

4.3 CSA Outreach

Lecture Outline	3
Appendices	
1. Steps to Forming a CSA	9
2. Confidential Low-income CSA Membership Application	11
3. Live Earth Farm CSA Brochure and Pledge Form	13
4. UCSC Farm CSA General Information Flyer	15
5. Examples of CSA Newsletters	17
6. UCSC Farm CSA Shareholder Mid-Season Survey	21
7. UCSC Farm CSA Shareholder End-of-Season Survey	23

Lecture Outline: CSA Outreach

A. Member Recruitment Strategies

1. Forming a new CSA – Farmer seeking community (see Appendix 1: Steps to Forming a CSA)
 - a. Contact existing community groups – e.g., day care, faith communities, health clubs/gyms, social justice groups, agriculture organizations, schools and colleges, churches, environmental and consumer organizations, civic groups, natural food retailers, etc., with brochures describing your potential enterprise
 - b. Use public media – Encourage newspaper articles, community TV and radio programs that address CSA as a topic and profile existing and forming CSAs
 - c. Organize an exploratory meeting of prospective shareholders to present and discuss the following –
 - i. The social and environmental issues facing agriculture today
 - ii. What CSA is, how CSAs generally function, and how CSA attempts to address the social, economic, and environmental concerns in agriculture
 - iii. Define other potential consumers/CSA members in the community. What is their demographic profile? What are their food preferences?
 - iv. Assess community interest in supporting low-income households via donations to low-income CSA shares
 - v. Assess which fresh foods are culturally appropriate for the community
 - vi. What kind of CSA model/structure are community members interested in?
 - vii. Define which risks (due to crop failures/low yield) people are willing to take as CSA members
 - viii. Assess commitment level of assembled participants to join CSA
 - ix. Form core group to assist in additional recruitment (see below for information on core groups)
 - d. Organize a subsequent meeting to discuss prospective shareholder preferences. Address the following topics –
 - i. What commodities does the community want the grower to produce?
 - ii. What type of production/land use practices does the community support (e.g., organic or biodynamic standards)?
 - iii. What types of labor compensation practices is the community willing to support?
 - iv. Will CSA shareholders contribute labor or other forms of work, and how will this affect share costs?
 - e. Prepare proposal with budget to present to group based on group preferences
 - f. Organize core group (or CSA coordinator) to –
 - i. Approve budget proposed by farmer
 - ii. Set fee policy, payment schedule, and collect dues
 - iii. Define location and timing of share distribution
 - iv. Define and coordinate member responsibilities
 - v. Recruit new/additional members through outreach, education, advertising
2. Forming a new CSA – Community seeking farmer
 - a. Groups contact local or national sustainable agriculture organizations and publications with CSA emphasis (see Resources in Unit 4.0 for listing of organizations)
 - b. Groups follow similar steps as above
3. Recruiting and maintaining membership for an existing CSA
 - a. Give current members a price break for next season if they sign up in advance

- b. Get help from existing members to spread the word to friends, family, co-workers, and neighbors
 - c. Request members send out emails, make phone calls, and/or help distribute flyers about the CSA
 - d. Get a newspaper reporter to do a story on the history of your CSA
 - e. Advertise in local newspapers with other CSA farms in the area
 - f. Use community TV and radio to advertise your CSA
 - g. Flyer at stores, gyms, schools, etc.
 - h. Advertise for a farm potluck/slideshow to attract new members and educate your audience about agriculture
4. CSA and low-income membership (see: www.hungeractionnys.org; www.macsac.org/partner.htm)
- a. Recruiting, funding sources, and fundraising
 - i. CSAs and Federal Food Stamp Program
 - ii. CSA operating on a sliding scale with additional compensation by other members
 - iii. CSA fundraising events for low-income shares
 - iv. Hunger Prevention and Nutrition Assistance Program funds
 - v. Revolving loan funds that allow farmers to be paid up front, with low-income CSA members paying back the sponsoring organization at an affordable weekly cost
 - b. Developing a low-income CSA membership program
 - i. Contact your county's human resources division or organizations such as Women Infant and Children's Supplemental Program (WIC) for information on determining eligibility for receiving low-income shares and for developing a low-income application form (see Appendix 2: Low Income CSA Member Application)
 - ii. Contact local food banks, senior citizen groups, homeless shelters, women's centers, welfare programs, schools, etc., to explain your interest in developing a limited-income share program. Request information on funding sources.
 - iii. Invite program directors of the above types of organizations to your farm for a potluck/slideshow/CSA presentation
 - iv. Bring literature about CSA, your CSA brochure/flyers, and low-income application forms to public events (see Appendix 2: Confidential Low-Income CSA Membership Application)
 - v. Include low-income donation program on CSA application forms
 - vi. Organize fundraising events for low-income/scholarship shares and increase awareness about CSA and efforts to reach out to households of all incomes
 - vii. Get the word out through flyers, newspaper ads/articles, community TV, and radio to explain your low-income share program specifically
 - viii. Contact other organizations for ideas on outreach strategies to households of all incomes. Examples include –
 - Madison Area Community Supported Agriculture Coalition (www.macsac.org)
 - Just Food (www.justfood.org)
 - Hunger Action Network (www.hungeractionnys.org)

B. CSA Core Group Development and Recruitment

1. What is a CSA core group?
 - a. Core groups provide the community support that can create the stability for farms that offsets the unpredictability of nature and the produce market
 - b. The core group averages 5–12 people, which includes farmers and CSA shareholders
 - c. The core group accepts additional responsibilities, which can include distribution, collecting payments, organizing festivals, preparing the budget, paying the farmers, dealing with legal issues, and recruiting more shareholders as required
 - d. Core groups are often an indispensable part of CSA operations that, together with the farmer(s), create the institution that is true community supported agriculture

2. How to develop a core group

- a. Assess shareholder interest in taking on additional responsibilities beyond financial compensation for share
- b. Discuss with members (and potential members) your desire to have a committed group of individuals play a leadership role in the administration and support of the CSA
- c. Assess what skills your members could offer (e.g., web design, newsletter writing, publishing, brochure and survey distribution, database management, distribution, accounting, legal work, organizing work crews and/or celebrations). Encourage members to accept leadership in these roles.

Example: Angelic Organics CSA Shareholder's Service Directory (see: www.angelicorganics.com). The Shareholder's Service Directory encourages the sharing of skills and talents among CSA shareholders and may help identify people who have particular talents.

