

Community Supported Agriculture

CSA



Linda Naeve
Extension Value Added Agriculture Program
Iowa State University

Overview of Marketing through a CSA

- About CSA's
- Advantages of a CSA to the farmer and customer
- Challenges of a CSA
- Types of CSA's
- Drop off Sites
- Marketing and pricing
- Resources

Community Supported Agriculture is

“... a partnership between farmers and community members working together to create a local food system.”



How a CSA Works

- Farmer sells *shares* of the farm product to *shareholders* (customers)
- Shareholders get weekly delivery of products throughout the growing season
- Customers share the risks of production with the farmer

History of CSA's

- **Early 1960's** - Concept started in Germany, Switzerland and Japan
- **1986** - 2 farms in US (east coast)
- **Today** – estimated over 12,500 CSA farms; found in every state



The 2014 CSA Farming Annual Report

Trends and Statistics in CSA farming



248
CSA FARMS

We studied 248 CSAs from across the United States and Canada that used our software to manage their CSA and this is what we learned.

Who did we study?



Total Members Analyzed

52,783

Largest CSA

6,826

Average CSA membership size

213

Smallest CSA

10

How much did members spend for their CSA?

Most expensive
CSA membership

\$12,650

\$460.12

2013



\$3.13
increase

\$463.25

2014



IOWA STATE UNIVERSITY
Extension and Outreach

Healthy People. Environments. Economies.

CSA

Advantages to Farmers

- **All of your crop is sold prior to planting**
- **Receive payment early in the season**
- **Retail price**

CSA

Advantages to Farmers

- You can calculate how much you need to grow based on your number of shares
- Profitability can be estimated at the beginning of the season
- You know your customers and they know you

CSA

Advantages to the Customer

- **Know the farmer who grows their food**
- **Convenient**
- **FRESHEST product**
- **Good selection and assortment of produce**



**A CSA farm is NOT
recommended for
beginning
vegetable farmers**

Challenges of a CSA

Must understand the culture of 25 or more different vegetables



Challenges of a CSA

Must have at least 6 or more different vegetables available every week for 14 or more weeks a year



Challenges of a CSA

**Must understand
the post-harvest
handling needs of
those crops**



Spreadsheets for planning and Recordkeeping

CSAPlanning2 [Read-Only] [Compatibility Mode] - Microsoft Excel

File Home Insert Page Layout Formulas Data Review View

Clipboard Font Alignment Number Styles Cells Editing

V9

Summary of crop timing information

The #s below are generalizations for early-medium maturity varieties.
The earliest varieties available may mature sooner. Late maturity varieties are likely to take 2+ weeks longer.
As the season progresses, rate of crop maturation tends to accelerate. This should be considered when timing sucessional plantings.
* = only one planting
NR = not recommended

TABLE 1: Crops grown from transplants

	Swiss chard	Parsley	Green onions	Kohlrabi	Head Lettuce	Broccoli	Cauliflower	Pae chol	Collards	Cabbage	squash	Cucumbers	onions	Eggplant	Bell peppers	Tomatoes	Watermelons	Cantaloupes
successional interval (weeks)	7	7	2-3	2	2	2	2	2	3	3-4	4-5	8	*	2	2	2	2	2
seed to transplant (weeks)	5	10	6	4	6	6	5	6	6	4	3	10	6	8	6	4	4	4
transplant to harvest (weeks)	8	8	6	5	6	8	10	7	10	10	8	7	12	9	9	10	12	8
seed->transplant->harvest (weeks)	13	18	16	11	10	14	16	12	16	16	12	10	22	15	17	16	16	8
direct seed as an alternative (weeks)	10	14	12	9	9	12	14	NR	12	12	10	8	NR	NR	NR	NR	14	8

TABLE 2: Crops grown from direct seeding

	Radishes	Spinach	Arugula	Beets	Tunips	Kale	Peas	Mustard greens	Carrots	Sweet corn	Shap beans	Okra	Southern peas	Edamame
successional interval (weeks)	2	2	2	2	2	2	*	2	*	2	2	*	*	*
seed to harvest (weeks)	4	6	5	8	6	7	8	6	10	10	8	10	9	10

Formula (from TABLE 1):
For Swiss Chard: B13
= +B11+B12
This means:
(seed to transplant (weeks)) PLUS
(transplant to harvest (weeks))

