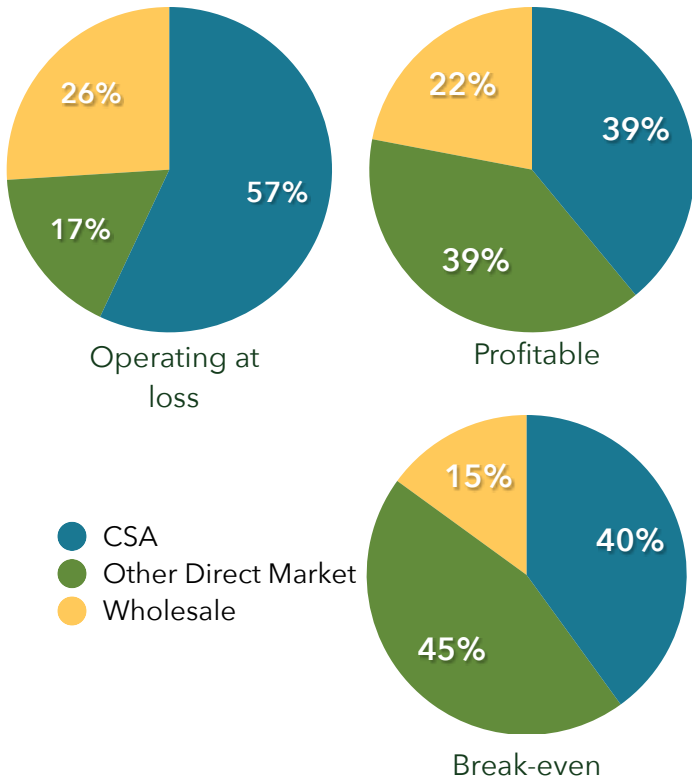


Farm Income Source Mix



CSA Characteristics

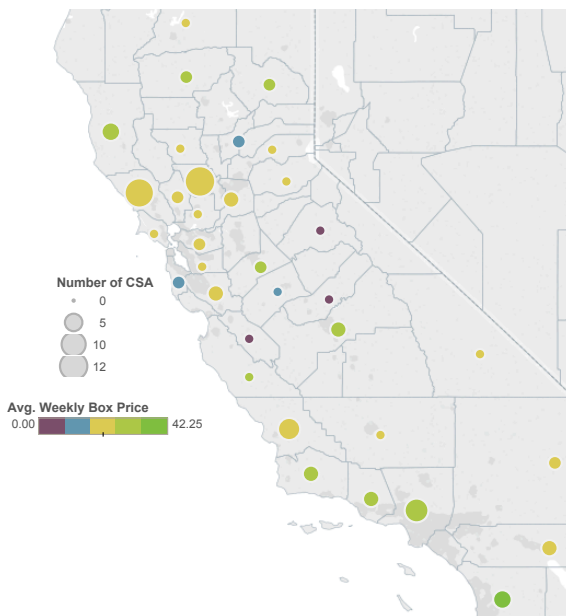
n = 95

| | |
|---|-------|
| Deliver to drop-off locations | 65.3% |
| Share is consistent | 61.0% |
| Farm pickup | 57.9% |
| Items reflect seasons of abundance and scarcity | 52.6% |
| Multiple shares available (e.g., full, half) | 43.2% |
| Regular add-ons available | 42.1% |
| Various delivery frequencies | 39.0% |
| Deliver to individual homes | 32.6% |
| Shares are customizable | 17.9% |

CSA Operations

University of California, Davis

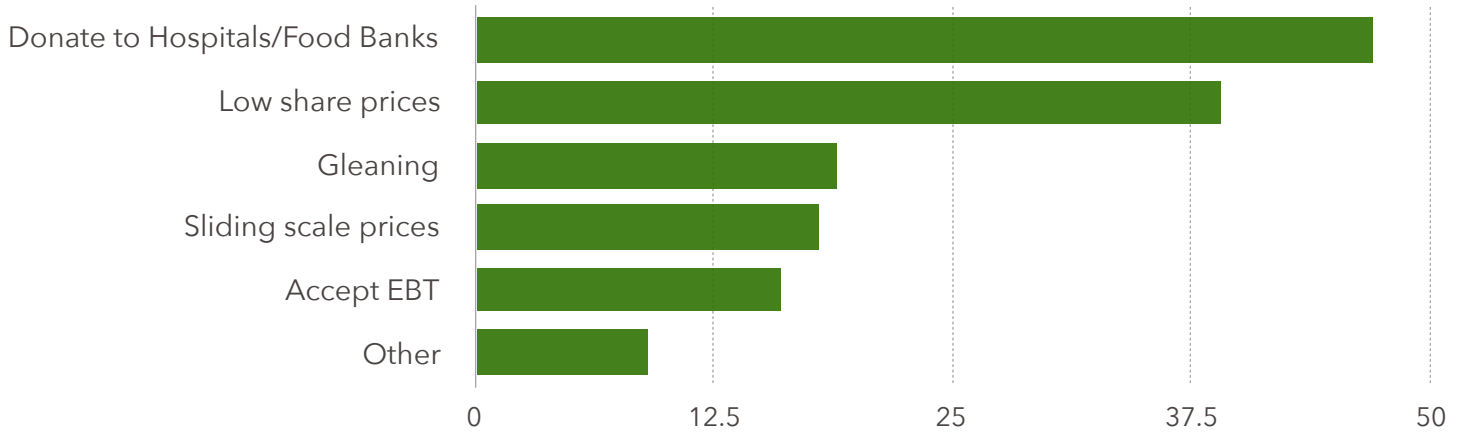
Distribution of CSA Responses



CSA Facts:

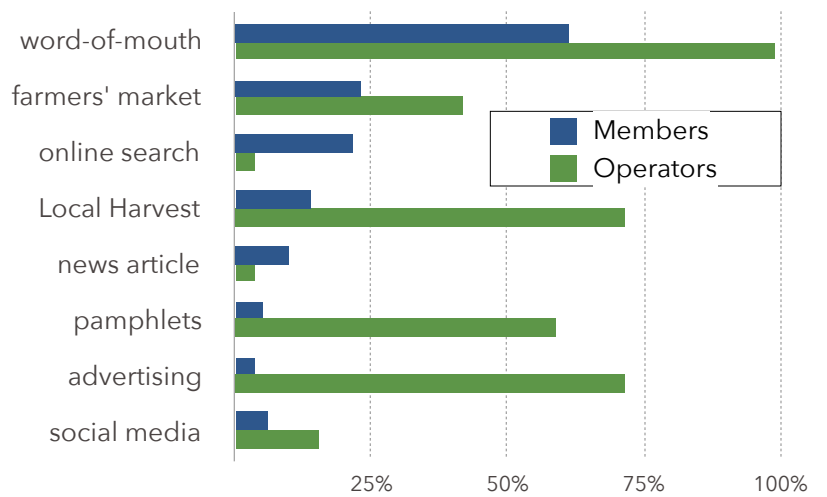
- Average weekly price \$26.27, and average retention rate of 62.9%
- Over half of CSAs saw an increase in membership between 2012 and 2013, while the remaining half of CSAs saw stagnation or loss in members, yet, over 68% of CSAs still want more members
- Large variation in farm size (0.25-5,700 acres) and membership numbers (5-2,000)
- Over 75% of CSAs incorporate an activity to improve food access

Community Food Security Strategies Used By Operators



While operators rely on word-of-mouth, Local Harvest, and general advertising as ways to recruit members, there is a disparity between these methods and ways members find CSA.

Recruitment Methods



Minimum Payment Plans of CSA

