

Goshen Farmer's Market CSA



The Community Sustainability Project, Inc. is an Indiana 501 (c)(3) nonprofit corporation. The CSP promotes programs, enterprise initiatives and community activities which promote sustainability in the great Goshen, Indiana area.

CSA

Benefits

Goshen Farmer's Market's community supported agriculture (CSA) program is a unique partnership between farmers and our customers. The CSA basket program:

- Provides members a wide selection of fresh, quality, nutritious foods from local farms.
- Provides a stable market for farmers, helping make local farms economically viable.
- Makes shopping the Market easy and fun

2010 shares

full share

receive a 1/4 bushel market basket

fill your basket 20 times

\$400

(medium to large household)

half share

receive a 1/4 bushel market basket

fill your basket 9 times

\$200

(small to medium household)

“half-half” share

receive a 1/8 bushel market basket
fill your basket 9 times
\$100
(individual)

Find Us:

Saturdays: 8 am to 1 pm

212 W. Washington Street

Goshen, IN

Lisa Glon, Market Manager

574.533.4747

<http://www.goshenfarmersmarket.org/csa/>

CSA Producer Response

Lisa Glon

01/29/2011

1. What farming method do you use? For example: certified organic, organic (not certified), bio-intensive, or conventional (~ use of pesticides and chemical fertilizers).

We have 9 active CSA farmers. 5 are USDA certified organic; 3 use organic methods but are not certified, and 1 uses natural methods. CSA started in 2001. Our CSA program is housed within the Goshen Farmer’s Market and features a ¼ bushel produce basket – CSA farmer reimbursement program.

2. How many hours per week do you typically work during the growing season?

Long days – perhaps 10-12 hours during the growing season.

3. How many hours per week do you typically work during the off-season?

N/A.

4. How many full-time and/or part-time employees are needed to run the CSA?

1 part-time employee working 15-20 hours per week year-round.

5. How many acres are currently in vegetable and/or fruit production?

Varies, depending on the individual farmer.

6. What is the maximum number of acres you might commit to vegetable and fruit production in a given year? N/A.

7. What is the maximum number of acres you might commit to livestock grazing?

N/A.

8. What aspects of operating a CSA do you enjoy most and why?

Customers – I get to interact with all of them because they end their shopping trip with me.

9. What aspects of operating a CSA do you enjoy least and why?

Customers who want to abuse the system. For example, a woman once lined her entire CSA basket with berries (a relatively expensive fruit), thereby exceeding the \$20 per trip “average” basket value. This is why we now limit the “soft fruits” (e.g. berries, peaches) to only one quart per shopping trip.

10. Has your CSA been profitable for the past three years? (Yes/No)

Our goal is to break-even, so it’s not necessary to make a “profit”. This goal is supported by our board of directors.

11. If “Yes” to Question 10, then what specific factors do you attribute your success to?

- The quality of vendors, farmers, and customers who all cooperate with one another to create retail synergy.
- Goshen community is very supportive of the market.
- Rachel’s Bread is an anchor store that creates a community hub atmosphere.

12. If “No” to Question 10, then what have been your biggest marketing and/or operational challenges?

N/A.

13. Which of your marketing approaches have been most successful and why?

- Mailing List -- Annual Snail Mail CSA Invitation
- Spring Letter + Farmer’s Market Event + Door Prizes
- Website and Local Newspaper articles

14. Can you briefly describe your CSA membership pricing model?

CSA members pay \$400 for a full share which entitles them to 20 shopping trips for produce only with our ¼ bushel shopping basket + shopping card system. Meat, cheese, honey, baked goods and other products may be purchased separately from retail vendors. Our CSA farmers record all CSA purchases on a weekly sheet that they turn into to me for cash reimbursement minus a 5% management fee.. Goshen Market thus serves as the collection and coordination point for this CSA – Farmer’s Market hybrid, with the goal of operating at break-even (plus the 5% management fee) in order to provide this service for the CSA farmers.

15. How many CSA members do you currently have?

70 – 80.

16. How many potential CSA members (if any) are currently wait-listed?

None.

17. Has your CSA membership level increased or decreased during the past 3 years? (Yes/No) (Increased/Decreased)

CSA membership level has held steady.

By what percentage (+ / --) during each of the past 3 years?

2008: broke - even

2009: (\$200)

2010: + \$1,000

18. How many CSA memberships would you need to break-even?

Currently at break-even. We speak with our farmers each year in January to determine if we need to raise the CSA share price(s) or not.

19. What do you consider to be an ideal number of CSA memberships for your farm?

No limit – 120 CSA members would be great.

20. How much income would you like to see your CSA produce annually?

\$50,000.