<http://growingsmallfarms.ces.ncsu.edu/growingsmallfarms-farmrecords/>

What to put in a CSA delivery

6 to 10 different kinds

Good mix of vegetables,
but not overwhelming
amount

Fruit



Pricing

Half Shares: 2 - 4 people

Full Shares: 4+ people

3 seasons of shares

4 week spring share

14 week summer share

6 week fall share



Pricing

Full shares average between
\$20 and \$30/week





2014 SHARE DESCRIPTIONS

Start here

VEGETABLE SHARES

- **FULL SEASON Share, \$430** - Weekly supplies of the freshest, in-season, naturally-grown vegetables - from asparagus & early greens, to summer staples like zucchini and tomatoes, juicy watermelon, to late season winter squash, leeks, onions and more. *Deliveries cover 16 weeks, Mid-May through June & August to September.*
- **EOW (Every Other Week) Share, \$264** - The same selection of fresh, in-season vegetables as in the FULL SEASON Share, *delivered every other week, for a total of 8 deliveries.*
- **SPRING Share, 7 weeks, \$196** - Get a jump on summer with this package of delicious sweetness of fresh, green vegetables. This share includes asparagus, greens, edible peas, green onions, radish, and broccoli. *Deliveries mid-May through early July.*
- **SUMMER Share, 9 weeks, \$324** - Savor the "high season" of the gardens and eat right into the comfort foods of fall. *Deliveries August through September.*
- **FALL GREENS Share, \$77** - Just when you thought the gardens were done, here comes more. Revel in *fresh* in the fall with a great selection of greens, potatoes, carrots, beets, and onions. *Delivered last three weeks of October.*
- **THANKSGIVING Share, \$70** - Adopt an attitude of gratitude and enjoy a locally grown feast this Thanksgiving. Includes: winter squash, leeks, carrots, beets, onions, greens, potatoes - and more. *2nd week of November. One full grocery sack.*
- **WINTER Delivery, \$130** - Eat local deep into the winter. Includes potatoes, carrots, onions, beets, winter squash, and garlic, storage tips. *Delivered 2nd week of December. Two full grocery sacks.*
- **YOU Pick Spring, \$140** - 5 deliveries that you schedule during our mid May to early July deliveries. *We are offering 10 TOTAL You Pick shares in 2014. We have one each to accompany our SPRING and SUMMER Share.* Each share provides 5 deliveries during the respective Share. You schedule your deliveries with the farm's weekly supply according to your schedule. This share is our most flexible option yet!
- **YOU Pick Summer, \$180** - 5 deliveries that you schedule during our August to September deliveries.

THE CORNUCOPIA - \$820

Get the BEST of the season!

This share packs a season of flavor with 8 Shares, including: Full Season share, Fall Greens share, Thanksgiving Share, Winter Delivery, Fruit, Pesto Kit, Fresh Salsa Kit and Roast it Kit. Saves you \$17

New:
Fall Greens
included

Limited You
Pick shares
order early!

ADD-ONS - Available with at least one of the above Vegetable Shares only.

- **Go Gourmet, \$65 (EOW option \$33)** - Find the gourmet cook within, stretch your pallet, take your food experience to the next level with this extra selection of diversity. Includes *Mustard greens, Pac Choi, Chard, Dragon beans, Cherry tomatoes, Eggplant, Red Noodle beans.* Adds 8-10 lbs. in all.
- **Herb Share, \$30 (EOW option \$15)** - Spice it up au natural with a great selection of fresh culinary herbs! Includes basil, oregano, thyme, sage, parsley, cilantro and more. Supplies provided as fresh cut and your own starter plants.
- **Fruit Share, \$50** - Supplies through the summer of scrumptious fruits. - strawberries, raspberries, blueberries and apples. Fruit for this share comes from North Iowa Berries (Mason City), Winnebago Beeline & Gardens (Ventura), Huntley Gardens (Emmons, MN).
- **Farm Fresh & Fast Cookbook, \$20** - By the same group that published *Asparagus to Zucchini*. *Farm Fresh & Fast* is bursting with over 300 new recipes, features theme menu ideas, storage tips and seasonal cocktail recipes. A must for your cookbook shelf! A great gift idea!

ADD-ON KITS - Available with at least one of the above Vegetable Shares only. Delivered late August

- **Pesto Kit, \$15** - Enough Basil & garlic for 2-3 C. of pesto.
- **Fresh Salsa Kit, \$10** - Here's to healthy snacking! Includes tomatoes, onion, garlic and hot peppers.
- **Salsa Kit, \$46** - Enough to can. Includes 15 lb. canning tomatoes, green pepper, garlic, onions, hot pepper.
- **Roast it! Kit, \$55** - Fantastic homemade marinara sauce. Includes 15 lb. canning tomatoes, onions, garlic, green pepper, basil, and oregano with our favorite roasted tomato recipe.
- **Can it! Kit, \$32** - Put up some summer for winter with canning tomatoes at their peak. Includes 15 lb. canning tomatoes.