- d. Examples of core group roles/responsibilities (see Appendix: Job Descriptions for the Genesee Valley Organic Community Supported Agriculture Core Group, in Unit 4.2: CSA Structure and Organization)
 - i. 'Membership Coordinator' – Ensures contact between farmer and members, collects all correspondence and fees, and addresses membership questions, concerns
 - ii. 'Treasurer' – Receives fees from the membership coordinator, keeps a schedule of payment, deposits fees, writes checks to farmer, does bookkeeping, and maintains a bank account
 - iii. 'Communication Coordinator' – Writes newsletters, copies and distributes newsletters and notices, and maintains membership list and addresses
 - iv. 'Volunteer Coordinator' – Helps coordinate volunteer days, maintains a list of volunteers, and calls volunteers for market assistance when needed
 - v. 'Social Director' – Organizes social activities, coordinates volunteers for activities, and works with the farmer for on-farm special events
 - vi. 'Needy Family Coordinator' – Identifies families for free or reduced-fee shares, contacts families for the farmer, and ensures that shares are distributed to families
 - vii. Other core group roles
 - Database manager
 - Survey/evaluation writer and distributor
- e. CSA Core Group meetings
 - i. The importance of regular meetings (approximately once a month)
 - ii. Decide how you want meetings to be run: Facilitator, note taker, etc.
 - iii. Have an agenda and time limit for each meeting, and stick to it
 - iv. Decide on your decision-making process (consensus, majority, etc.)
 - v. Allow for everyone present to participate in the meeting
- f. Example of CSA core groups activities
 - i. Peacework Farm/Genesee Valley Organic CSA (see: www.gvocsa.org/farmeconomics.html)

C. CSA Brochures, Pledge Forms, Informational Flyers, and Web Pages

(See Appendix 3: Live Earth Farm CSA Brochure and Pledge Form; Appendix 4: UCSC Farm General Information Flyer. For model CSA web sites, see Angelic Organics: www.angelicorganics.com; and Genesee Valley Organic Community Supported Agriculture: www.gvocsa.org/notes.html)

1. Content of brochures, informational flyers, and web pages
 - a. Clearly defined vision/mission of the CSA
 - b. Description of your CSA
 - c. Who you are personally
 - d. Location of your farm(s)
 - e. Commitment you're asking for from potential shareholders

- f. Definition of shares and how much food is provided
 - g. Price of share (full, half, per season, per month, per box, etc.)
 - h. Payment plan options
 - i. Contact information
 - j. Pickup times and days
 - k. Length of produce season
 - l. Event calendar
 - m. Volunteer opportunities
 - n. What one can expect in the CSA box throughout the season
 - o. Additional information: farm history and background, growing methods, crop harvest schedule, photographs and other artwork
2. How to distribute outreach materials
 - a. Distribute flyers to organizations (described above) with contact information to receive formal brochure with additional information and pledge form
 - b. Web site
 - c. Farmers' markets
 - d. Informational meetings
 3. Layout/Design
 - a. Get help from your members – This can be considered one of the core group tasks and/or a member could do this work in exchange for a share

D. CSA Newsletters

(See Appendix 5: Examples of CSA Newsletters)

1. Purpose and content
 - a. Communicate with members about farm events and progression of season
 - b. Educate members about your farming practices
 - c. Inform members of how to store produce
 - d. Provide recipes for preparing vegetables and fruits
 - e. Provide information about crop history, crop culture, culinary uses
 - f. Present issues related to sustainable food and agriculture systems
 - g. Story telling, entertainment – e.g., personal stories featuring the farmers, farm apprentices, interns, paid laborers, or CSA members
 - h. Other possible content – photos of farm, farmers, interns, paid laborers, CSA members; artwork of vegetables, fruits, flowers
2. Who designs and writes the newsletter?
 - a. Farmer, CSA members, interns/apprentices can each be in charge of designing, editing, and distributing the newsletter
 - b. Farmers can also simply contribute a column that keeps members up to date on farm happenings, with others accepting primary responsibility for content, layout, etc.
3. Frequency
 - a. During off season – once a month to keep members informed about what the farmers are doing to prepare for the season, share current issues in sustainable agriculture, etc.
 - b. During the season – once a week with each share (hard copy or email) that details the crops and varieties included in their share
4. Design/Layout
 - a. Keep it simple – one page, single or double-sided
 - b. Create a masthead that includes the name of the newsletter; the name of the farm; the date; volume number; and farm or CSA logo

5. Examples of newsletters
 - a. Angelic Organics (www.angelicorganics.com)
 - b. Genesee Valley Organic Community Supported Agriculture (GVOCSA News, www.gvocsa.org/notes.html, and Appendix 5)
 - c. Mariquita Farm (www.mariquita.com/news/news.html; www.ladybugletter.com, and Appendix 5)
 - d. UCSC Farm CSA (see Appendix 5)
- E. Shareholder Surveys** (see Appendix 6: UCSC Farm CSA Shareholder Mid-Season Survey, and Appendix 7: UCSC Farm CSA End-of-Season Survey)
1. Purpose
 - a. To survey shareholders' satisfaction and involvement with the CSA
 - b. To provide members an opportunity to define what they like about the CSA and provide suggestions for changes
 - c. To survey membership for their opinions on produce quantity and quality
 2. Methods
 - a. Rating system in a brochure
 - b. Handout in boxes/shares
 - c. Included as supplement in newsletter
 - d. Informally survey members by talking one-on-one at pick up
 - e. At shareholder gatherings
- F. 'Work Exchange Shares' on the Farm**
1. Important considerations in developing a work exchange program
 - a. Hours required for a share
 - b. Tracking hours worked
 - c. Who will meet with and explain needed work priorities, activities on the farm?
 - d. Liability and insurance
 - e. Develop farm policy – Members will need to be informed of these policies from the beginning to prevent any misunderstandings
 2. CSAs that require members to work on the farm
 - a. It is important to motivate your members and get them excited about their participation
 - b. It is important to communicate that their participation is imperative for the CSA to remain sustainable
- G. Volunteers, Workdays, and Special Events**
1. Periodic scheduled workdays can develop relationships with your members and assist at critical time periods in getting farm work completed
 2. Organizing for volunteers/work days/special events
 - a. Determine who will organize and/or be in charge of volunteers, workdays, and special events
 - b. Determine when you will need volunteers and provide advanced or scheduled notice to members
 - c. Consider liability
 - d. Develop farm policies regarding age of volunteers, animals on farm, tool use, times of visitation, etc.
 - e. Members need to be made aware of policies in advance
 3. Special events: Harvest Festivals, workshops, potlucks, fundraisers
 - a. Special events provide members opportunities to visit the farm to enjoy and celebrate the growing of food and the CSA relationship
 - b. Find out from your membership who would be interested in being the "special events coordinator": Delegate to that person(s).

