

“Big chill is a boon to some Destin businesses and a bust to others”

By Tosha Sketo
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The cold weather that has persisted in Destin for weeks has both hurt and helped the local business community.

Shana Wolf, co-owner of Off the Vine, a business that delivers locally grown organic produce in Destin, said the cold snap has caused problems in her industry.

“We don’t really take a loss,” Wolf said. “It’s more so the local farmers that take a loss, and that’s sad.”

Wolf said local citrus and leafy green crops survived the below-freezing temps fairly well, but strawberry and bean crops took a big hit. Most of the strawberry crops were frozen beyond recovery, which will make strawberries harder to obtain and more expensive according to Wolf.

“We’re in winter, and we just had a freeze,” Wolf said. “There will be lower volumes, and it will be a little bit pricier. But I think overall people understand that things that are harder to grow are the pricier things.”

Wolf said many crops were frozen from the ground up, so it will take four to six weeks before area farmers are able to turn around another crop. Until then, Wolf said people should enjoy things that are in season to avoid paying higher prices. To see a menu of the fresh organic produce offered by Off the Vine, visit www.offthevine.org.

“I think the main thing we need to do right now is support our local organic farmers,” Wolf said. “When an area takes a loss, it’s important to start buying from them as soon as they push another crop out.”

