



# Community Alliance with Family Farmers

A photograph of a field with rows of young green plants in dark soil, viewed from a low angle looking down the rows. The plants are arranged in neat, parallel lines that recede into the distance. The soil is dark and appears to be well-tended. The overall scene is a representation of community supported agriculture.

Community Supported Agriculture



## Who Participates?

Predominately Caucasian (83%), educated, late 30's, female, higher income, small households

### **Under tapped demographics:**

- Young families
- People of color
- New mothers
- CalFresh shoppers- \$7.5 billion spent annually
- Existing “gathering locations”

## Membership

	Mean
word-of-mouth referral from friend	55%
farmers' market booth	21%
online search for local food (e.g., Google, Yahoo, Bing)	20%
LocalHarvest or similar website for finding local food and CSAs	13%
community groups and institutions (e.g., churches, schools)	10%
news article	9%
social media (e.g., Facebook, Twitter)	5%
posted pamphlets or fliers	5%
online forum/discussion board	5%
onfarm advertising (e.g., at a farm stand or youpick place)	4%
print advertising (e.g., newspaper, magazine)	2%
Internet advertising (e.g., banners or sponsored search results)	1%

*(Galt et al., 2015)*



## Promotion Strategies

- Engage membership. “Bring a Friend” (localrootsnyc.org)
- Outreach tools – farmers market, members (smallfarmcentral.org)
- February 1<sup>st</sup> CSA Day- highest enrollment day
- Strategic partnerships- e.g. CalFresh Promotion
- Targeted outreach with internal systems
- Employee task?

*Blue Apron spends **\$400+** per new customer  
VS. CSAs on average spend **\$0.***

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# Retention

*\*63% Retention  
37% Turnover*

	Agree	Neutral	Disagree
The product mix did not meet my needs	47%	18%	35%
Lack of choice about products included	41%	18%	41%
Too little diversity in products in the share	33%	23%	44%
Lack of choice about quantity and/or frequency	23%	19%	58%
Lack of time for cooking or processing the food	27%	17%	56%
Price per box is too high	21%	25%	54%
Too low of a value	19%	26%	56%
Inconvenient to pick up or receive the share	25%	12%	63%
Too much food in the share	19%	16%	65%
Lack of knowledge for food preparation	17%	14%	69%
Too little food in the share	11%	18%	71%
Payment period is too long	3%	21%	77%



## Really?

### **MYTH:** Food guilt/food waste

Studies found that people belonging to CSAs use most of their issued produce. *(Landis et al., 2010)*

### **MYTH:** Too expensive

41% thought their CSA was worth more than they pay.

75% said they'd be willing to pay more for their share. *(Galt et al., 2015)*

***Real Issue: Consumption***

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## Consumption

CSA members reported consuming on average **12.3** more types of vegetables, **2.9** more different fruits, and **2.0** more different types of beans/ legumes/nuts/seeds than control participants. (*Landis et al., 2010*)

## Retention Strategy: Wooing

**18%** of CSA members plan to buy a share again;

**41%** aren't sure if they will join again.

*(Fairshare Coalition 2017)*

..... Need to court ?

- Customizable/Add on options
- Hold membership/ staggered start
- Short season CSAs
- Choice (Market share options / Loyalty Cards)
- Mix & Match Option
- Feed back loop
- Extras: events, community, communications, recipes, etc.
- Flowers







## Need to Educate?

#1 Reason people join a CSA is to improve their health.

...What about the other attributes of CSA?

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## On the Horizon

*CSA Market Match*

*CSA Network*





*Small Farm Central*

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## Connect With Us

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