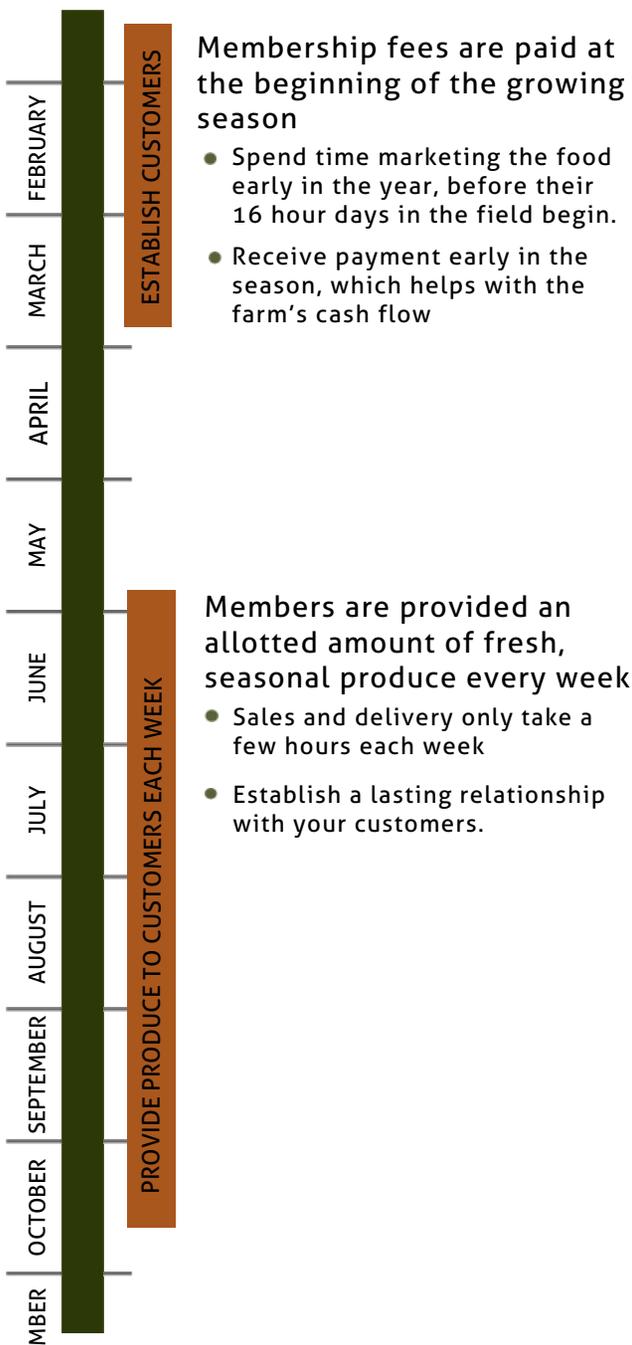


# WORKPLACE CSA TIMELINE

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



ESTABLISH CUSTOMERS

Membership fees are paid at the beginning of the growing season

- Spend time marketing the food early in the year, before their 16 hour days in the field begin.
- Receive payment early in the season, which helps with the farm's cash flow

PROVIDE PRODUCE TO CUSTOMERS EACH WEEK

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.