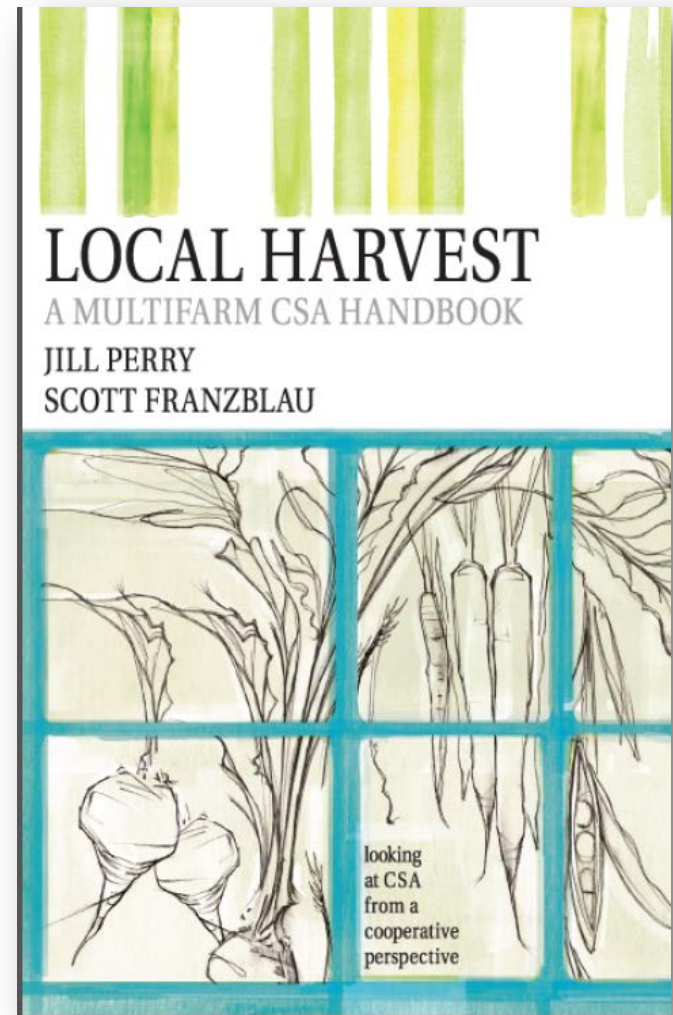
CSA Operations



Multi-farm CSA



Available through SARE
Download free



<http://www.northcentralsare.org/Educational-Resources/Books/Local-Harvest>

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Market Style CSA



CSA Operation

Pick up or Delivery



On farm



**Farmers'
Market**

Drop Off Sites



Drop Off Sites Distribution



Drop Off Sites Distribution

- Easier to haul to site
- No need to furnish individual containers
- Less time required



- **Food safety –
Customers handle the
produce**
- **The last customer gets
what's left over and
has been picked
through**
- **Keep track of customers'
pick up**
- **May have product to haul back to the
farm**



Delivery



Workplace CSA

- Efficient drop site
- Maintains quality and safety of the produce
- Convenient
- Builds camaraderie
- Supports company wellness programs



Add Value to your CSA

- **Recipes**
- **Website/newsletters**
- **Open house/farm tour**
- **Annual potlucks for shareholders**
- **Delivery**
- **Split season payment**
- **SNAP payment**

Marketing Your CSA

- **Fliers at businesses**
- **Bulletin boards**
- **Speak to groups**
- **Send information to friends and friends of friends**
- **Online Marketing sites**
- **Social media**

Referrals



Retention

75%+ rate



Online Marketing Sites

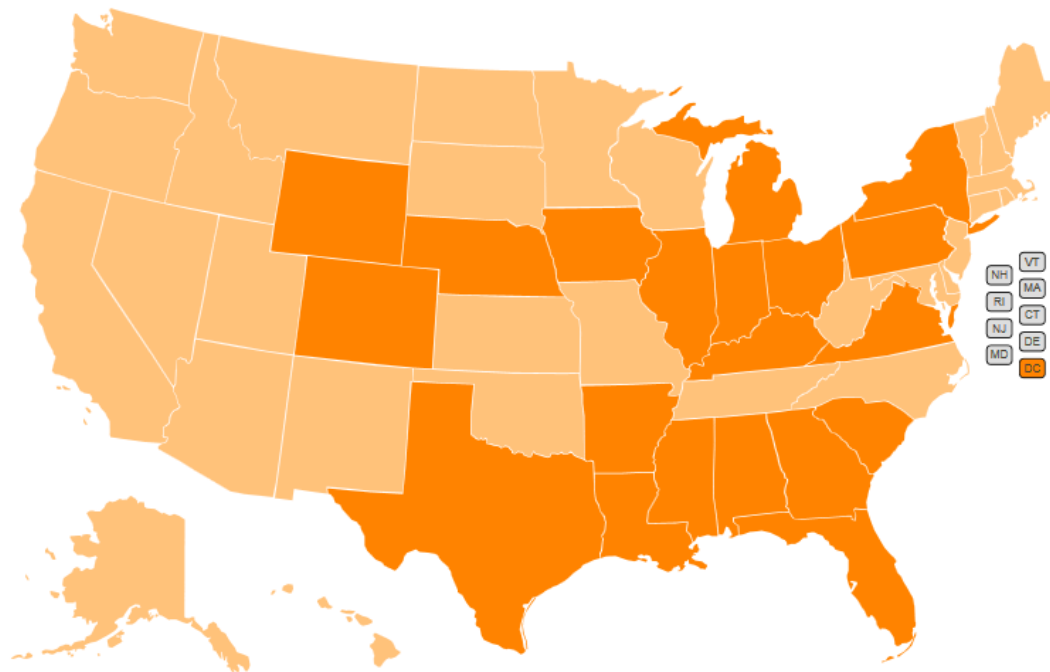


National MarketMaker Partners Network

The MarketMaker Partners Network is a growing partnership of Land Grant Universities, Departments of Agriculture, and food and agricultural organizations investing in a coordinated effort to build a virtual infrastructure that brings healthier, fresher, and more flavorful food to the average consumer.

