



The Intervale Center Food Basket

A Multi-Farm Workplace CSA



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December 2008



Overview of Presentation

1. The Intervale



2. Agricultural Development Programs



3. The Food Basket

- Pilot
- Customers
- Farmers
- Business Development

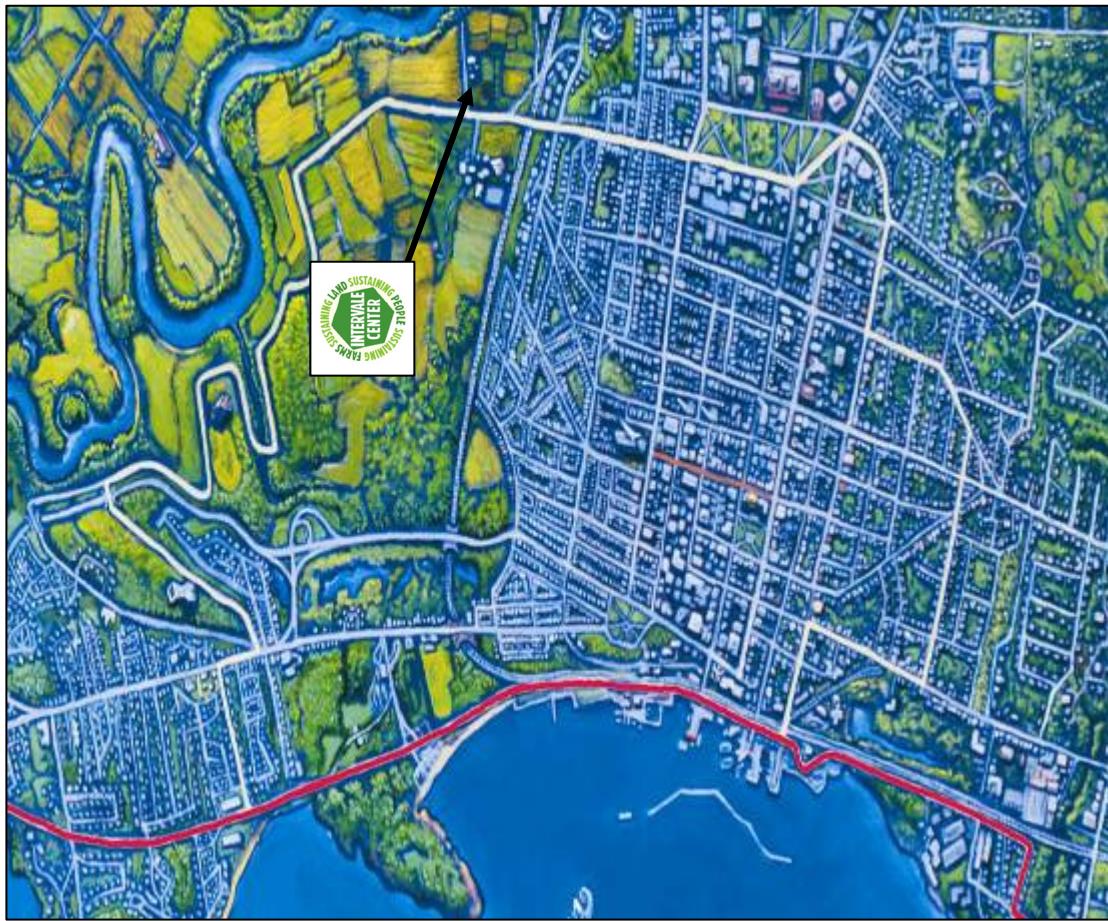


The Intervale





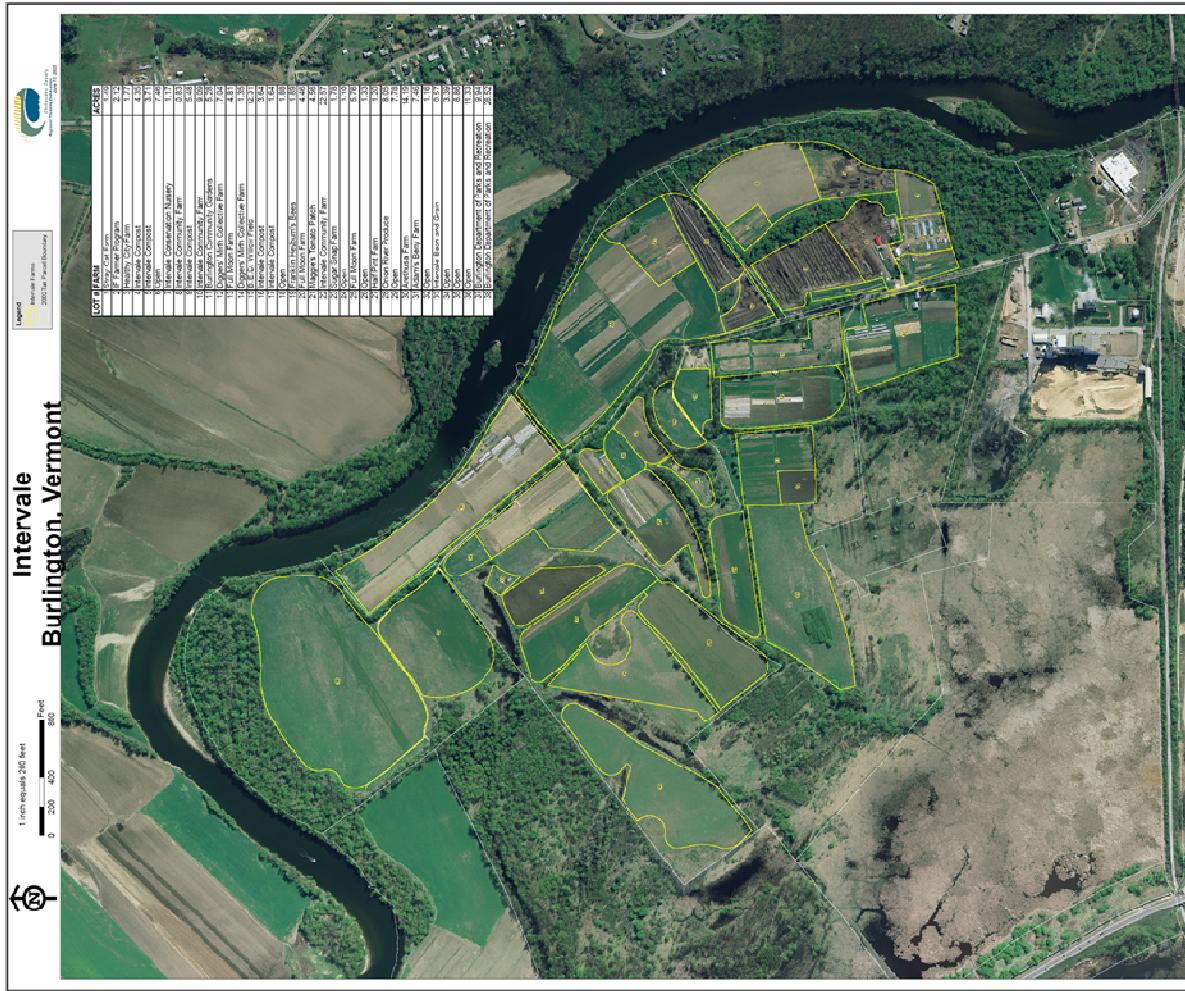
