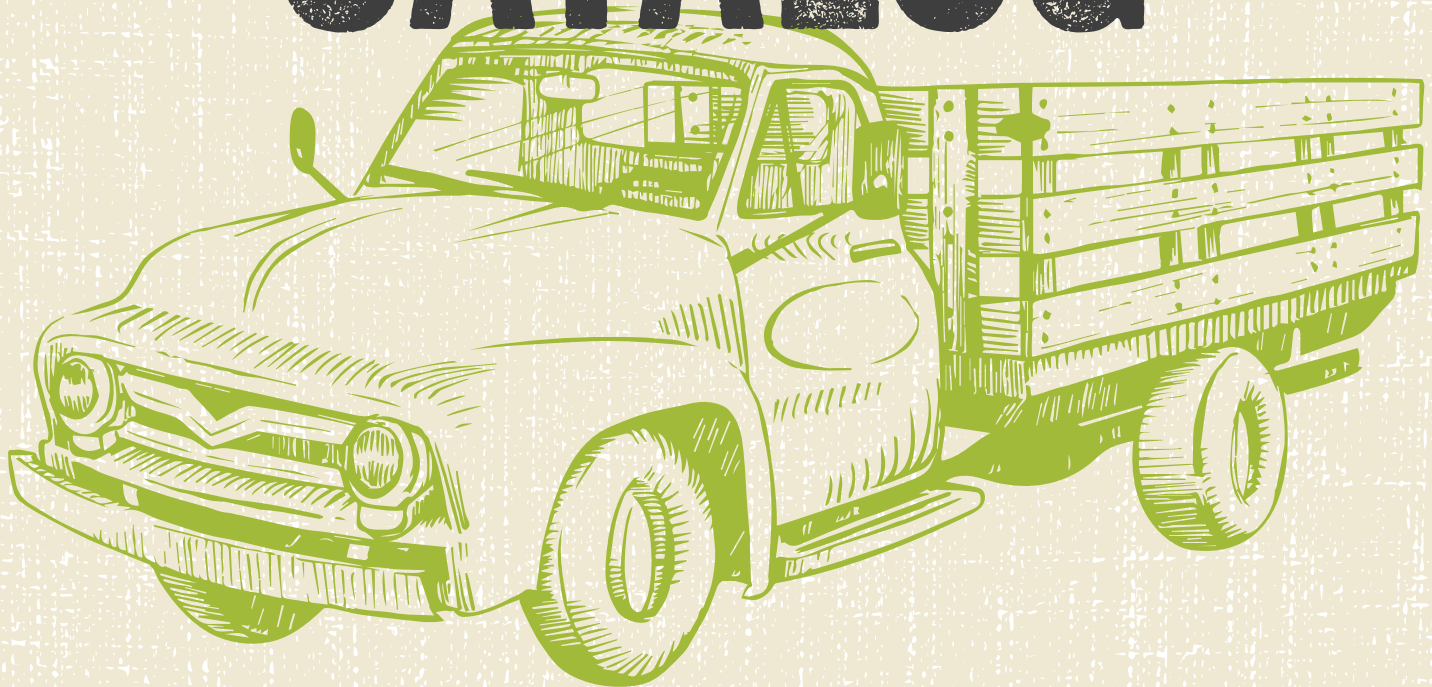


CULTIVATING A VIBRANT COMMUNITY

The Villages
grown

PRODUCT CATALOG



2020



For more than 30 years, The Villages® has been committed to building a community where residents can live happy, healthy and active lifestyles. With diet playing an important role in overall health, The Villages will give their residents access to nutritious, convenient and fresh food.

The Villages Grown™ will be one more way to support the residents' health and wellness goals, and also an opportunity to share the benefits of a healthy lifestyle with surrounding communities.





Fellow Locavores,

The Villages Grown™ will provide fresh, consistent, nutrient-dense ingredients to residents and organizations in The Villages and surrounding Central Florida communities. Not only will we grow, harvest and process a wide range of vegetable varieties, but we will also source products from other local, multigenerational family farms and food artisans within a 150-mile radius to bring customers a full suite of local goodness.

Our farm operation will provide produce varieties grown in controlled environment greenhouses that utilize advanced growing technologies such as hydroponics, as well as field-grown produce options.

Our horticulturists have over three decades of expertise, and promise quality produce that is extremely flavorful and provides an abundance of vitamins and nutrients. With our goal of providing our customers with the freshest produce possible, we will deliver within a 2-48-hour window upon harvest. Custom produce growing may also be available, which will bring unique culinary options.

The Villages Grown is excited to bring your business fresh, sustainable food options, as well as inspire healthy lifestyles in The Villages and surrounding communities.

