm. Like Simon Huntley, I too am devoted to preserve and promote sustainable small farm enterprise. Using technologies within our reach will improve our odds to continue providing fresh produce to our local community.

Here's what the new so-called "Harvie" platform will enable us to do for our members:

- Customizing what vegetables you receive in your share!
- Easily rescheduling your share, or change delivery dates if you aren't able to pick up!
- Built in cooking and recipe tips plus connecting with farm share members all over the world (literally!)
- Flexible payment options
- Swapping items
- Adding "extra" products

When I first broke ground to start Rare Earth Farm I never imagined that it would become what it has today. The investment in tools and equipment along the way has been astronomical. In the beginning there was a greater percentage of mechanical equipment purchased to manage our crop production. Today there's become an equal importance of having both the right machinery, along with the necessary electronic equipment in the form of computers and software.

*"We shape our tools and afterwards our tools shape us." Marshall McLuhan, Canadian philosopher*

I'm very optimistic about the new changes and willing to give Harvie the old college try this summer.

Hope you're just as excited to give "Harvie" a try. Take care and stay warm!

**Click here if you're ready to sign up for next summer <https://www.harvie.farm/signup/rare-earth-farm>**



Farmer Steve Young with CEO "Buddy" working on seed orders for 2020