The map below shows 20 states (in dark orange) that are already part of our Partners Network. Those states each have their own, custom MarketMaker website. Click on the state image and explore state-specific information, articles and resources on their individual state sites.

We are actively seeking agency partners in the remaining 30 states (in light orange). If you would like to become an agency partner in any of these states, please [contact us](#).



Search MarketMaker

Farmer/Rancher ▼

by product i.e. apple

☒ IA ☐ 50 miles of Zip

[Search](#)

[►Advanced Search](#)

Business Spotlight



Nature Road Farm

Nature Road Farm is a small, family farm that produces quality vegetables and melons for a summer CSA and wholesale to local restaurants. Although the farm is not certified organic, they use organic and integrated pest management strategies. You can learn more about the farm and CSA at www.natureroadfarm.com.

[Learn More »](#)

[Directories](#) [In Season](#) [Events](#) [Job Board](#)

Business Directory

Search our business directory for registered MarketMaker members.

[View Directory »](#)

Affiliation Directory

To view a directory of members in your state, click an affiliation.

[Practical Farmers of Iowa](#), [Hometown Harvest](#), [Quad City Food Hub](#), [Eat Greater Des Moines](#), [Iowa Food Hub](#), [Flavors of Northwest Iowa](#), [Healthy Harvest of North Iowa](#), [Southwestern Iowa Food & Farm Initiative](#)

Buy/Sell Forum

Buy

2
Listings

Sell

68
Listings

Services/
Equipment

7
Listings

Transport

0
Listings

Other

3
Listings

IOWA MARKET MAKER™

Linking Agricultural and Seafood Markets

Register Search Why Marketmaker Partner States Buy/Sell Forum

Business Search Market Research Help

Business Results Census Profile

Farmer/Rancher

Begin New Business Search

Search By:

Search Within:

Select
New County

County in IA

Story

Vegetables

☒ Community Suppo...

Uncheck an attribute above to remove it

Select By:

[Product Attributes -
Producer Verified](#)
[Product Attributes - 3rd
Party Certified/Verified](#)
[Product Form](#)
[Methods of Sale](#)

Select a Category:

☒ Community Supported
Agriculture (CSA)
☐ Debit/Credit Card
☐ Delivery
☐ EBT/SNAP
☐ Export

Select a Subcategory:

No Attributes

5 results

Showing page 1 of 1

Results/Page: 50

Sort by: Registered Member

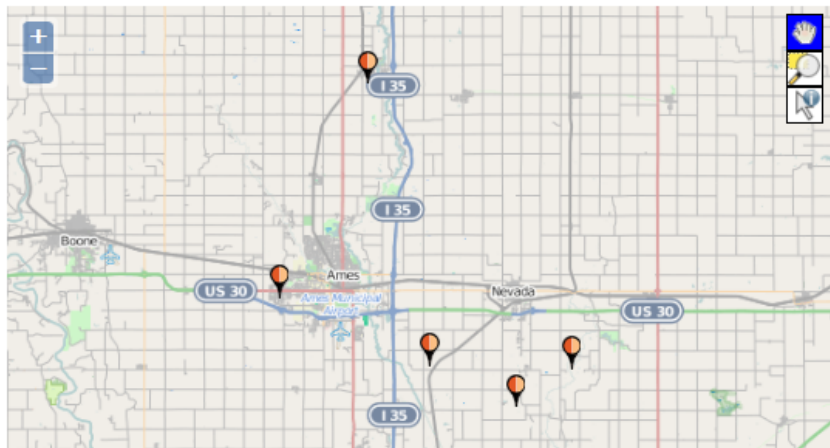
[Berry Patch Farm](#)
Nevada, Iowa

[Growing Harmony Farm](#)
Nevada, Iowa

[Nature Road Farm](#)
Ames, Iowa

[TableTop Farm](#)
Nevada, Iowa

[Women, Food and Agriculture
Network](#)
Story City, Iowa



Jump to: All Search By: Business Name

Registered Not Registered E-mail Web site

In Season



Food & Farm Events

«	Dec-2014							»
30	1	2	3	4	5	6		
7	8	9	10	11	12	13		
14	15	16	17	18	19	20		
21	22	23	24	25	26	27		
28	29	30	31	1	2	3		

LocalHarvest Newsletter

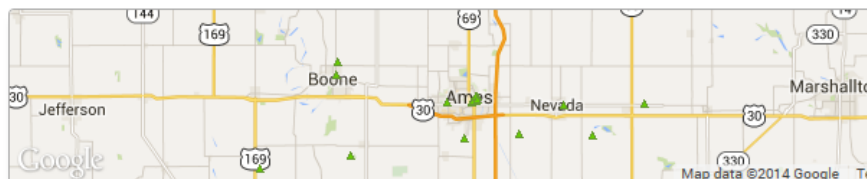
email address

Sign Me Up

Connect



Community Supported Agriculture



[Find CSAs]

Thinking about signing up for a CSA but want to learn more about the idea before you commit? Read on.