The Intervale



The Land



350 acres
owned/managed
by IC.



220 – compost,
tree nursery,
youth farm,
forest, wetland.

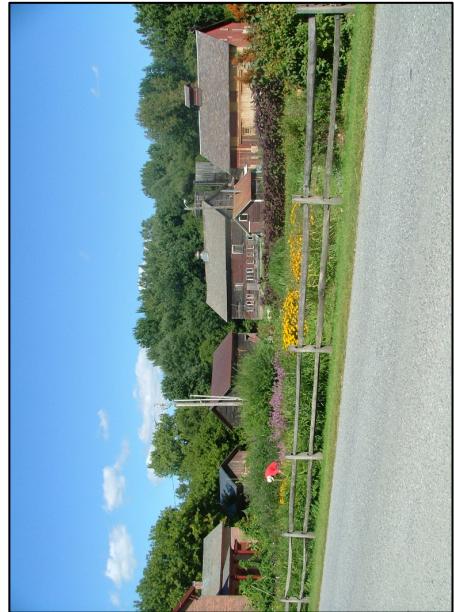
130 - tillable for
2009.

95 – Ent./Mentor
farms.

25 – Incubator.

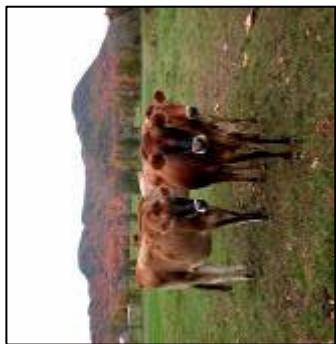
Our Mission

to develop farm- and land-based enterprises that generate economic and social opportunity while protecting natural resources.

