

Farmacy WV a Prescription for Produce

Growers Guide 2024



Farmacy WV Prescriptions for Produce Grower Guide 2024

Production Planning- Plan for Farmacy weekly prescriptions in the same style as a CSA box or membership, with a small number of “Choose options” each week. The only difference is the Farmacy produce is presented to the patients farmers market table style. With clear guidance on signage that encourages the patient to be an active participant in choosing their produce. Such as choose 2 tomatoes, choose kale or spinach, choose 2 herb bundles, or with other items like cabbage it would be a choose 1.



Even with choices there should be no extras each week. For patients it is first come first serve if there is a Patient's choice that week. Such as beets or carrots. The farmer only supplies the number of prescriptions for that “choice option”



Planning the Weekly Offerings- Start planning by building out the weekly goals for produce, knowing farming is often unpredictable and it is always helpful to have alternative options planned ahead. Microgreens are a great filler that only needs 7-10 days prep. Plan for loss, you must have enough servings of for every patient each week. Start by choosing how many times certain produce will be offered. Noting the goal is a dietary change to include more produce in daily meals. Each week the number of items can vary as long as the total value is \$25. If there are 10 items to choose from, you may only have 15 carrot bunches and 15 beet bunches available and combine the choice. These 30 items count as 1 option. The only extras should be for unpicked up prescriptions or items people passed on. For patients it is first come first choice.



Plan Ahead
Start with 15 weekly target produce lists
Build out “boxes” based on planting schedules



Sample Weekly Options

Garlic (bundle of 3)

Eggplant

Onion

Tomatoes (2 slicers)

Cherry Tomato (Pint)

Bell Pepper (choose 1 from two color variety options)

Basil Bunch

Cucumbers (2)

Choice two yellow squash or zucchini

Small yellow doll watermelon

Two Ears of Corn

Choice Of herb bundle (rosemary, thyme, parsley)

Red Cabbage

Delicata Squash (2)

Zucchini

Heirloom Tomatoes

Jade Green Beans (Quart)

Swiss Chard or Mustard Greens

Peppers (choice of 3 Poblano or 3 sweet banana)

Okra (pint)

Sample Weekly Options

Carrots (bunch of 5)

Tomatoes (choose 2)

Cucumber (choose 2)

Mini Bell Peppers (4)

Yellow Squash

Cherry Tomato (quart)

Bag of mixed greens (10 oz)

Acorn Squash (2)

Mixed Radish Bunch

Pint of Grape Tomatoes

Bunch of Swiss Chard

Small Cantaloupe

3oz of microgreens

Kohlrabi

Quart of Green Beans

Let WVDA Help You!



**The WVDA can market
your farm by:**

- WVDA sponsored events
- The website & WVDA social media platforms
- Features in the Market Bulletin
- Email marketing - Enews
- WV Grown Program
- Video promos



WVDA Regional Planning Coordinators

**Find your planning coordinator
by using the appropriate region:**

*(Contact the WVDA if you do not have a
coordinator for your region)*



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**For More Information Contact Your
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