



## **White Yarrow Farm**

(Marcellus, Michigan)



We provide weekly fresh vegetables and occasional cut flowers for at least 18 weeks through the growing season. Pastured poultry and eggs are also available for an additional cost. Pick-up sites are in Kalamazoo and Three Rivers on Monday and Wednesday early evenings. Although we expect to be full for the 2011 season, please contact us to get on our waiting list and we will send you a brochure with prices, estimated amounts of produce and other details. It's helpful to know whether you are in the Kalamazoo or Three Rivers area.

### **Contact Information:**

Dale Hasenick  
(269) 646-2574  
[beachynick@earthlink.net](mailto:beachynick@earthlink.net)

### **Location:**

53240 Bair Lane  
Marcellus, MI 49067

<http://www.localharvest.org/white-yarrow-farm-M4896>

**CSA Details:**

<b>Season:</b>	June through October
<b>Type:</b>	single farm
<b>Since:</b>	2003
<b># of Shares:</b>	70
<b>Full Share:</b>	\$560 for at least a 18 week season
<b>1/2 Share:</b>	\$340 for at least a 18 week season
<b>Work Req?</b>	No

**Pick Up/Drop Off Points:****■Kalamazoo (Mon)**

Members pick up their shares on Monday evenings, between 5:30 and 6:30, in a private backyard near Whites Rd. and Westnedge.

<b>Address:</b>	Near Whites Rd. and Westnedge Kalamazoo, MI 49008
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**■Marcellus area (Wed)**

On farm pick-up for Marcellus area folks only.

<b>Contact:</b>	Dale Hasenick
<b>Phone:</b>	269-646-2574
<b>Address:</b>	53240 Bair Lane Marcellus, MI 49067

**■Three Rivers (Wed)**

Members pick up their shares at St. Johns Lutheran Church, 56050 Buckhorn, two miles north of Three Rivers, on Wednesday evening between 5:30 and 6:30.

<b>Address:</b>	56050 Buckhorn Three Rivers, MI 49093
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CSA Producer Response

Dale Hasenick

03/27/2009

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

Organic, not certified.

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

70 – 80 hours per week, this includes selling at the farmer’s market, which represents about the same amount of gross income as the CSA.

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

20 hours per week at least, this varies from mid-December through February; late fall and early spring are not actually off-seasons, but I probably only work about 40 hours per week then.

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

We technically have no employees. We do have 5 households who pay off their box by working about 2.5 hours a week for 18 weeks. Their labor often contributes to non-CSA production. We will for the first time this year have a Goshen college grad that will “intern” here for about 25 hours a week from late May until the end of August.

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

5 acres are currently in production.

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

5 acres.

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

20 acres.

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

Meeting subscribers at distributions because it breaks up the isolation of farm work, and transplanting broccoli or any plant really because it's sort of mindless and looks like something has been accomplished when you're done.

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

Communicating with folks before the season begins, not that I dislike them, but it is mostly through email.

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

Yes.

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

Ease of publicity, high return rate, have kept labor costs to a minimum.

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?

I suppose I would say "word-of-mouth", which stems from quality. I also get many requests for info and to be on the waiting list through [www.localharvest.org](http://www.localharvest.org)

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

After determining the estimated amounts, I added up what we would charge at the farmers market and then subtracted a few percentage points.

15. How many CSA members do you currently have?

60.

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

35, not sure that they're all still waiting after so long.

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

No, been right at 60.

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

1, if you don't count capital investments, if you do, I'm not sure because the CSA production is so intertwined with the farmers market and flower sales.

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

55.

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

About 45 – 50% of our gross.