

Wilson Farm Fundraiser



2011 Pies

Dear Fundraiser:

**Here's what you've been waiting for. The 2011 pie pricelist is ready.
On your mark, get set, sell. It's easy as pie!**

This fall has found us working extremely hard on pie pricing for our fundraisers. Over the last several years we have fought price increases with much success. But this year we have been faced with significant increases due to poor weather conditions, transportation cost increases, and a general increase in food stuffs which I'm sure you've noticed at the supermarket. We've searched high and low and these are the best prices we've found for the same great pies we have carried in years past. As much as we don't like raising prices, we would rather make necessary adjustments than offer a lower quality pie. If you're a veteran Wilson Farm pie Fundraiser you know they are the highest quality available. This year we taste tested several new brands, but none met the quality standards of those we have offered in the past. So you can be confident you'll be receiving the same great pies you and your customers have enjoyed for years.

You will find a Price List, Group Order Form, Individual Seller's Order Form and Participation Form attached here. The Participation Form **MUST** be completed and returned before placing your order. All groups **must** submit a Participation form, even if you have participated before, as contact information often changes from year to year. .

If you received this letter through the postal service it means we don't have an email address for you. Please provide your email address on the Participation Form to receive information more quickly.

Here are a few things to remember before starting your pie sale:

- **Although the pies are not baked here in our kitchen, they are the same top quality frozen pies we sell here at the Farm.**
- **The prices on the Price List are Wilson Farm's prices to you. Your group will determine their own prices for sale. The difference is your profit.**
- **All orders must be received 7 days prior to your pick up date.**
- **Be sure to include a pick up Date and Time on your order form.**

If you have any questions, feel free to contact me at heather@wilsonfarm.com or 781-862-3900.

Happy Selling,

Heather Aveson
Fundraising Manager