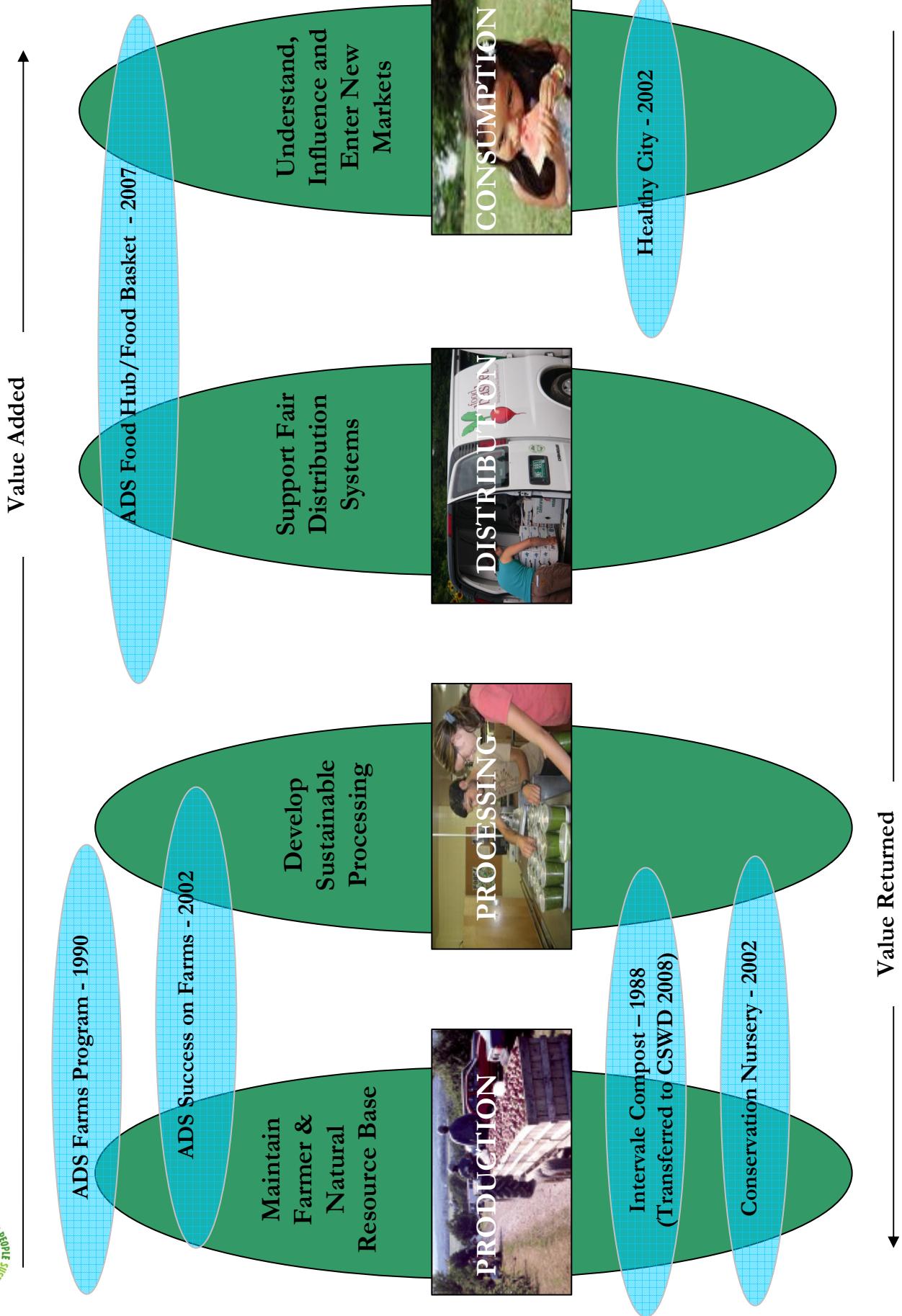


Enhancing the Food System

- Profitable Farms
- Access to Land
- Good Land Stewardship
- Diversified Production and Markets
- Local Processing/Storage/Distribution
- Connected Eaters
- Local Waste Management Systems
- Public/Private/Social Partnerships
- Good Food Policy



ADS Role in the Food System



ADS Programs



The Farms Program

Helping New Farmers &
Growing Food for Our
Community



ADS Programs

Success on Farms

Providing farm business planning statewide



ADS Programs



New Farms for New Americans

Creating opportunity for African women & their families



ADS Programs

The Food Hub Project

Connecting Farmers to Markets to
Increase Farm Profitability and
Local Food Access

- Multi-farm Workplace CSA
- Season-Extending Storage Facilities
- Enhanced Local Brokerage Services



ADS Programs



FH Consumer Survey

-  410 Chittenden County primary shoppers surveyed.
-  54% of shoppers have heard of Community Supported Agriculture. Majority very interested in buying more local food.
-  10.7% have been members of a CSA farm. 89.3% have not.
-  Only 4.2% of respondents were members of a CSA farm in 2007.
-  38.8% thought that buying a CSA farm share was something they would consider for 2008.
-  Products demanded – veges, fruit, eggs, cheese, poultry, beef, syrup, honey in that order. Seasonal gaps. Limited availability in supermarkets.