For over 25 years, Community Supported Agriculture (CSA) has become a popular way for consumers to buy local, seasonal food directly from a farmer.

Here are the basics: a farmer offers a certain number of "shares" to the public. Typically the share consists of a box of vegetables, but other farm products may be included. Interested consumers purchase a share (aka a "membership" or a "subscription") and in return receive a box (bag, basket) of seasonal produce each week throughout the farming season.

This arrangement creates several rewards for both the farmer and the consumer. In brief:

Advantages for farmers:

- Get to spend time marketing the food early in the year, before their 16 hour days in the field begin
- 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

Advantages for consumers:

- Eat ultra-fresh food, with all the flavor and vitamin benefits
- Get exposed to new vegetables and new ways of cooking

More on CSA:

- [Tips for Subscribers](#)
- [Choosing a CSA](#)
- [Questions to ask a Farmer](#)
- [Tell us about a CSA](#)

This Week's Best Sellers

Medjool Dates

(From \$28.00)

Our largest and sweetest variety, excellent for gifts and special occasions.



BUY

Organic Meyer Lemons

(From \$22.00)

Fairview Orchards - 100% Certified Organic Meyer Lemons



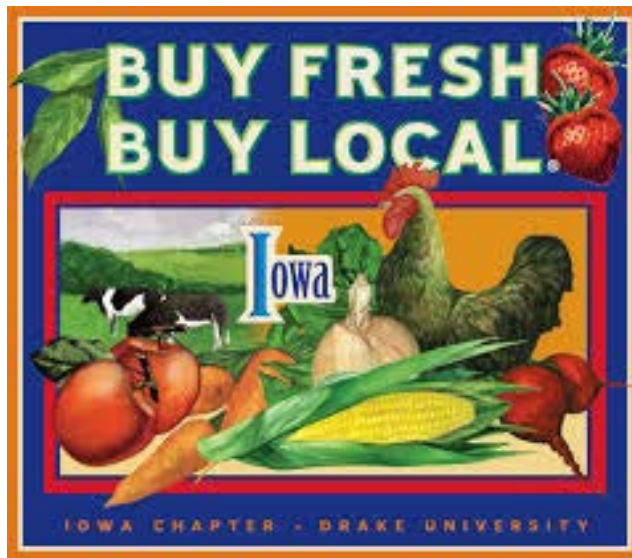
BUY



**BUY FRESH
BUY LOCAL**

foodroutes.org

WHERE DOES YOUR FOOD COME FROM?



**BUY FRESH
BUY LOCAL**

Iowa

IOWA CHAPTER • DRAKE UNIVERSITY

VEGETABLES

BOONE

Rohrer's Family Farm

Sandra Tullman • Bondurant
575-251-2520
kondrigh@jaggs.edu
Specializes in heirloom vegetables and heirloom tomatoes.
Find us at the Downtown Farmers' Market—Das Moines, Spanish, National, and our farm. Farm stands available.

DALLAS

Duerrdt Sweet Corn

Ron Duerrdt • Adel
575-252-2520
ronduerrdt@gmail.com
Sweet corn stand only.
Find us at Dahl's and Hy-Vee food markets and our roadside stand in Adel.

Owens Farm

Jim Owens • Adel
575-252-2520
owensfarm@gmail.com
Mid-western family farm owned and operated by five generations of our family since 1910. We grow a variety of vegetables and fruits for the local community using a well-balanced, sustainable, low-input system.
Find us at Wholesome Market, Iowa Food Co-op, and our farm.

Raccoon Forks Farm

Bill Barker • Bondurant
575-252-2520
raccoonforks@gmail.com
Eight acres, chemical-free farm located in rural Dallas County. We produce heirloom vegetables, herbs, and eggs from pastured chickens.
Find us at Wholesome Co-op, Iowa Food Co-op, Plant Talk Books & Coffee, Dick Small Books & Café, our farm, and through our CSA.

Sunflower Farm

Khari Hamilton • Waukee
575-252-2520
kharihamilton@gmail.com
Heirloom tomatoes, beans, leeks, eggplant, fennel, specialty lettuce, chile, potatoes, chard, and other vegetables.
Find us at various restaurants. Contact the farm directly by phone or email.

JASPER

Cowley Farms

Larry Cowley • Maquoketa
575-252-2520
cowleyfarms@gmail.com
We are a chemical-free, specialty produce farm with weekly quality and value like no other.
Find us at the Downtown Farmers' Market—Das Moines and through our CSA.