Let's Grow Together,

Jennifer Waxman

Executive Director, The Villages Grown





ADVANTAGE

Quality

- Harvested & delivered within 2-48 hours
- No produce gassing - all produce is naturally ripened
- Extended shelf-life due to harvesting at peak freshness
- Grown in a closed-loop, clean and pure environment
- Enhanced plant nutrient density
- Consistent texture, size, taste, smell and color
- Meets & exceeds USDA organic growing standards

Customer Support & Unique Offerings

- Annual contract growing available
- Custom produce blends
- Cut-Processing on local greens and specialty items
- Educational marketing & programming
- Staff training programs
- Branding & promotional opportunities
- Chef foraging wholesale purchasing on-site opportunities (sampling, test marketing, etc.)

Community Commitment

- Local farm aggregation to offer a full suite of produce, eggs, etc.
- Local artisan goods utilizing local ingredients, including The Villages Grown

Operations

- Consistent, year-round production
- Consistent pricing
- Tiered volume discount pricing
- Self-distribution and customized delivery programs

Food Safety, Traceability & Sustainability

- Proactive food safety measures
- Full transparency and traceability of all products
- Decontamination practices
- Water, amendment, energy conservation efforts
- Sustainably-grown with no chemical pesticides
- Non-GMO seeds
- Global GAP (Good Agricultural Practices) Certification – The worldwide standard to safe and sustainable agriculture

www.TheVillagesGrown.com



The Villages grown

PRODUCE





The Villages grown CROPS

Controlled Environment Agriculture

Cucumbers

Greenhouse Grown, Hydroponically-Grown

Cocktail	40 LB
English	12 CT
White	10 LB

Herbs

Greenhouse Grown, Hydroponically-Grown

Basil	16 OZ
Chives	16 OZ
Cilantro	16 OZ
Dill	16 OZ
Mint	16 OZ
Oregano	16 OZ
Parsley	16 OZ
Rosemary	16 OZ
Sage	16 OZ
Sorrel	16 OZ
Thyme	16 OZ

Lettuce & Greens

Greenhouse Grown, Hydroponically-Grown

Baby Bok Choy	5 LB
Bibb	12 CT
Butterhead, Green	24 CT
Butterhead, Red	24 CT
Crystal	24 CT
Oakleaf, Green	24 CT
Oakleaf, Red	24 CT

Microgreens

Greenhouse Grown, Hydroponically-Grown

Arugula	8 OZ/16 OZ
Beets Bulls Blood	8 OZ/16 OZ
Broccoli	8 OZ/16 OZ
Chard Rainbow	8 OZ/16 OZ
Kale	8 OZ/16 OZ
Kohlrabi, Purple	8 OZ/16 OZ
Mix Mild	8 OZ/16 OZ
Mix Spicy	8 OZ/16 OZ
Mizuna	8 OZ/16 OZ
Mustard	8 OZ/16 OZ
Radish, Red Rambo	8 OZ/16 OZ
Wasabi	8 OZ/16 OZ

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Microgreen Shoots

Greenhouse Grown, Hydroponically-Grown

Popcorn	8 OZ/16 OZ
Sugar Pea	8 OZ/16 OZ
Sunflower	8 OZ/16 OZ
Living Wheatgrass	10 x 20 Tray

Radishes

Greenhouse Grown, Hydroponically-Grown

Radish, Watermelon	10 LB
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Tomatoes

Greenhouse Grown, Hydroponically-Grown

Heirloom Cherry Tomato Varieties	10 LB
Heirloom Cherry Tomato Varieties	12 CT Pint
Large Slicer	2-Layer, 18 - 20 LB
On the Vine	10 LB
Red Grape	10 LB
Red Grape	12 CT Pint

Product Availability Subject to Change

In addition to our year-round availability of these items, The Villages Grown will be adding on new and exciting produce varieties each month. A Weekly Produce Availability List will be sent out along with updates from your Account Manager detailing these options.

Please stay tuned for an expanded list of produce and goods from The Villages Grown and our Local Farm and Artisan Network.

Healthy plants. Healthy people.

The Villages Grown is a hyper-local community food system.

352-250-0005







**LOCAL
FARM
NETWORK**



**LOCAL
ARTISAN
NETWORK**



PRODUCE & ARTISAN GOODS

We're focused on building relationships with local farmers and artisans that share our passions and beliefs to sustainably grow and produce safe, great tasting foods. These partnerships allow us to offer a well rounded supply of products to our residents, while supporting our friends and the local economy.





