



FAQs and Terms and Conditions Farmers Market Harvest Advantage Card™

Frequently Asked Questions

What are the benefits of the HARVEST ADVANTAGE CARD?

The HARVEST ADVANTAGE CARD provides cardholders with three major benefits: (1) Great pricing on fresh-picked, locally farmed, and organic produce; (2) special pricing on items such as organic olive oils, nuts, jams and more; (3) and, news about U-Pick berry days, organic recipes, and special events at the Ranch. The Webb Ranch Farmers Market features the highest quality and freshest produce. If for some reason you are not satisfied with our produce, please bring it to our attention so that we can remedy the situation.

Do I need a HARVEST ADVANTAGE CARD to get the newsletters?

No. You can sign-up online at www.webbranchinc.com/signup.htm to receive our monthly newsletters, which include recipes, offers and event information.

Do I need a HARVEST ADVANTAGE CARD to qualify for the special offers?

Yes. Simply show your card at checkout time to receive these special offers.

Do you collect item-specific purchase information?

As part of the HARVEST ADVANTAGE CARD program, we aggregate item purchase information. This allows us to respond to what customers want and buy. We do not track individual purchases to create individualized offers.

How do I get a HARVEST ADVANTAGE CARD?

You can get your HARVEST ADVANTAGE CARD at the market the next time you shop by filling out the registration form, available at any cash register. You'll be issued a HARVEST ADVANTAGE CARD on the spot that you can start using immediately. Note: You cannot register online and have a card mailed to you. You must go to the market. To save time, you may fill out the form online in advance and bring it to the market. To get the form go to, www.webbranchinc.com/farmers_harvest.htm.

How do I use the HARVEST ADVANTAGE CARD?

It's easy. When you present your HARVEST ADVANTAGE CARD at checkout, you automatically receive Advantage Pricing on your purchases.

What if I forget my HARVEST ADVANTAGE CARD?

No problem. We will use your phone number to identify you and you can continue to receive Advantage Pricing and access to our special offers.

How can I update my information?

You may update your information at the Farmers Market or email your updates to market@webbranchinc.com. Be sure to include your name and card number in any correspondence.

Do you support eScrip?

We are exploring this option but we are not supporting eScrip at this time.



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What is CCOF produce? Isn't all organic produce the same?

All produce that claims to be organic is *not* the same. CCOF stands for Certified California Organic Farmers and is the highest standard for organic produce. At Webb Ranch this means we do not and have not used any pesticides or herbicides for a minimum of 3 years – in fact, our fields haven't used these products for over 30 years!

It also means that we use sustainable farming practices: We support union farm workers with health and dental benefits. We use filtered, drip irrigation to conserve water. We use compost made from the stable waste of our horses. We rotate our crops in our fields so as not to deplete their resources. And, we use a farming technique called "cover crops" – we plant and grow a crop of legumes over the winter and then plow it under before it reaches full maturity. We do this to increase our soil fertility, to reduce weeds and unwanted pests, and to manage water resources by eliminating erosion. Webb Ranch is a sustainable farm that embraces the true meaning of the word "organic."

Are all of the products at the Webb Ranch Farmers Market CCOF?

Primarily, yes. We identify all of the produce that is CCOF at our market. We make the certificates of the CCOF farms available for your review so that you can be guaranteed of the quality of those products. We do have pesticide-free, herbicide-free produce which means it's organics, but it has not been certified for minor reasons. Either way, the Webb Family assures you of the freshest, highest quality produce. Other farms represented at The Market are long term relationships with farmers we trust to deliver the same quality and standards we embrace.

Frequently Asked Questions

Use of the HARVEST ADVANTAGE CARD constitutes acceptance of the following terms and conditions by each HARVEST ADVANTAGE CARD Member ("Member") as defined by Webb Ranch Farmers Market: HARVEST ADVANTAGE CARD special offers are provided on a per household basis (maximum of 10 people to a household). Households are defined as Members with the same address and phone number.

Qualification: Special pricing is applied at checkout time. Special offers are limited to one per household.

Eligibility: Webb Ranch Farmers Market reserves the right to verify the eligibility of purchases and the household status of purchasers. Changes to the HARVEST ADVANTAGE CARD Program terms and conditions will be posted to the Webb Ranch Farmers Market website. Continued use of Harvest Advantage Card constitutes acceptance of any amendment to the Program.

Termination: Webb Ranch Farmers Market may terminate the Program at any time through written notice sent to Member via email (members without email will be notified through the US Mail).

Accuracy of information: Members are solely responsible for providing and maintaining correct mailing information. Members can update their information at the Farmers Market or email updates to market@webbranchinc.com. Be sure to include name and card number in any correspondence. Webb Ranch Farmers Market is not responsible for special pricing, offers, or discounts that are not received as a result of Member's failure to update Member's mailing information.

Offers: Special offers may be advertised via email newsletters, Twitter tweets, or newspaper advertisements. Individuals who register for a HARVEST ADVANTAGE CARD will receive a re-usable shopping bag. This offer expires at the end of the 2010-growing season. Subsequent offers may be offered at the sole discretion of the Webb Ranch Farmers Market.