CSA

Community Supported Agriculture

New Farms for New Americans 2013

What is CSA?

food producers **+** food consumers **+**
annual commitment to one another **=**
CSA and untold possibilities

mutual commitment: the farm feeds the people, the people support the farm and share in the inherent risks and potential bounty

E.Henderson & R.Van En, 1999

Why use CSA?

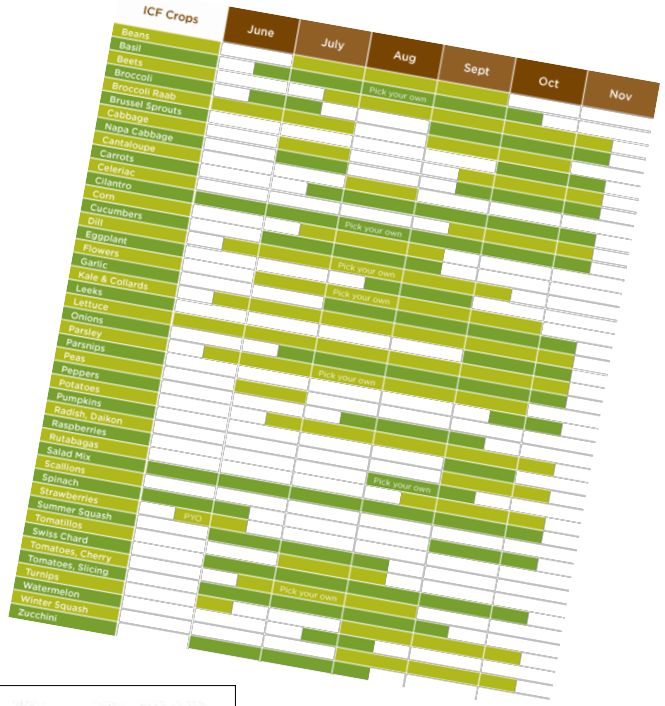
- Advanced capital/income
- Guaranteed sales
- Ease of planning
- Community development
- Know Your Farmer, Know Your Food
- Happy Farmers!

Different types of CSA

- 1 farm vs. multi-farm
- Pick-up vs. delivery
- Pre-packed shares vs. market style where members pack
- Seasonal vs. year-round

How to start

- Design your share per member
- Determine cost of share
- Determine # of shares needed to meet your sales target
- Determine your total crop needs based on share design and # of members
- Develop a crop plan
- Determine system for member payments
- Market the CSA to form a core group of members/supporters



Keys to maintaining members

- Steady supply of food
- Meet and/or exceed the dollar value of the share
- Crop/product diversity
- Outreach – newsletter, events, etc.

Notes From the Intervale Community Farm — Vol. XVI, No. 2 — May 2010

Bottom Land News

ICF Plant Sale

It's time to bring some of the farm's beauty home to your own garden! The ICF greenhouse is bursting with robust plant starts that will help you get a jump on the growing season. We offer a limited selection of our favorite flowers, choice vegetables starts, and vibrant herbs. So come down to the farm and enjoy the sunny days of May!

Plant Sales take place at the ICF pole barn, three Saturdays in May:

May 8, 9 am -12 pm
May 15, 9 am- 12 pm
May 22, 9 am- 12 pm

Pickup Update

We expect the first summer pickups to begin **Monday, June 7** and **Thursday, June 10**. You'll receive confirmation prior to the first pickup. See you soon!

ICF Hires New Bookkeeper

The Intervale Community Farm is thrilled to welcome Jessie Alberts back to ICF as our part-time bookkeeper and member services coordinator. Jessie worked on the ICF staff from 2005-2007 before moving to San Francisco. Jessie brings with her a wealth of bookkeeping experience as well as a strong background in sustainable agriculture. Jessie lives in Underhill where she is starting a market garden and CSA.

NFNA CSA

<u>Type of CSA</u>

-Pre-packed shares

-Delivery off-farm

-Seasonal

<u>Core group/members</u>

-First Congregational Church

-40 members

NFNA CSA

Payment method for members

-Lump sum

-Checks or cash

Marketing

-Posters, brochure, website

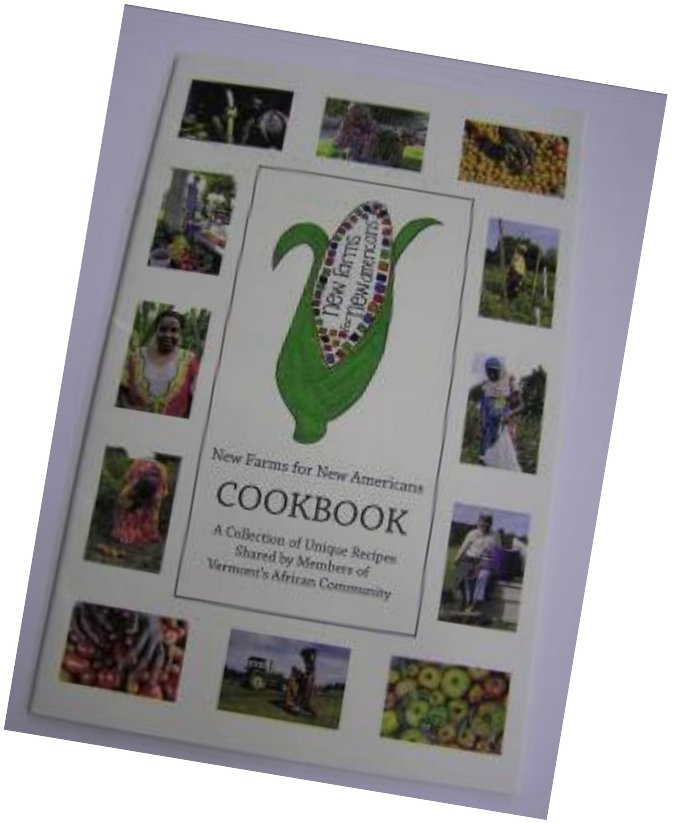
NFNA CSA

<u>Maintaining membership</u>

-Crop/product diversity & quality

-Weekly newsletter

-Recipes



NFNA CSA

<u>Maintaining membership</u>

Engage with members:

-Member surveys

-End of season celebration

-Social mission