- c. Example: The UCSC Farm CSA has an annual Strawberry Shortcake Festival where a \$5 donation goes to fund low-income CSA shares. In return, visitors and members receive strawberry shortcake, live music, and children's activities. CSA members, apprentices, and the Friends of the UCSC Farm & Garden board of directors help with organizing, advertising, soliciting donations, working the day of the event, etc.

H. CSA and Community Service (donations, gleaning programs, etc.)

1. Important considerations
 - a. Does it fit the goals of the CSA?
 - b. Does it meet the needs of the community?
 - c. Who are the potential consumers? Determine their level of involvement, if any.
 - d. Target corporate sponsors to offset costs of production
 - e. Seek access to federal food dollars for donations
 - f. Tax deductible donation to 501(c)3?
- g. Examples of social services programs associated with CSAs
 - i. Food Bank Farm (www.foodbankwma.org) – CSA farm, which also provides the local food bank with fresh, locally grown, organic produce
 - ii. Just Food (www.justfood.org/csa/) – Just Food's CSA in New York helps support family farms that are struggling to stay in business, while providing city people, particularly those in low-income neighborhoods, with access to high-quality, locally-grown, affordable produce
 - iii. The UCSC Farm CSA – Excess produce is donated to a variety of organizations serving low-income groups including California Grey Bears and local soup kitchens serving the homeless population of the City of Santa Cruz

Appendix 1. Steps to Forming a CSA (Start small and grow organically!)

1. Initiators (either farmers or groups of non-farmers) issue a call to form a CSA. You can seek members:
 - a. among friends or neighbors
 - b. among existing groups: daycares, environmental or consumer organizations, churches, civic groups, schools or other institutions, workplaces
2. Hold exploratory meeting of prospective sharers and farmer(s). Possible agenda:
 - a. what is a CSA?
 - b. why eat locally grown food?
 - c. why small farms need support
 - d. assess level of commitment of participants
 - e. if interest is high enough, create founding core group
3. At this meeting or a subsequent meeting, come to agreement on the group's values:
 - a. does the group want organic food?
 - b. does the group want locally grown food?
 - c. does the group want racial, ethnic, and economic diversity among members?
 - d. is it important to involve children?
 - e. will all members contribute work, or will some buy out by paying a higher fee?
 - f. do members want to share production risks with the farm(s)?
 - g. what commodities does the group want?
 - h. does the group want to share mailing list with other groups?
4. Organize the core group to:
 - a. decide on farmer(s)
 - b. decide growing site
 - c. decide how and where food will be distributed
 - d. divide up member responsibilities
 - e. approve the budget proposed by the farmer(s)
 - f. set fee policy and payment schedule
 - g. clarify expectations as to variety and quantity of food
 - h. set guidelines on participation of children (if desired)
 - i. decide who owns any equipment purchased
5. The core group recruits additional members through a variety of techniques:
 - a. post fliers
 - b. organize recruitment meetings
 - c. talk up idea with friends
 - d. place notices in organizations, churches, mailing to likely groups
 - e. send out press release
 - f. find friendly reporter to write story
6. Members make a commitment:
 - a. to pay in advance of receipt of food (whether by season, month, or other schedule), regardless of quantity and quality of food due to conditions
 - b. to participate in farm, distribution, and other work

7. Establish the legal status of the CSA. Many defer decisions on legal structure for a season. Advice from a lawyer may be helpful, or see Nolo Press in Resources, Unit 4.0. Existing options include:
 - a. consumer cooperative
 - b. sole proprietorship or partnership of farm
 - c. corporation or limited liability corporation
 - d. nonprofit corporation (or branch of existing nonprofit)
 - e. farmer-owned co-op
8. Determine capitalization of farm(s). May start with a minimum amount of rented or borrowed equipment. For the longer term, decision to be made on purchase and maintenance. Options include:
 - a. farmer(s) capitalize
 - b. members capitalize through fees
 - c. the group seeks grants
 - d. the groups seeks loans. Possible sources include Farm Credit, National Cooperative Bank, commercial banks, revolving loan funds

Options for land tenure include:

 - e. private holding
 - f. land trust
 - g. lease agreement with private owner or institution (see Unit 6.0: Land Tenure Options, for more information)

Adapted from Sharing the Harvest: A Guide to Community Supported Agriculture, by Margaret Henderson and Robyn Van En. Chelsea Green Publishing Co., 1999.

Appendix 2: Confidential Low-Income Community Supported Agriculture Membership Application

Center for Agroecology and Sustainable Food Systems, University of California, Santa Cruz

The aim of Community Supported Agriculture (CSA) is to build a healthy community by providing a local, organic food supply and by re-establishing a relationship between the community and the farmer. It is a partnership — the community members support the farm and farmers directly for an entire season and in return receive a share in the weekly harvest. This partnership increases community involvement in food production and in the health of the local economy and environment.

The UCSC Farm's CSA program, part of the Apprenticeship in Ecological Horticulture, is a training ground for 40 apprentices in crop planning, cultivation techniques, harvest methods and community outreach and education. Members of the CSA receive a weekly share throughout the harvest season, beginning in early June and continuing for approximately 22 weeks.

The UCSC Farm is committed to making our CSA program accessible to individuals and families of all economic backgrounds. To ensure this, we are offering low-income memberships at the half-price rate for our growing season. To apply, please complete the following information. Acceptance is based on a first-come, first-served basis and is available to those applicants who demonstrate the greatest need.

Name(s): _____

Address: _____ City, State, Zip: _____

Home #: _____ Work #: _____ S.S. #(s): _____

Occupation: _____ Spouse/partner's occupation (if applicable) _____

If you are a student, can a parent or guardian claim you as a dependent on their IRS Federal Tax Form?

Combined monthly income \$ _____ Additional income (e.g. child support, etc.) \$ _____

Number of children supported by the individual/family? _____ Monthly expenses _____

Combined adjusted gross income from IRS Federal Tax Form \$ _____

Circle one category below — A, B, or C, and complete:

A. Individual/family receives public assistance — circle one that applies:

Social Security Unemployment Disability AFDC# _____ Medical # _____

B. Income — circle one if monthly income is under:

\$905 (1 person) \$1,219 (2 people) \$1,533 (3 people) \$1,848 (4 people) \$2,162 (5 people)

C. Individual/family income is over category B guidelines but feel assistance is needed. Please explain:

Please explain reasons for requesting a low-income membership to the UCSC Farm CSA (must be filled in):

Appendix 3: Live Earth Farm CSA Pledge Form

Organic Produce
Fresh from our fields to you!