MADISON

Harley's Farm

Willem Harley • Whitman
575-252-2520
harleysfarm@gmail.com
We are a chemical-free, specialty produce farm with weekly quality and value like no other.
Find us at the Downtown Farmers' Market—Das Moines and through our CSA.

Howell Greenhouse & Floral

Fred Howell • Cumming
575-252-2520
howellgreenhouse.com
We are a greenhouse. We are always open to the public. Always something going on.
Find us at Hy-Vee, Downtown Farmers' Market—Das Moines, and our farm.

MARION

Blue Gate Farm

Jim Bessner & Dan Bessner • Chardon
641-451-2520
bluegatefarm@gmail.com
Certified Naturally Grown, chemical-free produce, jams, honey, pastured-raised eggs, hand-spun yarn.
Find us at the Downtown Farmers' Market—Das Moines and our farm.

Wallace Centers of Iowa

Diane Wallace • Das Moines
575-242-2520
wallacecentersofiowa.org
CSA distribution at the Wallace House in Das Moines and other locations in central and southern Iowa. Produce also used for Thursday evening food for thought meals at the Wallace House and on Fridays at the farm's restaurant, The Gathering Table. Specialty jams, compotes, salsas, and more also available.
Find us at the Downtown Farmers' Market—Das Moines and our farm.

Coyote Run Farm

Patrick Standley & Matt Russell
Lacrosse
575-252-2520
coyoterunfarm.com
Chemical-free produce, pastured-raised eggs, grass, and grain finished beef.
Find us at the Downtown Farmers' Market—Das Moines. We deliver to Plymouth Church and Kitchen Collage.

MARSHALL

Glennwood Century Farm

Wade Dwyer • Adair
641-451-2520
glennwoodcenturyfarm.com
Variety of produce, watermelon, winter squash, pumpkin, popcorn, and head lettuce, hot, and sweet.
Find us at the Downtown Farmers' Market, Iowa Food Co-op, and our farm.

Wade Dwyer • Adair

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glennwoodcenturyfarm.com
Variety of produce, watermelon, winter squash, pumpkin, popcorn, and head lettuce, hot, and sweet.
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POKE

All Family Garden

Isabel Allen • Das Moines
575-252-2520
allfamilygarden@gmail.com
Eight acres, chemical-free farm located in rural Dallas County. We produce heirloom vegetables, herbs, and eggs from pastured chickens.
Find us at Wholesome Co-op, Iowa Food Co-op, Plant Talk Books & Coffee, Dick Small Books & Café, our farm, and through our CSA.

Global Greens Farm

Global Greens Farm
575-252-2520
globalgreensfarm.com
Project of Lutheran Services in Iowa West Das Moines
575-252-2520
www.lswi.org
Our farmers are religious who have realized in Iowa. We feature common produce from Southwest Asia and Africa.
Find us at the CSJ Farmers' Market.

Grade A Gardens

Jordan Cassen & Thomas Burkhead • Johnson
575-252-2520
gradeagardens@gmail.com
Grade A Gardens grows organic, locally and sustainably produced eggs on a 10-acre farm in Johnson, Iowa.
Find us at Gateway Market, Wholesome Co-op, Hy-Vee, Adair, Gateway A, Greenhouse, Blount Mountain, The Cheese Shop of Das Moines, Central, Pined, Iowa Food Co-op, Downtown Farmers' Market—Das Moines, and through our CSA.

Growing Family Fun at Gauder Farms

Daniel & Malinda Gauder • Bondurant
575-252-2520
growingfamilyfun.com
Pumpkins, winter squash, and watermelons, to name a few.
Find us at our farm.

The Homestead

Eric Ambricht and Penny Lawrence
Pocahontas Hill
575-252-2520
thehomestead.org
The Homestead produces innovative, meaningful employment solutions for adults with autism on a working farm and vegetable CSA farm.
Find us at Gateway Market, Campbell's Nutrition, Iowa Food Co-op, our farm, and through our CSA.

Selma Farm

Sandra Tullman • Bondurant
575-251-2520
kondrigh@jaggs.edu
Specializes in heirloom vegetables and heirloom tomatoes.
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WHAT IS A CSA?

In a CSA (Community Supported Agriculture), individuals make a commitment to the farm by joining for the season and generally paying in advance. Farmers promise they will grow a wide variety of produce to share throughout the season.

Together, farmers and CSA members share both the risk and the bounty, creating community at the most fundamental level.

Visit our website, www.drakehoyfreshbuylocal.org, for a list of CSAs in the Greater Des Moines community and to watch a video about our 2014 CSA fair.

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Variety of produce, watermelon, winter squash, pumpkin, popcorn, and head lettuce, hot, and sweet.
Find us at the Downtown Farmers' Market, Iowa Food Co-op, and our farm.

