

**Press Release – For Immediate Release**

Media Contact: Eberly & Collard Public Relations, 404-574-2900

Don Eberly, [deberly@eberlycollardpr.com](mailto:deberly@eberlycollardpr.com)

**Habersham Gardens Acts as Liaison Between  
Local Farmers and In-town Community**

*Atlanta independent garden center / professional landscaping company launches Community Supported Agriculture (CSA) program to promote local products, business growth and community outreach.*

Atlanta – October 19, 2009 – Habersham Gardens, an Atlanta garden center business specializing in unique plants, garden accessories and landscape services, announced this week an innovative new program to advance business objectives, sales and community outreach by serving as a major in-town Community Supported Agriculture (CSA) participant. By becoming the newest food pick-up site in the CSA program, Habersham Gardens is supporting 20 local farmers who grow sustainable produce and supplying locally grown food to Atlantans.

The program is a cooperative made up of farmers with sustainable growing practices and urban organizations / businesses like Habersham Gardens with strong public followings or customer bases. The urban participants must also have physical locations conducive to easy pick-up of food items for area residents.

"Many Atlantans have interest in their own vegetable gardens given the 'home-grown edibles' and 'backyard to table' trends, but simply do not have the necessary time. Habersham Gardens initiated becoming a CSA participant to act as a liaison between local farmers and in-town residents," says Deborah Harrison, founder and co-owner of Habersham Gardens.

Atlanta consumers may participate in the program by procuring food-purchasing memberships in return for weekly deliveries of seasonal, ultra-fresh produce such as fruits, vegetables and other organic food items. Regional farmers, in turn, are able to market food products to urbanites and receive membership payments early in the year prior to harvests. The advance-pay food memberships lead to steady cash flow for farmers' crop development and address common interest in organic food among Atlantans. Habersham Gardens serves as the link between the two, given the garden center business acts as a significant food drop-off and pick-up location for in-town locals.

As a participant, Habersham Gardens' CSA participation includes a wide variety of food items which are not restricted to vegetables. In addition, fruits, herbs, eggs, grains, coffees, meats, and other items become available over time. "Now, when our customers come to the garden center for plants or garden accessories, they can also register to receive weekly shipments of locally grown and diverse foods," says Harrison.

Customers are able to fill out member profile surveys which determine food preferences. These preferences are then passed along to the farmers so they can plan crops according to member needs.

– Continued –

Becoming a sustaining member permits customers to participate in food crop planning and receive a special start-up pack including a special CSA cookbook. Since it is located between Midtown and Buckhead, Habersham Gardens offers local residents easy access to participate in the program and staff members trained to assist member-consumers during the weekly food pick-ups.

More than just a good way to help area residents find and purchase locally grown and organic food items, Habersham Gardens' CSA participation is also a strategic business action on Harrison's part to increase marketability and inventory for her garden center. "Implementing the CSA program at Habersham Gardens was a natural fit for us since we have been an in-town retailer of home and garden products for many years. Adding local, seasonal produce and food items to our inventory has brought about an additional sense of community as well as business opportunities for us," says Harrison.

In order to maximize the opportunity further, Harrison and her staff plan to schedule a series of seminars open to the public to discuss cooking with vegetables and herbs. Habersham Gardens' e-newsletters, Web site and blog will also feature appropriate recipes for common and seasonal CSA food items.

"Through CSA and because our garden center sources plants from local and regional growers, Habersham Gardens has relationships with both farmers and urban residents. For us, acting as a go-between for both groups is a way to better meet the selling objectives of farmers in business to make profits, and local residents who strongly desire local produce with little way to find it," says Harrison.

To become a member for weekly food deliveries at Habersham Gardens, call 404-873-2484 or visit 2067 Manchester Street NE, Atlanta, GA 30324-4110. For more information about Habersham Gardens, please visit [www.habershamgardens.com](http://www.habershamgardens.com).

###

Notes to the Editor:

- *Please direct any / all questions or needs to Don Eberly, Eberly & Collard Public Relations. The phone number and email address can be found at the top of this release.*