Community Supported Agriculture (CSA)

- Weekly deliveries of fresh, delicious, organic fruit and vegetables
- Weekly farm news and recipes
 - Community events
 - Seasonal celebrations
 - Educational programs

2004 – our 9th season!

www.liveearthfarm.com

Live Earth Farm
PO Box 3490, Freedom, CA 95019-3490
phone: (831) 763-2448
website: www.liveearthfarm.com
email: farmers@cruzio.com
location: 172 Litchfield Lane, Watsonville

We are a small, 30-acre family-owned certified organic farm located in the foothills of the Santa Cruz Mountains. Constance, Tom, and their son David started the farm in 1995 with the support of friends and volunteers. We invite you to visit the farm and join our CSA.



What is CSA?
Community Supported Agriculture (CSA) connects our farm directly with you. Members purchase a share in the harvest and are supplied weekly with a wonderful variety of the finest organic fruit and vegetables from March to November. All our produce is fresh-picked, washed and promptly delivered in order to ensure maximum freshness, ripeness and flavor. Share boxes are delivered to convenient pick-up points (see registration form).



Throughout our season (36 weeks) you will receive a weekly newsletter with great recipes and farm news. The newsletter also serves as a fun link for the community to share ideas and organize farm projects (such as our wood-fired bread oven!).

Caring for the Earth

To farm organically means to work in harmony with Nature. By caring for the Earth in this way, we honor the interdependence of all life and strive to preserve its diversity for future generations to enjoy.



What our CSA members say:

"Picking up my share is like getting a treasure box full of colors and earthy, fresh-smelling surprises. I love cooking with this stuff!"

"I haven't eaten beets since I was a child. They were so good I even cooked the tops as you suggested in your recipe."

"These are the best fruit and veggies I've ever had. We anticipate serious withdrawal symptoms at the end of the season!"

"My children loved visiting the farm and always want to be reassured that the veggies on their plates are from Live Earth Farm."

"We especially enjoy the farm's events. They restore in us a real sense of community as we honor our direct relationship with the land, and give thanks together with other families. Thank you for doing this!"

Our **Standard Share** contains a large variety of in-season veggies and some fruit, and typically feeds a family of four (see harvest schedule).

Our **Extra Fruit Option** offers a generous addition and variety of fresh fruit to the Standard Share: highly recommended for fruit lovers!

Why Join?

• all organic produce, grown using sustainable farming practices
• locally grown
• no GMOs
• all produce harvested at peak of flavor, with emphasis on heirloom varieties selected for taste and nutritional value
• wildlife and native plant habitat thrive on our chemical-free land
• connect to the land where your food is grown

Harvest Schedule

A typical share contains 9 to 12 items that vary by the week and by the season.

Staple items to expect weekly:
Seasonal fruit (strawberries, melons, apples or pears), carrots, beets, radishes, lettuce, green onions, fresh herbs and one or more bunches of cooking greens (spinach, chard, kale, mustard greens, bok choy, rapini, Chinese cabbage, turnips, kohlrabi, collards, watercress or purslane).

and once or twice a month:
cauliflower, broccoli, arugula

Our other crops are harvested at peak times during the growing season, and will be included weekly according to the table below:

Crop	(M)arch to (N)ovember											
	M	A	M	J	J	A	S	O	N			
Basil						x	x	x	x			
Cabbage	x	x	x							x	x	
Cucumbers						x	x	x	x			
Fava Beans	x	x	x									
Fennel						x	x					
Garlic & leeks						x	x	x	x	x	x	x
Green beans										x	x	x
Onions						x	x	x	x	x	x	
Peaches*										x	x	
Peppers										x	x	x
Plums*										x		
Potatoes										x	x	x
Pumpkins												x
Raspberries & blackberries*										x	x	x
Sugar-snap peas										x	x	
Summer squash										x	x	x
Tomatoes										x	x	x
Winter squash												x

* Extra Fruit Option only

The "Community" in Community Supported Agriculture

At Live Earth Farm we feel that it is enriching to know where one's food comes from, how it is grown, and to celebrate our connection and thankfulness to the Earth. In this spirit, we offer an array of events each year for our members to enjoy:

Our 2004 Calendar of Events

OPEN FARM DAY

May 15th

SUMMER SOLSTICE CELEBRATION

June 19th

(field tours 2-5; celebrations 5-9)

CHILDREN'S MINI CAMP

July 30th, 31st and August 1st

FALL EQUINOX CELEBRATION

September 25th (3 to 9pm)

HALLOWEEN "PUMPKIN-PALOOZA!"

October 23rd

(see our website or call us for more details)

Our events include farm tours, pot-lucks, pizza and bread-baking in our wood-fired oven, bonfires, live music, farm animal petting (pony, goats, chickens), a big hay bale stack, swings, & many farm games!

Beyond our CSA events, LEF offers educational programs to the larger community. We work with non-profit agencies and schools to use the farm as a resource for their programs.

Everything you need to know in order to participate in our CSA program is available on our website. If you have internet access, the easiest and best way to register is online. Our web address: www.liveearthfarm.com If you don't have internet access, read on for information that will get you started.

Share options and their cost
 Standard Share \$23 per week
 Extra Fruit Option additional \$7 per week (starts in May)

Pick-up Days, Locations
 Depending on *where* you pick up your share, your pick-up day will be either Wednesday or Saturday (see list of locations in registration form, at right).

Start Date
 Our 2004 season begins the middle of March (Wednesday 3/17 or Saturday 3/20) and runs through the 3rd week of November (the week before Thanksgiving), a total of 36 weeks. You can start in at any week.

Payment Plans and Discount Options.
One-payment plan – greatest savings!
 \$1/wk discount if you start by July 1st
 50¢/wk discount if you start July 2nd – Sept. 30th
Monthly – no discount
4-week trial – above discounts are available when you continue for the season after your trial.

Want to try us out?
 If you sign up using this brochure (rather than online), you will automatically be started with our 4-week trial. We'll mail you a packet with details about your pick-up site (times and directions) plus information about your various options for continuing for the rest of the season after your 4-week trial is up.
It's that simple!

