



## Inland Orange Orientation: Fall '10

Welcome to the '10 Fall season of Inland Orange – a grass-roots, community-based venture to save local groves by simply eating local oranges. **WE START THE WEEK OF August 16th & continue for 13 weeks! The final week is the week of November 7th.**

### How Do I Get My “Share of the Crop”?

What you'll need is the directory of pick up locations on the reverse of this sheet and the sheet of barcode slips enclosed in this envelope. This all works on the honor system. Once a week, go to the location you've picked from the directory, drop in **one** of your barcode slips into the can on the IOC display, and pick up your share (up to two bags). That's all there is to it. The bar code slip tells us who is picking up where and helps us learn how many orange shares we should stock at each pick-up spot. If you forget your barcode, just drop in a note with your name on it. Please don't ask pickup spot employees to save bags for you! As our pickup spots are helping out of pure community spirit, we would like to be as light a load on them as possible!

### Some Key Points

- **Use It Or Lose It (to the Needy)! – IOC eaters get one share each week. If you don't pick up your share at any one of the pick-up locations through-out that week, then you've lost that share – the shares don't transfer from one week to the next.** The good news is that if you don't pick up your share, Inland Harvest will – and they take it straight to food banks and homeless shelters throughout our area.
- **But I Need More than One Share This Week!** - if for some reason you need to redeem more than one share in a week, just give us a call **IN ADVANCE** so that we can add extra to the delivery, and there will be enough for the other members at the pick-up location
- **IOC is Fresh Off The Tree** – Unlike a big-box retailer, IOC is all about “Tastes Great” not “Big & Beautiful”. We take pride in getting you your share fresh and natural - it's not washed, sorted, bathed in fungicide or waxed.
  - Treat your share just like you would an orange you picked right off the tree – if you're a person that washes things, then wash it before eating.
  - No shares after a rainy day – Rainy days may impact our picking schedule. If it has rained, keep an eye out for signs, emails, voice messages etc updating you on share availability. IOC eaters will usually be able to pick up their share at any delivery site later in the week.
  - We're “Tastes Great” – your IOC orange comes straight off the tree. It's not run through a big packinghouse to sort out anything that's not big and beautiful and to plasticize it to give it a long shelf-life. So you'll see a mix in sizes from week to week, and you'll see some oranges with personality marks on the outside like “windscar” where the wind bumped the orange against a branch so the skin developed a callus. But oranges are like people – what matters is on the inside!
- **Confusion Warning** – The first couple of weeks of the season may be problematic as IOC learns who picks up their share where. Since we don't know this in advance, some pick-up spots may run out before you get your share. We're going to try to avoid this by overstocking at every location in the beginning (Inland Harvest is going to have a windfall!), but if for some reason your pick-up spot has run out, please give us a call – it's the only way we know to add more for the next delivery. Please don't blame the store-owners – they're innocent bystanders.
- **We Share The Farmer's Risk** – Remember, IOC conserving members share the farmer's risk. If there's a frost that freezes the crop, we've lost our shares...but IOC will pay the farmer anyway – because the whole point is to keep the groves going.