



GROWING A NEW GENERATION OF ILLINOIS FRUIT AND VEGETABLE FARMERS

AGRICULTURE

Deborah Cavanaugh-Grant July 2015



Objectives

- Increased knowledge of the history of CSAs
- Increased knowledge of the models and characteristics of CSAs
- Increased awareness of resources and organizations that provide CSA information and support





What We'll Cover

- What is Community Supported Agriculture (CSA)
- History of CSAs
- How CSAs work
- Models and characteristics of CSAs
- Resources and organizations





What is Community Supported Agriculture?

 "Community Supported Agriculture (CSA) consists of a community of individuals who pledge support to a farm operation so that the farmland becomes, either legally or spiritually, the community's farm, with the growers and consumers providing mutual support and sharing the risks and benefits of food production."





Common Characteristics of CSAs

- Emphasis on community and/or local produce
- Shares/subscriptions
 that are sold prior to
 the season's beginning
- Weekly deliveries to members/subscribers



Organic Pastures Meat CSA, Eureka, IL

Photo by Terra Brockman





History of CSAs



Photo by Clemens Kalischer

Robyn Van En, was the co-founder and original owner of Indian Line Farm and is widely recognized as one of the true pioneers of the CSA movement.



http://www.indianlinefarm.com/





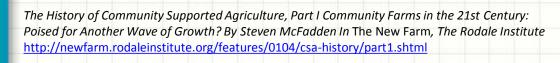


History of CSAs



http://www.twcfarm.com/

 "The Temple-Wilton Community Farm has been "Growing Food in Community since 1986," which makes us the oldest continuously operating CSA in the United States. Our diversified farm of 130+ acres grows and produces everything from raw milk and cheeses to biodynamically-grown vegetables, pastured-raised meat chickens, pastured pigs, laying hens and grass-fed beef and veal."







How do CSAs work?



Sally's Fields CSA, Chatham, IL

Photo by Deborah Cavanaugh-Grant





CSA Models

Producer-Initiated CSAs

 the majority of CSAs are started by farmers interested in alternative marketing and strengthening their connection to consumers

Member-Initiated CSAs

 a group of interested consumers works together to find a local farmer to produce their food

Multiple-Producer CSAs

several farmers band together to provide consumers with a wide variety of products

Organization-Initiated CSAs

 organizations such as businesses, churches, schools, etc. offer an existing community of consumers that forms a CSA





Characteristics of CSAs

- Community
- Shares/Subscriptions
- Delivery
- Pricing Shares
- Waiting Lists
- Consistency
- Communication

Ernst, Matt, and Tim Woods. "Community Supported Agriculture." *Cooperative Extension Service University of Kentucky Agriculture*. University of Kentucky, Aug. 2009. Web. 16 June 2015. www.uky.edu/Ag/CCD/marketing/csa.pdf





Community







Shares/Subscriptions



http://sustainableflatbush.org/2009/03/03/flatbush-farm-share-csa/





Delivery

- Distributed at a central location, e.g., at a farmers market, church, or a member's home where other members pick up their boxes
- Distributed at the farm
- Delivered directly to the member's home



http://redtri.com/chicago/farm-fresh-5-csas-to-try-now/







Full Share: \$415

20 to 22 weeks of participation (depending on weather), from June through October, consisting of two to three (or four) grocery bags full of produce, which should be enough for three or four people.

Half Share: \$210

20 to 22 weeks of participation (depending on weather), from June through October, containing half the quantity of a 'whole' share. Each pickup will be one to two grocery bags full of produce, which should be enough for one or two people.

CSA Shares for 2015, from Sally's Fields, Chatham, IL





- A recommended method for pricing CSA shares is as follows:
 - Estimate what the production expenses will be for the CSA season
 - Estimate the number of labor hours you will use (or hire) to produce for the CSA
 - Estimate the hourly wage rate that you would like to earn from your CSA production





Contracts



http://pixshark.com/contact.html



Model CSA Member Agreement

https://farmcommons.org/resources/model-csa-member-agreement

Put Your CSA On Strong Legal Footing Webinar

https://farmcommons.org/put-your-csa-strong-legal-footing-0





- If choosing to offer a payment plan for your CSA, be sure to:
 - Have initial payments that will adequately cover your earliestseason expenses
 - Have contingency plans for people that may not complete their installment payments