**Live Earth Farm CSA
 2004 Registration Form**

Give us your contact information:

Name _____
 Street _____
 City _____ Zip _____
 Phone (home) _____ (optional)
 Phone (work or cell) _____ (optional)
 email _____

Specify your pick-up location:

.....**Wednesday** locations.....
 Aptos MBARI (employees only)
 Live Oak Moss Landing Happy Valley
 Scotts Valley Monterey SC Waldorf
 Ben Lomond West Marine
 West Santa Cruz Live Earth Farm - Weds.
 Santa Cruz Downtown**Saturday** locations.....
 Downtown San Jose Live Earth Farm - Sat.
 Gilroy Willow Glen
 Prunedale Los Gatos

Choose your share combination:

Share combination	4-week payment
<input type="checkbox"/> Standard Share	\$92
<input type="checkbox"/> Std Share + Extra Fruit	\$120 (not available 'til May)

Specify your start date:

Day of week is based on pick-up location, above.
 Please allow 2 weeks between postmark and start date.

Weds (date) _____
Sat (date) _____

and tell us...

Where did you receive this brochure (or how did you hear about us)?

Now mail us this form & your start-up payment.

Make your check payable to "Live Earth Farm" and mail promptly to:
 Live Earth Farm
 PO Box 3490
 Freedom, CA 95019-3490

We will contact you to confirm your start date and mail you a packet with all your pick-up instructions (including times and directions), plus all the information about how to continue after your 4-week trial.

Appendix 4: UCSC Farm CSA General Information Flyer Text

Community Supported Agriculture at the UCSC Farm & Garden

CSA projects are collaborations between the local community and the farmers.

The community members support the farm directly for an entire season and in return receive a share in the weekly harvest. This partnership increases community involvement in food production and in the health of the local economy and environment.

The CSA program at the UCSC Farm & Garden is an integral part of the Apprenticeship in Ecological Horticulture which trains 40 people each year in sustainable agriculture and organic growing methods. Now in its ninth season, the CSA program is comprised of 50 full shares and 50 half shares. A share of produce contains a diverse supply of freshly harvested organic fruits and vegetables as well as flowers and herbs from the pick-your-own garden, which runs from early June through October.

Shares cost \$600 for a full share (feeds 4 for a value of \$27/week) and \$380 for a half-share (feeds 2 for a value of \$17 per week). Payment can be in full or divided up into two or four installments. There are also shares available for low-income households at half the cost of a regular share. Members pick up boxes weekly (either Tues. or Fri.) at the CSA Barn located next to the pick-your-own herb and flower garden. Members can also look forward to weekly newsletters with recipes, farm updates and events; complimentary membership to the Friends of the Farm & Garden for one year; 10% discount on plants at our bi-annual plant sales; quarterly issues of News & Notes and bi-annual issues of The Cultivar.

If you would like to receive our CSA Brochure/pledge form or have any questions regarding the CSA program, please contact Nancy Vail at 459-4661 or email navail@cats.ucsc.edu.

*Center for Agroecology & Sustainable Food Systems
University of California, Santa Cruz*

Appendix 5: Examples of CSA Newsletters

Highlights

- GVOCSA and the Internet.....Page 4
- Attack of the Green TomatoesPage 4
- Why Sign Up Early for 2005?.....Page 5
- GVOCSA Harvest Dinner.....Page 5

Inside

- Notes from the Farm.....Page 1
- Member Action Items.....Page 1
- Revised Thursday Work Schedule.....Page 6
- Revised Sunday Work SchedulePage 7

Genesee Valley Organic Community Supported Agriculture

<http://www.gvooca.org>

GVOCSA News

On the way to your stomach something happens to your soul.

September 2004



Notes from the Farm

By Elizabeth Henderson

This season inspires me to study fungi. Months of damp weather with low light, alternating cold nights with muggy days, have created the perfect conditions for mushrooms, fungal diseases and molds. The conditions have not been perfect for summer vegetables. When the temperature drops below 55 degrees, as it has on half a dozen nights, falling as low as 48 on July 25, tomatoes stop growing for a week or more. As of August 19, three 250-foot beds of midseason tomatoes were loaded with fruit – all green. Cantaloupe plants had melons on them the size of tennis balls. Eggplants were coming, but slowly, even in the hoop house. Powdery mildew was growing on the leaves of the summer squash plants and on some of the pumpkins. Phallic red growths emerged from the mulch on the rhubarb bed spreading a nose-tweaking smell resembling an

For those who have not paid in full, please drop your check in the box at Distribution or mail to Judy Emerson.

operating room undergoing disinfection – our first acquaintance with stinkhorn mushrooms.

The dreaded fungal disease – late blight (remember the Irish famine?) has struck our tomatoes and potatoes. As organic farmers, we are allowed to spray copper to prevent late blight. However, to be effective, it has to be applied after every rain, which this year means every other day. Our only spray equipment consists of two four-gallon backpack sprayers. To spray copper, which is very caustic, requires suiting up in goggles, mask, full rain suit, rubber boots and rubber gloves – not the usual garb worn on organic farms! It's hot, exhausting work and to spray our

thousands of row feet of potatoes and tomatoes every other day was not physically possible.

So, on August 18, after our Extension Agent, Carol MacNeil, confirmed my diagnosis of late blight, we began the sad process of

Member Action Items!

- For those who have not paid in full, please drop your check in the box at Distribution or mail to Judy Emerson.*
- Mark your calendar for the annual GVOCSA Harvest Dinner Meeting – Sunday, November 14. Watch for announcement of location and time!*
- Squirrel Bulk ordering is just around the corner – watch for announcements at Distribution in coming weeks.*
- Pre-register for the 2005 CSA season at the annual GVOCSA Harvest Dinner Meeting. \$50 deposit required to hold your share for the next season – bring your checkbooks!*
- Register for Winter Shares at the annual GVOCSA Harvest Dinner Meeting.*
- Watch for and complete both the Veggie Questionnaire and End of Season Survey coming in the next newsletter. These are extremely valuable tools for improving our CSA.*

Harvest Dinner Meeting

Mark your calendars for our end of season events! GVOCSA will hold our annual Harvest Dinner Meeting right after the Sunday, November 14, 2004 distribution. Site is currently up in the air. Watch for upcoming announcements on location and via email and at distribution.

Final Farm Distributions

Final distributions of farm produce will be Thursday, November 25 and Sunday, November 28, 2004 at Abundance.

FIELD notes

UCSC Farm Supported Agriculture
9th Harvest 7.27.04 & 7.30.04

9th Harvest 7.27 & 7.30

Apples *Grovenstein*
Basil *Italian Large Leaf, Genovese*
Broccoli *Diclecto, Heritage*
Bunching Onions *Evergreen, Deep Purple*
Cabbage *Super Red, Primax, or Savoy*
Collard Greens *Top Bunch*
Cucumbers *Mahemore, Lemon*
Garlic *Musk*
Lectus *Prizetaler*
Lettuce *assorted varieties*
Onions *Stockton Early, Red or Yellow*
Potatoes *Yellow Finn*
Radishes *Red Meat*
Salad Mix *Gourmet Blend*
Strawberries *Seascope*
Squash/Zucchini *assorted varieties*

what's in the box?

