

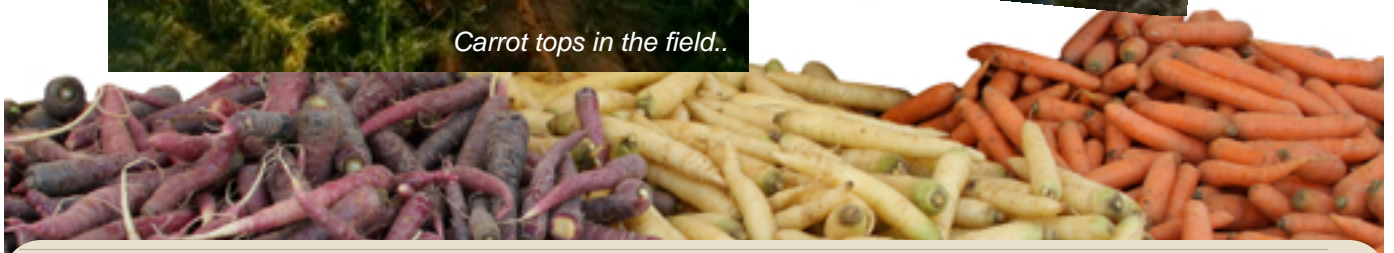
WEISER FAMILY



GO TOPPLESS!



Carrot tops in the field..



WHAT: **Sustainability** in action, people!

WHY: Think of it this way - a carrot is a root, and the leafy greens are the plant. If left attached, the “plant” slowly takes from the “root” to keep itself alive. By cutting off the greens in the field, we ensure that our carrots retain as much of their **moisture** and **nutrients** as possible! The tops get incorporated into the soil, adding organic matter back into the ground.

This also enables us to cut back on raw materials; **smaller** boxes, which take up less space for trucking or shipping. Not to mention free **“food” for the earth!**