PRODUCE



BLUE SKY FARMS Elkton

SEASONAL
Field-Grown Potatoes

Potatoes, Sweet Purple	40 LB
Potatoes, Sweet Murasaki	40 LB
Potatoes, White	50 LB
Potatoes, Yellow	50 LB



FULLEI FRESH Miami

SEASONAL
Hydroponically Grown Sprouts

Mung Bean Sprouts	5 LB
Green Snow Pea Shoots	3 LB
Crunchy Mix (mungbean, red and green lentil, green pea, adzuki)	5 LB
Garbanzo Bean Sprouts (6 oz)	12 CT

JAMES FAMILY FARMS

JAMES FAMILY FARMS Howey In The Hills

SEASONAL
Sustainably-Grown Citrus

Tangerines	50 LB
Grapefruit	50 LB
Hamlin Oranges	50 LB
Navel Oranges	50 LB
Valencia Oranges	50 LB

Product Availability Subject to Change. Pricing and Availability varies based on the environment, demand and growing season. Weekly updates will be provided.

www.TheVillagesGrown.com



LONG & SCOTT FARMS
Mt. Dora
SEASONAL
Field-Grown Produce

Cabbage, Green	1.8 Bushel (50 LB)
Cabbage, Red	1.8 Bushel (50 LB)
Cabbage, Savoy	1.8 Bushel (50 LB)
Corn, Sweet	1 Crate (48 EARS)
Brussel Sprouts	1 Carton (25 LB)
Peas, Black Eyed Unshelled	1 Bushel (25 LB)
Peas, Conch Unshelled	1 Bushel (25 LB)
Okra	0.5 BU
Okra, Pickled	5 GAL Bucket
Pickles, Dill	5 GAL Bucket
Slaw Mix	20 LB

Long & Scott Growing Calendar

April - June
Okra, Onion, Black Eyed Peas, Conch Peas
April - June | September - December
Cucumbers, Corn
November - April
Red Cabbage, Napa Cabbage, Savoy Cabbage,
Green Cabbage, Collards, Kale, Turnip Greens,
Brussel Sprouts, Mustard Greens, Carrots



LAKE MEADOW NATURALS
Ocoee
CLEAN
Free-Range Proteins

Eggs

Medium	15 DZ
Large	15 DZ
Large GMO Free	15 DZ
XLarge	15 DZ
Jumbo	12 DZ
Pullet	15 DZ
Duck Large	100 Count



352-250-0005



ARTISAN GOODS

ARTOMORO
tempeh company

ARTOMORO TEMPEH CO
Gainesville

VEGAN
Full Tempeh Product Line

Adzuki Tempeh	20 lb Case
Black Eyed Pea Tempeh	20 lb Case
Soy Tempeh	20 lb Case



CONGAREE & PENN
Jacksonville

LOCAL
Rice & Rice Grits

Rice, Jupiter White	10 LB
Rice, Jupiter Brown	10 LB
Grits, Jupiter Rice	10 LB
Grits, Purple	10 LB



FARM BOY PRODUCE
Altamonte Springs

Small Batch Kombucha
available in 14oz bottles

Black Grape Kombucha	24 CT
Crème Soda Kombucha	24 CT
Orange Blossom Kombucha	24 CT
Ginger Beer Kombucha	24 CT
Hawaiian Punch Kombucha	24 CT
Lavender Lemonade Kombucha	24 CT
Peppermint Lavender Kombucha	24 CT
Pineapple Ginger Kombucha	24 CT

Seasonal

Raspberry Kombucha	24 CT
Strawberry Kombucha	24 CT

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JOE'S OAT PATTIES
Apopka
VEGAN
Meat Alternatives, Frozen,
Ready-Made & Dry Goods

Frozen Burger Patties (6oz each)

Portabella Mushroom	24 CT
Breakfast Patties	48 CT

Frozen Crumbles

Italian	4 LB
Portabella Mushroom	4 LB
Taco	4 LB

Frozen Meeballz

Italian	72 CT
Chix	72 CT

Salad Dressing

Dina's Dressing	
Kombucha Vinaigrette	51 OZ

Ask for gluten free options.

Riverview Apiaries

RIVERVIEW APIARIES
Lake Panasoffkee
Raw Unfiltered Honey

Honey

Wildflower	1 Gal
Orange Blossom	1 Gal
Cooking	1 Gal



YAUPON BROTHERS
Edgewater
Naturally Caffeinated, Native
Yaupon Teas

Wrapped Tea

Fire Roasted	300 CT
American Green	300 CT
Lavender Coconut	300 CT
Florida Chai	300 CT

Unwrapped Tea

Fire Roasted	300 CT
American Green	300 CT
Lavender Coconut	300 CT
Florida Chai	300 CT

352-250-0005



VERITAS COFFEE
Wildwood
Craft Coffee Roasters

Blend	3 LB/5 LB
Decaf	3 LB/5 LB
Single Origin	3 LB/5 LB

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The Villages Grown and our Local Farm & Artisan Network.

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Jennifer Waxman

Executive Director, The Villages Grown
Jennifer.Waxman@TheVillagesGrown.com

352.250.0005



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