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Iowa CSA Farms

Community Supported Agriculture

2014 Statewide List of Iowa CSA Farms and Organizers

This directory provides a current list of known Iowa CSAs. We are making every effort to keep this list up-to-date, so please help us identify new CSAs or changes to existing ones. To provide additions and modifications to this list, please go to www.leopold.iastate.edu/csa or contact Savanna Lyons at the Leopold Center for Sustainable Agriculture, slyons@iastate.edu.

Many CSA farms in this directory are certified organic. Nearly all the CSA farms in this directory intentionally implement practices that contribute toward organic production. We encourage consumers and CSA farmers to discuss growing practices, including the decision to seek or not seek certification. Indeed, the openness of such discussions about food and how it is grown is one of the benefits of choosing to be part of a CSA.

What is Community Supported Agriculture (CSA) and how does it work?

Community Supported Agriculture (CSA) is a partnership between farmers and community members working together to create a local food system. CSA farmers produce fresh vegetables, fruits, meats, fiber or related products directly for local community members. Community members become shareholders by paying in advance for farm products. In this way, customers share the risks of production with the farmer.

CSA memberships may range from \$150 to \$800, depending on the season length and the variety and quantity of produce provided. The early payments provide capital up front when farmers' need is greatest. The farm then supplies fresh produce on a regular basis throughout the growing season and into the winter, if a greenhouse or storage is available. The produce harvest is divided into share amounts for each member. Most Iowa CSAs distribute five to 20 pounds of vegetables once a week for 10 to 25 weeks, enough to feed two to four people. Some CSAs provide door-to-door delivery, some have central pick-up

sites, and in others, members come to the farm for their vegetables and other products.

Linking their eating with the ebb and flow of the farm produce offers CSA members a more involved role in their food system. Members of Iowa CSAs report enjoying many benefits, including:

- Fresh food grown for taste and nutrition.
- Knowledge of their food's source and how it is grown or raised.
- The opportunity to support local family farmers who practice sustainable agriculture.
- Access to planned educational and recreational opportunities on the farm.
- Information about nutrition, food preparation and food preservation provided by the farm.

Partially reprinted from Gradwell, S., J. DeWitt, D. Mayerfeld, R. Salvador, and J. Libbey. Iowa State University Extension and Outreach. (Revised 1999). "CSA: Local Food Systems for Iowa" (Fact Sheet PM-1692). Ames, IA.

Looking for more information?

Many different local organizations contributed CSA information to this directory. Consumers seeking more detailed information about what is available in their own area are encouraged to look up their **Iowa Buy Fresh Buy Local** chapter at www.sites.google.com/site/bfbl Iowa. Buy Fresh Buy Local chapters are locally run and many of them create their own local food guides which contain

detailed, up-to-date information about CSAs, U-pick farms and other ways to find local food in each region.

Listings for Iowa farms, wineries, farmers markets, agritourism opportunities and more also can be found on **Iowa Market Maker**: www.marketmakeriowa.com.

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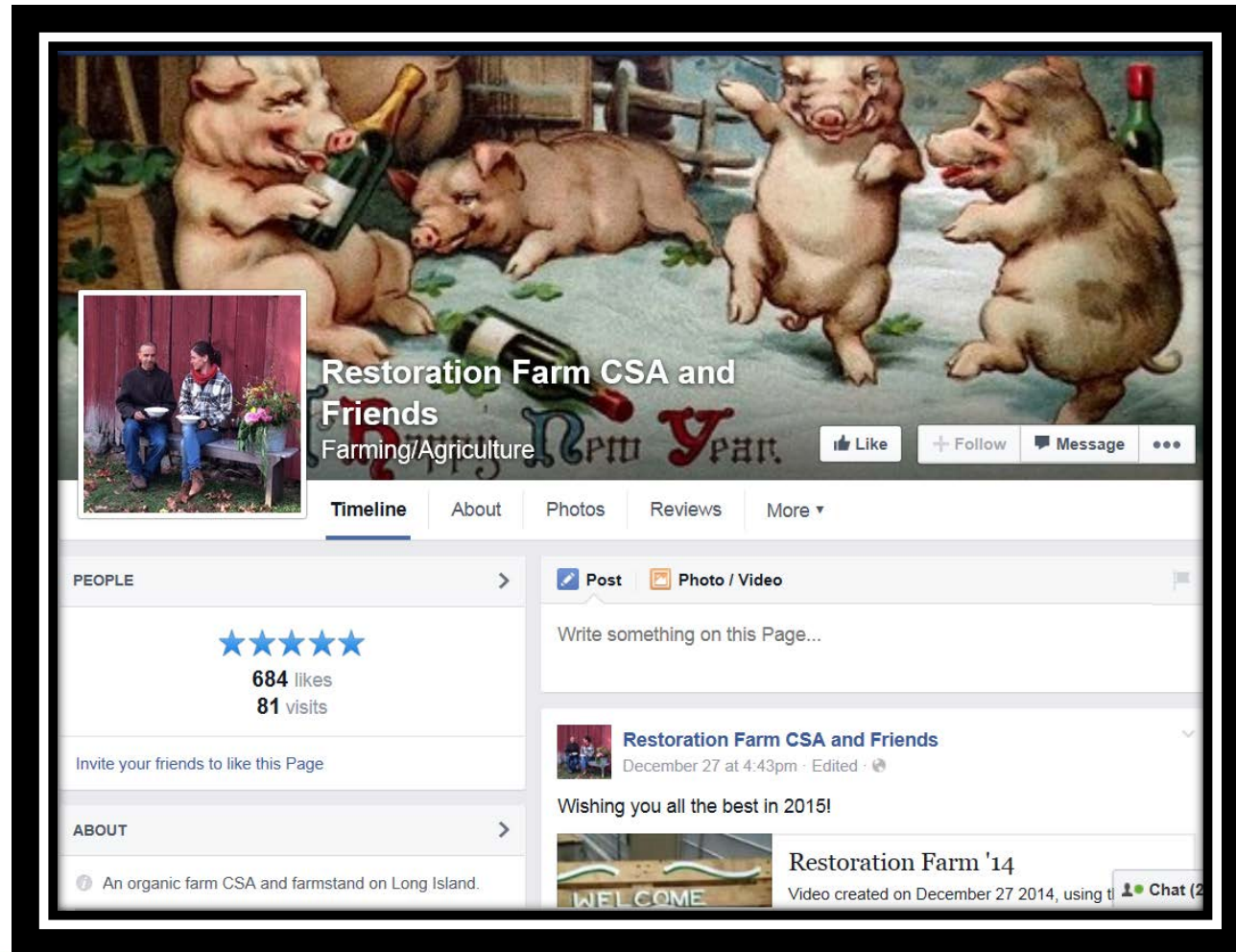
Website