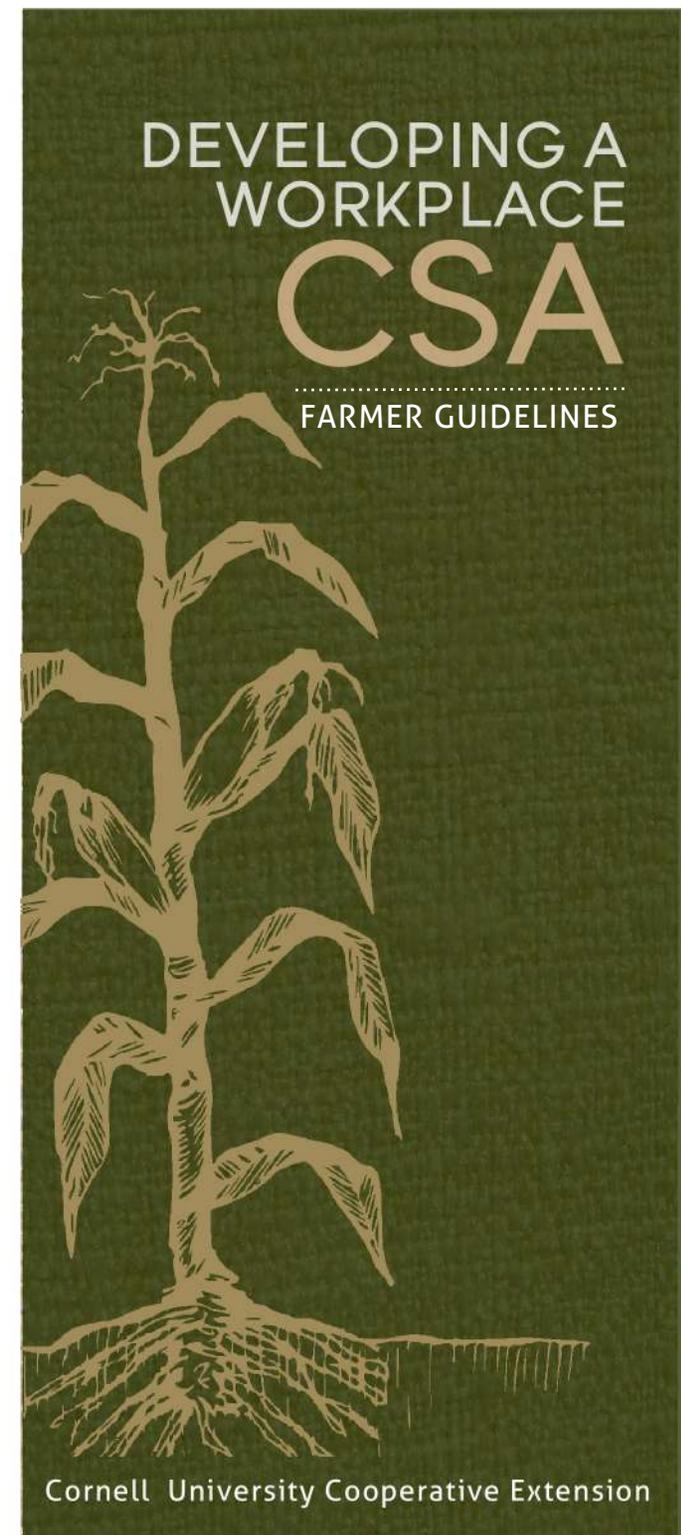
## FOR MORE INFORMATION

CHECK OUT THESE WEBSITES  
[www.cce.cornell.edu/](http://www.cce.cornell.edu/)  
<http://smallfarms.cornell.edu/>  
<http://localharvest.org/csa/>  
[www.adirondackharvest.com/](http://www.adirondackharvest.com/)

OTHER CONTACTS  
 Contact your local Cornell Cooperative Extension office



Cornell University  
 Cooperative Extension



# CREATING A WORKPLACE CSA

## 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?

**CUSTOMERS** 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.

**PAYMENTS** Determine who will be responsible for collecting payments and establish a deadline for subscribing. Businesses may be reassured to know that they are not financially liable for their employees' memberships.

## 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.

## WHAT IS CSA?

CSA, "Community Supported Agriculture", is a subscription service provided by local farms. Membership fees are paid at the beginning of the growing season, and in return members are provided fresh, seasonal produce each week.

These arrangements are flexible and vary from farm to farm, but a typical share in the middle of the summer may include 10-20 different vegetables in quantities for a family of 4.

## WHY OFFER A CSA?

Allows employers to support local farm businesses and be a great community sponsor = easily and without additional expense.

Eating fresh fruits and vegetables will boost your employees' energy levels and increase overall productivity!

Proper nutrition reduces the risk of chronic disease. Healthy employees will miss fewer work days and lower health care costs.



Why not make it easy to access healthy food by providing farm fresh produce directly at your worksite?



## FOR MORE INFORMATION

CHECK OUT THESE WEBSITES

[www.cce.cornell.edu/](http://www.cce.cornell.edu/)

<http://smallfarms.cornell.edu/>

<http://localharvest.org/csa/>

[www.adirondackharvest.com/](http://www.adirondackharvest.com/)

OTHER CONTACTS

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# DEVELOPING A WORKPLACE

# CSA



## BUSINESS MANAGERS GUIDE

Cornell University Cooperative Extension

# CREATING A WORKPLACE CSA

## GETTING STARTED

Get approval from the appropriate managers and facilities.

Spread the word! Inform your employees about the CSA model and determine employee interest.

Consider collaborating with a neighboring business to increase the number of participants.

Establish a point person to contact the farmer and answer employee questions.

It may be beneficial to invite potential farms to your worksite for an open house. This would allow employees to play a role in selecting your CSA farm.

## FINDING A FARM

Using the following sources create a list of potential farms:  
<http://www.localharvest.org/csa/>

Visit your local Farmers' Market

Contact your local Cornell Cooperative Extension office

## CONSIDERATIONS

Remember that a farm's harvest varies from year to year. Be sure to ask what will happen to the CSA in the event of crop failure or unfavorable weather. Ask the farmer how many seasons they have offered a CSA. Look for a farm that has at least two years of experience. Also, don't be afraid to ask for references from past members.

## THE RIGHT CSA FOR YOU....

Each farm will run their CSA program differently. It is important to ask the right questions to find the farm that is best suited for your needs.

*Here are few things to keep in mind:*

### LOGISTICS

Where and when do you want the shares delivered? Will this work with the farmer's schedule? Does the farmer already deliver to a site near your workplace? If the CSA includes meat or dairy products, do you have refrigeration available?

### PRODUCE

What types of produce will each member receive? Most CSAs deliver a pre-packaged box with a variety of produce that is in season. Some, however offer a varying degree of choice for their members.

### SHARES

Ask the farmer about the quantity of produce each member will receive per week. Some farms offer full and half share options to meet the different needs of their members.

### PAYMENT

Determine who will be responsible for collecting payments and establish a deadline for subscribing.

### SUBSCRIPTION LENGTH

How long do you want the CSA to last? Some farms offer an extended season, providing produce into the fall and winter months.