ADS Programs



FH Farmer Survey



298 producers mailed survey Fall 2007 - 112 completed



63% of farm managers indicated that they have the capacity to expand production if profitable outlets could be accessed.

60% willing to undertake a joint marketing partnership with other farms to access new markets.



The majority also indicated that preserving the identity of their farm name/brand was essential to their marketing goals.



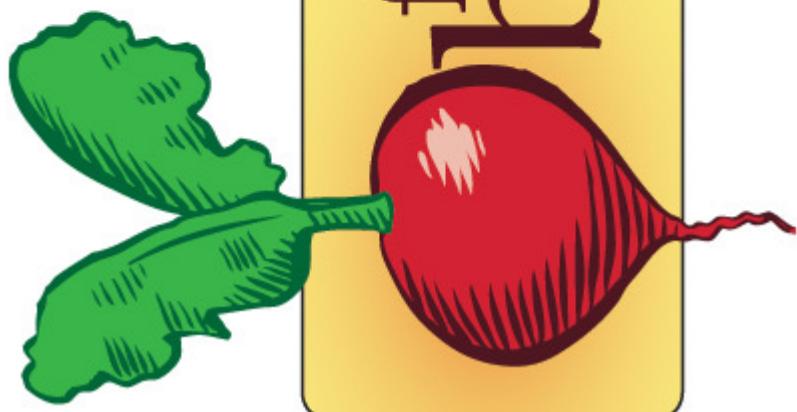
42% indicated interest in multi-farm CSA; 40% in brokerage service;
18% in season extending storage.



18% indicated that they would consider investing financial resources to develop such a project. 52% were “unsure” if they would put dollars in before seeing a fully functioning operation.



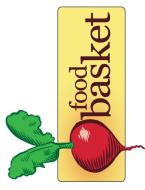
food
Basket



2008 Food Basket Pilot

- Brought together 20 local farmers
- Partnered with 8 local area businesses
- Enrolled 120 shareholders
- Grossed over \$90,000
- Veggies, fruit, meat, cheese, add-ons.
- Over \$63,000 paid to farmers
- Rented warehouse
- Purchased cooler and van





Shareholders/Sites



Seek supermarket shoppers; employees

Recruitment and advocates

Delivery and share distribution

Using the web

Solicitation Policies

Health and wellness



*In alliance with
The University of Vermont*



VERMONT ENERGY
INVESTMENT CORPORATION



Site Schedules

VSAC – Tuesdays , 2:30

Interval Center – Tuesdays, 2:30

FAHC UHC Campus – Tuesdays, 3:45-5

FAHC Medical Campus – Tuesdays, 3:45-5
VEIC – Tuesdays, 3:00

Saint Michaels College – Wednesdays, 3:00

VDH, 108 Cherry Street – Wednesdays, 3:00

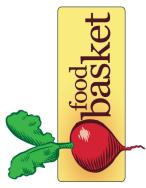
Dwight Asset Mgmt. – Wednesdays, 3:30

Champlain College – Wednesdays, 3:30

GE Healthcare – Wednesdays, 4-5:30

Burton – Wednesdays, 4-5:30





Farmers



- Build on relationships, 21 participating for 2009
- Increased efficiency (reduced time marketing)
- Receive payment up front
- Support/technical assistance, IC/other farmers
- Secure market
- Additional product marketing



Managing Farm Supply

Salad Bowl Share

# of Weeks	What Crops	9-Jun	16-Jun	23-Jun	30-Jun	7-Jul	14-Jul	21-Jul	28-Jul	4-Aug	11-Aug
4	arugula		Pitchfork							Pitchfork	
3	basil										Hazendale
1	broccoli	Jericho									
10	carrot			Are/Rb							Are/Rb
3	cilantro										
2	celery	Hazendale									
4	corn										
7	cucumber			Screamin Ridge	Screamin Ridge						Riverberry
1	green beans										Rockville
8	lettuce	Jericho	Jericho								Riverberry
11	mesclun			Pitchfork							Pitchfork
3	onions										Pitchfork
2	peas				Open Heart						Riverberry
5	peppers										
1	radishes			Maplewind							
3	scallions			Jericho							Jericho
4	spinach			Hazendale	Riverberry	Hazendale					
9	tomatoes										Pitchfork
5	tomatoes (cherry)										Screamin Ridge



Business Development

Product is ~70% of sales

Coordinator and packing delivery labor

Van and cooler - additional vehicle '09

Warehouse vs. shift to IC hay barn

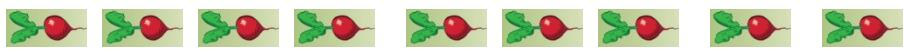
Research

Grants/Break-even

Farmer Investment/Ownership

Dining services, restaurants, grocers

Season extending storage



Thank You!

Travis Marcotte

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