Payment Plans

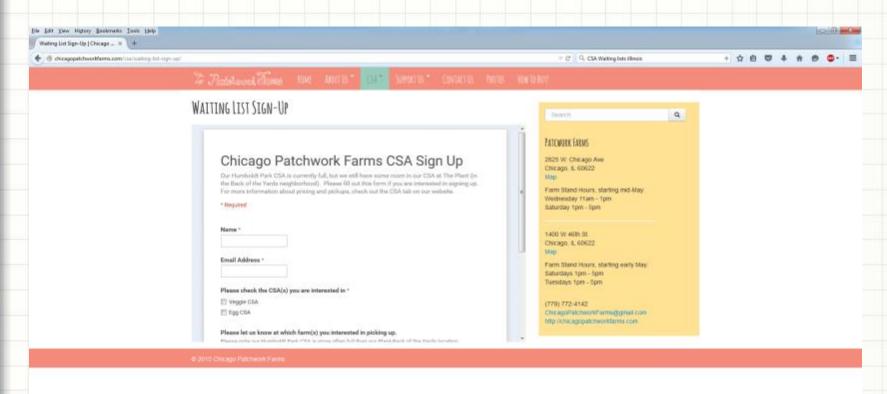


http://myzone.com/ticket-payment-plan





Waiting Lists



http://chicagopatchworkfarms.com/csa/waiting-list-sign-up/





Consistency



Photo by Deborah Cavanaugh-Grant





Communication



Chad Wallace of Oak Tree Organics, Ashland, IL

- Newsletters
- email
- Internet
- Social media

Social Media Starter Kits

http://thelandconnection.org/farmers/marketing-workshops-and-resources/social-media-starter-kit-information

Social Media Marketing for Farmers Webinar

http://thelandconnection.org/farmers/social-media-marketing-resources/social-media-marketing-webinars





Organizations and Resources



EXTENSION

Robyn Van En Center

A national resource center about
 Community-Supported Agriculture (CSA) for people across the nation and around the world. The center provides outreach and works to gain publicity about CSA farms in order to benefit community farmers and communities everywhere.

Robyn Van En Center CSA Farm Database http://www2.wilson.edu/CsaSearch/







CSA Solutions Hub



http://www.memberassembler.com/hub





Finding a CSA



http://www.buyfreshbuylocalcentralillinois.org



http://www.localharvest.org/csa





Band of Farmers



Band of Farmers is made up of CSA farms and supporters of CSA farms (other farms, individuals, and organizations).

https://boftccc.wildapricot.org/





Finding a CSA

Band of Farmers CSA Directory

https://boftccc.wildapricot.org/CSA-Directory

Buy Fresh Buy Local Central Illinois

http://www.buyfreshbuylocalcentralillinois.org/

Local Harvest

http://www.localharvest.org/csa/

 Wilson College, Robyn Van En Center CSA Farm Database

http://www2.wilson.edu/CsaSearch/





Resources

- Community Supported Agriculture (ATTRA, 2006)
 https://attra.ncat.org/attra-pub/summaries/summary.php?pub=262
- Community Supported Agriculture (Local Harvest)
 http://www.localharvest.org/csa/
- Community Supported Agriculture (USDA)
 http://www.nal.usda.gov/afsic/csa
- CSA Resources for Farmers (USDA, 2011)
 http://www.nal.usda.gov/afsic/pubs/csa/csa.shtml





Resources

- Community Supported Agriculture (University of Kentucky Cooperative Extension Service)
 - www.uky.edu/Ag/CCD/marketing/csa.pdf
- Local Harvest: A Multifarm CSA Handbook (SARE, 2010)
 http://www.sare.org/Learning-Center/Project-Products/Northeast-SARE-Project-Products/Local-Harvest
- Robyn Van En Center (Wilson College)
 http://www.wilson.edu/about-wilson-college/fulton/robyn-van-en-center/index.aspx
- Sharing the Harvest: A Citizen's Guide to Community Supported Agriculture, 2nd Edition

http://www.chelseagreen.com/sharingtheharvest2



Summary

CSA Benefits for Farmers

- Get to spend time marketing the food early in the year, before field work begins
- Receive payment early in the season, which helps with the farm's cash flow
- Have an opportunity to get to know the people who eat the food they grow

CSA Benefits for Consumers

- Eat ultra-fresh food, with all the flavor and vitamin benefits
- Get exposed to new vegetables and new ways of cooking
- Usually get to visit the farm at least once a season
- Find that kids typically favor food from "their" farm even veggies they've never been known to eat
- Develop a relationship with the farmer who grows their food and learn more about how food is grown

"As we know from its beginnings, CSA is not just a clever, new approach to marketing. Community farming is about the necessary renewal of agriculture through its healthy linkage with the human community that depends upon farming for survival."

Steven McFadden

Journalist Steven McFadden co-authored "Farms of Tomorrow: Community Supported Farms, Farm Supported Communities" (1990), and "Farms of Tomorrow Revisited" (1998) with Trauger Groh. Steven is the director of Chiron Communications in Santa Fe, NM http://www.chiron-communications.com





To reach us

Contacts	Contact information
Deborah Cavanaugh-Grant	cvnghgrn@illinois.edu 217-782-4617
Rick Weinzierl	weinzier@illinois.edu 217-244-2126



