

Intervale Center Food Hub: Publicity Appendix

The multi-farm CSA was featured in the following February 20, 2008 Seven Days VT article:

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Side Dish: New CSAs on the scene

BY [SUZANNE PODHAIZER](#) [02.20.08] - 67 READS

Imagine getting a big basket of farm-fresh vegetables, a dozen eggs and some local, organic meat delivered — *to your desk*; no farm visit required. The pilot project starts in June, when Burlington's [Intervale Center](#) launches a new, multi-farm CSA, serving four area businesses.

The community-supported agriculture arrangement is being organized by the Intervale's Agricultural Development Specialist **Sona Desai**, who managed to get a grant to create what she calls "a brokering service" for local products. Unlike the average CSA, which is run by the growers themselves, "We are outsourcing *all* of our product," Desai explains. "The idea was really to help smaller farms, who don't have markets established yet, pool their resources together."

Desai insists the Intervale isn't looking to poach any shares from the farms already doing CSAs. "I'm hoping the market segmentation that we've done will attract new folks rather than going after existing CSA members," she says. The "new folks" are likely to come from large, local companies: "We're looking to go to places with over 100 employees who might be shopping at Hannaford," Desai explains. "So far, she's worked out agreements with **VEIC** and **Fletcher Allen Health Care**. She hopes to add two more businesses for the 2008 season, and expand further in 2009.

Participants will be able to choose from 10 different "food baskets" — including the 'farm fresh' equivalent of a grocery store salad bar. "There's a 'salad bowl share' for which no cooking is required. It's for people who are interested in healthy food but don't really cook that much," explains Desai. Both the "salad bowl" and the standard vegetable share can be enhanced with a bunch of other offerings, including eggs, meats and a selection of Vermont fruits and berries, such as gooseberries and currants.

The Intervale Center's Food Hub was also featured in an August 26, 2009 Washington Post article, viewable at the following link:

<http://www.washingtonpost.com/wp-dyn/content/article/2009/08/25/AR2009082500861.html>