WORKPLACE CSA TIMELINE
CSA, "Community Supported Agriculture", is a subscription service provided by the farmer.

- **February**: Establish customers
- **March**: Begin marketing the food early in the year, before their 16 hour days in the field begin.
- **April**: Receive payment early in the season, which helps with the farm's cash flow

MEMBERSHIP FEES
Members are provided an allotted amount of fresh, seasonal produce every week.
- Sales and delivery only take a few hours each week
- Establish a lasting relationship with your customers

FOR MORE INFORMATION
CHECK OUT THESE WEBSITES
www.cce.cornell.edu/
http://smallfarms.cornell.edu/
http://localharvest.org/csa/
www.adirondackharvest.com/

OTHER CONTACTS
Contact your local Cornell Cooperative Extension office.
GETTING STARTED

ADVERTISE
Spread the word! Start advertising early (planning should begin in the winter months).

ESTABLISH YOURSELF
Schedule a preliminary meeting with interested businesses to go over specifics and establish a point person. Good communication is key!

MEET YOUR CUSTOMERS
Consider planning a sign-up day at the business. Meeting you, the farmer, will encourage more employees to join the CSA.

WHAT WILL THE BUSINESS EXPECT

RELIABILITY
Businesses will want to know that your farm is reliable. They may ask for references from your past CSA members.

EXPERIENCE
During your preliminary meetings with a business, they may ask how many seasons you have been running your CSA. They will want to know that you will be able to accommodate their business.

ASSURANCE
CSA members may inquire about what will happen to their shares in the event of crop failure, or unfavorable weather. Be sure that you have a policy in place for bad years.

THE RIGHT CSA MODEL FOR YOU...
Each farm runs their CSA program differently. It is important to consider which model is best suited for your farm and the needs of the businesses you will work with. Here are few things to keep in mind:

LOGISTICS
When will a delivery fit into your schedule? How many subscriptions do you need in order to warrant a new drop site? How many members can you provide for?

PRODUCE
Will members receive a pre-packaged box of produce each week, or will they be able to select the goods that make up their share?

SHARES
Consider the quantity of produce each member will receive per week. Will you offer different sized shares?

PAYMENTS
Your workplace CSA may bring you consumers that are new to the world of fresh produce. Keep this in mind in your marketing. Newsletters or recipes could be beneficial.

EXPERIENCE
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Why offer a CSA?
Many local businesses are looking to increase their "Worksite Wellness". Initiatives targeting better health for employees are proven to increase business productivity.

This provides the perfect opportunity for you, the farmer, to expand into a new market. By working together with area businesses to sell CSA shares to their employees, you can increase your customer base.