When the sun shouts and people abound One thinks there were the ages of stone and the age of bronze
And the iron age; from the unstable metal: Steel made of iron, unstable as his mother; the towered-up cities
Will be stains of rust on mounds of plaster.
Roots will not pierce the heaps for a time, kinds rains
will cure them
Then nothing will remain of the iron age so, all these people but a thigh-bone or so, a poem
Stuck in the world's thought, splinters of glass
In the rubbish dumps, a concrete dam far off in the mountain....
-Robinson Jeffers

Time is measured differently on the farm. Instead of the endless tracking of hours, minutes and seconds needed to navigate life in a city, the farm's parade of days, weeks, months and years are broken up into planting successions—bi-weekly or monthly blocks of time over which each crop will produce enough food for the CSA—with a long look toward crop rotations in future years.

Learning how to plan for each succession is one of the most important challenges facing us would-be farmers. In the greenhouse last week we were shocked to realize that there were only two more sowing successions left for the season. The collective gasp was pronounced and sobering. At our most fortunate, these confrontations with time occur as we walk past the apple orchards and find a few gleaming red beauties just ripe for the picking. We think, "Wow, apples already!" But in our darkest moments the calendar is a terrible reminder of all that we haven't gotten around to finishing or, for that matter, starting.

In this second half of the apprenticeship we've been assigned the task of producing a farm plan. That is, a total assessment of a project we would realistically or even hypothetically be interested in starting. We have to detail everything from our financial goals and marketing strategy to our crop succession and soil fertility management plan, with the intention of presenting it to our instructors and peers. For those of us who aren't inheriting a family farm, let alone know what state or country we'd like to live in, the thought of having to plan around regional markets and climates seems impossible.

It's easy to feel the scarcity of time so prevalent off the farm when each of the other 44 aspiring farmer-gardeners innocently asks you, "What do you want to do after the apprenticeship?" After all, a ten year plan seems less realistic when your plans for November aren't quite hashed out. But perhaps one of the best lessons we can learn from the field is that the work of a whole season becomes more manageable when regarded a few weeks at a time, with one eye periodically gazing towards the future. Beyond that, only time will tell.

-Andrea and Ali, 1st year apprentices

Cabbage Salad with Apples and Walnuts

Serves 6

- 1 small cabbage
- 1/3 cup walnuts
- 1/3 cup cider vinegar
- 2 Tbsp lemon juice
- 1 Tbsp lemon juice
- Salt and pepper
- 1/2 cup olive oil
- 2 Tbsp heavy cream
- 2 apples (any crisp, tasty eating variety)

1. Preheat oven to 375 degrees.
2. Tear off and discard the tough outer leaves of the cabbage. Cut in half and cut out its core. Slice the halves crosswise into a fine chiffonade.
3. Toast the walnuts in the oven for 8 minutes. While they are still warm, first rub them in a clean dish towel to remove some of the skins, then chop or coarsely crumble them.
4. To prepare the dressing, mix the vinegar with the lemon juice, some salt, and a generous amount of pepper. Whisk in the olive oil and then the cream. Taste and adjust the acid and salt as desired.
5. Quarter, peel and core the apples. Slice the quarters lengthwise fairly thin and cut these slices lengthwise into a julienne. Toss the cabbage, apples and walnuts with the dressing and an extra pinch of salt.
6. Let the salad sit for 5 minutes, taste again, adjust the seasoning as needed, and serve.

Radish Slaw

This could also be good without the cabbage.

- 1/2 lb. radishes, trimmed and grated coarse (about 2 cups)
- 3 cups finely shredded cabbage
- 1 cup coarsely grated carrots
- 1/2 cup thinly sliced red onion
- 2 tbsp. fresh lemon juice
- 1/2 tsp. sugar
- 2 tbsp. olive oil
- 2 tbsp. finely chopped fresh cilantro, mint, or parsley leaves

In a bowl toss together the radishes, the cabbage, the carrots, the onion, the lemon juice, the sugar, the oil, the herbs, and salt and pepper to taste.

upcoming events

Fall Plant Sale

Friday, September 10, 12 noon- 6 pm
Saturday, September 11, 10 am-2 pm
Barn Theatre Parking Lot, UCSC

Fall is a wonderful time to plant vegetable crops to extend your gardening season and give perennials a head start on their spring growth. We have a wide variety of organically grown vegetable seedlings and landscape plants will be available. Processors support the Farm and Garden Apprenticeship program.

Friends Benefit Dinner on the Farm

Saturday, September 11, 5-9 pm
UCSC Farm

Join us for an elegant outdoor benefit dinner in the apple orchard at the UCSC Farm. Celebrity chef Lynn Sheehan will create a memorable meal complemented by local wines. A tour of the Farm will take place before dinner. \$85 per person for Friends members (discounts for tables of 8), \$100 for non-members. Includes wine. For more information call Lynn Sheehan at (831) 658-8005

TWO SMALL FARMS

Community Supported Agriculture

Black Republicans by Andy Griffin

I had never seen so many Black Republicans gathered together in one place. But the nice thing about being a farmer is the people you meet. If I had followed my father's advice and become a lawyer I guess I'd hang out with cops and criminals and be happy in their company. But I like to eat. So I found myself one sunny morning this week with Betty Van Dyke tasting cherries in her orchard. Betty Van Dyke is a stone fruit grower and a neighbor. Black Republicans, at least these plump, sweet, firm fleshed, juicy Black Republicans, are cherries. The popular Bing cherry, Betty told me, is not self pollinating so the orchardist must intersperse other varieties of cherry throughout the orchard to get a crop. I've gotten to know Betty Van Dyke over the years because I once worked at an organic produce company that sold her cherries. The Van Dyke cherries are as good as cherries can get and I would remember Betty for that alone except that she is also a very interesting woman in her own right. The funny thing is I didn't visit Betty to eat Black Republicans; it had come to my attention that Betty had a caper bush and makes her own salted, pickled capers. If I came soon, Betty said, I'd even see the capers in flower.