Social Media



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CSA Tips

- If just beginning commercial production, start with Farmers' Market sales
- Start CSA small and grow at a manageable rate
- Deliver a quality product
- Calculate input costs and set your price so you make a profit
- Determine the best delivery or pick up method & location that meets your customers' needs

Resources

CSA Resources

Websites:

Fairshare CSA Coalition: www.csacoalition.org

Know Where Your Food Comes From. Directory of Missouri CSA's
<http://knowwhereyourfoodcomesfrom.com/community-supported-agriculture-csa-farms/middle-west/missouri/>

Crop Planning for CSAs: <http://extension.psu.edu/business/start-farming/news/2013/crop-planning-for-csas>

Production and Record Keeping Spreadsheets

Farm Planning and Record Keeping Spreadsheets
<http://growingmallfarms.ces.ncsu.edu/growingmallfarms-farmrecords/>

Marketing Websites:

MarketMaker: www.ia.foodmarketmaker.com

Local Harvest: www.localharvest.org

Food Routes Network (Buy Fresh Buy Local):
<http://foodroutes.org/buy-fresh-buy-local-program/join/>

Publications:

Iowa CSA Farms: 2014 Statewide List of Iowa CSA Farms and Organizers
<http://www.leopold.iastate.edu/pubs-and-papers/2014-12-iowa-csa-farms>

Megan L. Bruch. 2010. *A Farmer's Guide to Marketing through Community Supported Agriculture (CSAs)*. The University of Tennessee. Institute of Agriculture.
<https://utextension.tennessee.edu/publications/documents/pbl797.pdf>

Books:

Perry, Jill and Scott Franzblau. 2010. *Local Harvest: A Multi-Farm CSA Handbook*. Sustainable Agriculture Research and Education.
Download free as a pdf file and printed from
<http://www.northcentralsare.org/Educational-Resources/Books/Local-Harvest>

Prepared by Linda Narve, Extension Program Specialist, Value Added Agriculture Program
Iowa State University Extension and Outreach, January, 2015

CSA Solution Hub

Table of Contents

The CSA Solutions Hub is everything we know about CSA farming. We want to share with you, so you can get better at what you do. Join our community of curious and successful CSA farmers.



[47 Marketing Tips and Tricks for CSA Farms](#)

This is the master list of marketing tips garnered from over 10 years working in and around CSA farms. These are not the obvious tips you have heard elsewhere: learn how to utilize bathroom stalls, happy hours and more to grow your CSA. There are ideas for

farmers of all experience levels here!

-By Simon Huntley, Small Farm Central



[The 2014 CSA Farming Annual Report](#)

This Fall, we analyzed 248 CSA farms that use the Member Assembler software with the goal of determining what is going on in the CSA farming movement by the numbers. We were able to gather some really interesting statistics. Download the report here.

-By Simon Huntley, Small Farm Central



[Managing Problems with CSA Members](#)

What do you when members do not pick up a box? When they do not make a payment? When they want special treatment? Chris, drawing on 25 years in farming, will give you a framework for dealing with problems as well as deciding if this is a member problem

or a problem member!

-By Chris Blanchard, Flying Rutabega Works



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