The Intervale Center Food Basket
A Multi-Farm Workplace CSA

Travis Marcotte
December 2008
Overview of Presentation

1. The Intervale

2. Agricultural Development Programs

3. The Food Basket
   - Pilot
   - Customers
   - Farmers
   - Business Development
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

Production
- ADS Farms Program - 1990
- Conservation Nursery - 2002
- Intervale Compost – 1988 (Transferred to CSWD 2008)

Processing
- ADS Success on Farms - 2002
- Develop Sustainable Processing

Distribution
- Support Fair Distribution Systems
- ADS Food Hub/Food Basket - 2007
- Understanding, Influence and Enter New Markets

Consumption
- Healthy City - 2002
- Value Added
- Value Returned
The Farms Program

Helping New Farmers & Growing Food for Our Community
Success on Farms
Providing farm business planning statewide
New Farms for New Americans
Creating opportunity for African women & their families
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
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 – veggies, fruit, eggs, cheese, poultry, beef, syrup, honey in that order. Seasonal gaps. Limited availability in supermarkets.
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.
2008 Food Basket Pilot

- Brought together 20 local farmers
- Partnered with 8 local area businesses
- Enrolled 120 shareholders
- Grossed over $90,000
- Veges, 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
Site Schedules

- VSAC – Tuesdays, 2:30
- Intervale 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

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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
Director, Agricultural Development Services
travis@intervale.org