Capers are prepared from the unopened flower buds of the caper bush, *Capparis spinosa*. *Spinosa* implies spines but Betty pointed out that her caper bush, a cultivar from the Croatian island of Vis in the Adriatic, was spineless. Considering how the caper picker has to reach into the plant to pluck the tiny buds a spineless cultivar is a real blessing. Betty's family comes from Komiza, a town on Vis, and she was introduced to capers when she was given a large quantity of them to take back to the States after she visited there in 1969. A big pile of capers is a lavish gift. The buds are tiny and it takes a lot of labor to harvest them. Being a farmer it's hard for me to see any task on the ranch without automatically translating the work into payroll figures. Capers need to be picked every day if the grower is going to get the entire crop. A bud that is too small one day will be too large a few days later. Betty picks her capers to sell in the Capitola farmers market but she concedes it is a labor of love. Ten minutes with Betty picking capers convinced me that in California, labor costs being what they are, caper production will remain in the hands of food lovers. Let's hear it for love!

I couldn't help myself so I ate some capers raw. They're not too good that way. Through salting and pickling the distinctive caper flavor is brought out in the bud. Capric acid forms in the curing process and the unique zing this acid gives to sauces like putanesca or remoulade makes capers an

essential ingredient in Mediterranean cookery. Most commercial capers come from France, Spain and Italy, but the caper is cultivated around the Mediterranean and all the way to India. The island of Vis, where Betty's family comes from is in Croatia but the island is so close to Italy that in the night time they can see the lights of Abruzzia. I wonder who picks the capers in Italian caper fields and I half suspect they are Croatian migrants. I looked at my tiny harvest from ten minutes labor and figured I could never hold down a job as a caper plucker. I did take a nice picture of a caper bloom I can share with you, though. The caper flower is gorgeous and a whole shrub of them would be a sight to behold. My time was well spent. I had a nice morning with a great lady and learned a lot. Heck, I even found out where all the Black Republicans are hiding.

P.S. About those Black Republicans: in 1860 an orchardist in

Oregon, Seth Lewelling, expressed his pro-Union sentiments by naming a new cherry cultivar he developed the Black Republican. Then in 1875 he developed another cherry variety from the seed of a Black Republican and he named the new cherry after his Chinese ranch foreman, a fellow named Bing.

P.P.S. Betty Van Dyke sells her capers at the East Cliff/Live Oak Farmers Market in Santa Cruz on Sundays and the Capitola Farmers Market on Thursdays.

Copyright 2004 Andrew Griffin

This Week

Arugula^{MF}

Carrots^{MF}

Beets^{MF}

New Red Potatoes^{HG}

Fennel^{HG}

Basil^{MF}

Dill^{MF}

Mystery^{HG, MF}

Flowers: Mixed Bouquet^{HG}

Veggie Notes

Everything in your box and the flowers are organically grown. From High Ground Organics: New Red Potatoes, Fennel, some of the Mystery and the Flowers. From Mariquita Farm: Arugula, Carrots, Beets, Basil, Dill, and some of the Mystery.

List of Upcoming Farm Events!

Thursday, June 10th: Dinner at Stokes Restaurant in Monterey at 6:30pm. Come taste our produce prepared by the experts! (Andy and Julia will be there.) Cost is \$85 and includes wine but not tax or tip. Call Stokes for details (831-373-1110).

Saturday, July 17th: CSA potluck at High Ground Organics
July & August Saturdays (TBA): Tomato/Basil U-pick Days at Mariquita Farm in Hollister

Saturdays October 2nd, 9th, and 16th: Pumpkin Patch at High Ground Organics

Look at our heirloom tomato field starting to bloom! Go to: www.mariquita.com/images/photogallery/tomatoblooms.jpg

Recipes by Julia

www.mariquita.com/recipes

Storage: Store everything in the fridge except for the **basil**. Some people like to keep basil in the fridge, but if it gets too cold it will turn black and unusable. I like to keep it on the counter and use it up in a day or two or three. Separate the greens from the roots on the **carrots** before refrigerating.

To eat within 1-3 days: Eat **potatoes** within the week; they haven't been 'cured' and will rot if you leave them for weeks.

To do: Roast the **beets** and make a salad to eat for lunch a few days in a row. Add **dill** to the salad! Cook the **fennel** at the bottom of a soup or red sauce as you would use celery. I love cooked fennel! Make pesto with the **basil**!

Tips: Do you still have Bok Choy in the fridge? Make a simple broth soup (miso or chicken?) And/or make some fried rice. You can add any scallions left to either of these.

Fennel and Cheese for Dessert adapted from *The Victory Garden Cookbook* by Marian Morash

fennel bulbs best olive oil salt and pepper
one great cheese, such as blue cheese or a local goat cheese

Wash and trim fennel bulbs. If small, cut in half; quarter larger ones. Serve with cheese slices and pass the oil, S & P.

Parmesan -Topped Fennel Puree adapted from: recipeland.com

2 fennel bulbs, chopped 2 cup chicken/vegetable broth
_ cup milk 2 TBS melted butter
salt to taste white pepper to taste
2 TBS grated parmesan 2 TBS flavored bread crumbs
1 _ lb potatoes, peeled, quartered

Boil potatoes until tender; about 30 minutes. Drain well. Transfer to a mixing bowl and mash well. Meanwhile, in another saucepan, combine fennel with the broth and cook over medium heat until tender; about 15 minutes. Drain and puree in food processor. Add to potatoes along with the milk and butter. Then transfer to oven-proof casserole; top with Parmesan cheese and bread crumbs. Brown under broiler for a few minutes.

Roasted Beet Soup with Potato and Dill Salad

from the Lawrence-Emmanuel's (Aptos)

12 oz. potatoes 2 _ cup low-fat milk
4 TBS chopped red onion 4 TBS chopped fresh dill
3 TBS red wine vinegar _ cup plain yogurt/sour cream
1 _ lbs. beets (about 5 medium, tops trimmed)

Preheat oven to 400°. Wrap beets and potatoes separately in foil; seal tightly and roast on oven rack until tender when pierced with skewer. (About 45 minutes for potatoes and 1 _ hours for beets) Unwrap and cool completely.

Peel beets and cut into 1 inch pieces. Place in blender with Milk, Vinegar and half of the Dill and Onion. Blend until smooth, season to taste with salt and pepper. Refrigerate until well chilled (about 1 hour). Peel potatoes and cut into _ inch dice. Toss in a bowl with remaining dill, onion and yogurt. Ladle soup into 4 bowls and top with potato salad. Garnish with dill sprigs.

Fennel, Orange and Caper Salad from

recipeland.com

2 bulbs fennel 1 TBS capers, drained 1 TBS chopped dill

6/9/04 Volume 280

Two Small Farms P.O. Box 2065 Watsonville 95077 (831) 786-0625

csa@twosmallfarms.com

DRESSING:

_ orange, seeded 2 tsp. red wine vinegar
1 TBS Dijon mustard 2 tsp. sugar
_ tsp. salt 4 TBS olive oil

Trim stalks from fennel, cut the bulb in half lengthwise; then cut crosswise into very thin slices. Place in a large bowl with the capers and the dill. Make the dressing. Cut the quarter orange in small pieces and place in the work bowl of a food processor with the vinegar, mustard, sugar and salt. Process until smooth. With the motor running slowly, pour in the olive oil. Pour over the fennel, toss well and serve.

Red Devil Cake from a Mollie Katzen book

3 eggs 1 _ cups sugar
_ cup vegetable oil 1 tsp. vanilla
_ tsp. salt 1 _ cups unbleached white flour
_ cup cocoa powder 1 _ tsp. baking soda
1 _ cups beet puree (whirl cooked beets in blender)

Preheat oven to 350 degrees. Generously oil the baking pan. In a large bowl, beat the eggs well. Thoroughly whisk in the sugar, oil, vanilla, salt and beet puree until very smooth. In a separate bowl, sift together the flour, cocoa, and baking soda. Add the dry ingredients to the wet ingredients a little at a time, whisking until smooth. Pour the batter into the prepared pan and bake for 45 to 50 minutes, until a knife inserted in the center comes out clean. Cool in the pan. Serve topped with confectioners sugar, whipped cream, or frosting.

Beet and Arugula Salad from *Gourmet* (March 1997)

bunch arugula 1 TBS white-wine vinegar _ cup olive oil
_ lb. beets without leaves (about 3 medium size beets)

Peel beets and cut into 1/2-inch wedges. In a steamer set over boiling water steam beets until tender, about 10 minutes, and transfer to a bowl. Discard coarse stems from arugula. Wash arugula well and dry. In a bowl whisk together vinegar and salt and pepper to taste and whisk in oil until emulsified. Pour half of vinaigrette over beets and toss well. To vinaigrette remaining in bowl add arugula and toss. Arrange arugula and beets on plates

Grated Sautéed Beets from *The Victory Garden Cookbook*,

Marian Morash

4 beets 4 TBS butter fresh lemon juice
chopped dill S & P other veggies (optional)

Wash, peel, and coarsely grate beets. In a covered frying pan, melt butter, add beets, and stir to coat with butter, then sprinkle with lemon juice to taste. Cover and cook over medium to low heat for approximately 10 minutes, checking occasionally to see that the beets don't burn. (You could add a few spoonfuls of stock or water to prevent sticking.) Cook just until tender, then season with salt, pepper, and additional lemon juice if needed. Sprinkle with dill or parsley. Serves 4. (Note: Grate other vegetables, such as cabbage, carrots, and parsnips, cook separately, and arrange in mounds on a vegetable platter.)

For More Recipes Get the E-mail Newsletter! E-mail your address to news@mariquita.com to get on the list.

Appendix 6: UCSC Farm CSA Shareholder Mid-Season Survey

UCSC CENTER FOR AGROECOLOGY & SUSTAINABLE FOOD SYSTEMS

Please fill out this mid-season survey in order to help us better serve you. Your feedback helps the staff and apprentices know how you are experiencing your CSA and the produce and will assist us in making future decisions. Please return your completed form to the CSA Barn.

1. How many years have you been a member?
2. If this is your first year, how did you hear about our CSA program?
3. Please rate from 1 to 5 your reasons for joining the UCSC Farm CSA (1 being your biggest reason).
 - ___ Want to support the UCSC Farm Apprenticeship Program
 - ___ Want to support organic agriculture
 - ___ Convenience
 - ___ Access to locally grown, organic food
 - ___ Cost
 - ___ Other(s) (please specify) _____
4. Overall, are you satisfied with the quantity of produce you're receiving?
 - Yes
 - No, (please explain) _____
5. Overall, are you satisfied with the quality of produce you're receiving?
 - Yes
 - No, (please explain) _____
6. On average, how many people does your share support? (please note if you are splitting a share)
_____ Adults _____ Children
7. Do you feel that your CSA share has changed your household's eating habits?
 - Yes, _____
 - No, _____
8. How does your share affect your overall food budget? Do you feel that you're saving money or spending more by belonging to the CSA?
9. Do you supplement your box during the week with other fruits and vegetables? If yes, how much?

10. Do you visit the farm fields and gardens? If yes, where? If not, what is the primary reason you do not?

- Yes, _____
- No, _____

11. Do you use the CSA pick-your-own herb and flower garden?

- Yes (what do you pick?) _____
- No (why not?) _____

12. What other flowers and herbs would you like to see growing in the garden?

13. Do you read the newsletters?

- Yes (what have you liked and what do you want more of? E.g., recipes, food facts, farm talk, etc.)

- No (why not?) _____

14. How often do you get to converse with your apprenticing farmers at the CSA Barn? Please describe your experience.

15. Have you become more aware of how your food is grown? What are some things you have learned?

16. Would you like to become more involved in the UCSC Farm CSA? (e.g., organizing potlucks, workdays, joining the board of the Friends of the Farm & Garden)

Appendix 7: UCSC Farm CSA Shareholder End-of-Season Survey

Please fill out this end-of-season survey in order to help us improve the CSA program.

Mail completed surveys to UCSC Farm & Garden CSA, 1156 High St., Santa Cruz, CA 95064 or return to the CSA Barn with your empty harvest boxes.

1. Were you a full share or half share? (Circle one) How many people did your share feed per week?
2. How would you evaluate the value (what you paid related to what you received) of your share overall?
Please comment more on quantity & quality of produce on back.
3. Are you planning on joining us for the 2004 season? Why yes, why no, why undecided?
4. What did you like about the newsletter? Please comment on articles, recipes, crop information, farm news. Anything else you'd like to see in the newsletters?
5. Did you use the CSA pick-your-own herb & flower garden? What herbs & flowers did you most enjoy?
6. We reserve 10% of our shares for low-income households. Low-income shares are half the cost of regular shares and we fundraise for the other half. If you choose to be a member in 2004, would you be willing to contribute money towards a low-income share?
7. By being a member of this CSA, you are supporting the educational process for 1st and 2nd year apprentices who are learning about organic food production, direct marketing, and the social/economic/environmental issues related to sustainable agriculture.
 - Did you have a chance to talk to or meet any of the apprentices?
 - Have you met Jim Leap, Farm Manager and/or Nancy Vail, CSA Manager?
8. Are you interested in being more involved in our CSA by helping with the CSA Garden, potlucks, workshops, etc.? For example, we need help planning our CSA winter potluck in January. If you're interested in helping plan this event or assisting us in other ways, please leave your name and number.
9. What else could make the CSA experience a good one for you?

