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NASAP

Cultivating Community

This institution is an equal opportunity provider.

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C S A



CULTIVATING COMMUNITY

In 2011 our customers
said: Too much!!!

cabbage

chard

greens

tomatoes

cucumbers

tomatillos

garlic

onions

cilantro

In 2011, Our customers said: Not enough!!!

- Tomatoes
- Carrots
- Cucumbers
- Garlic
- Kale
- Peas
- Beans
- Corn
- Basil
- Cilantro
- Parsley
- Dill

In 2012, our customers said:

Too Much

- Swiss chard
- Lettuce
- Salad mix
- Onions
- Carrots
- Beets
- Kale
- Potatoes
- Dill

Not Enough

- Fruit
- Salad mix
- Arugula
- Fennel
- Eggplant
- Tomatoes
- Okra
- Kohlrabi
- Kale
- Potatoes

Also not enough....

FRUIT!!!



Sometimes CSA customers get confused

In 2011, the #1 request of CSA customers – the ability to trade vegetables



In 2012, only a few people still listed the desire to trade as their biggest complaint.

In 2011, Customers told us that
they want recipes!!!



In 2012, we added your
recipes and our recipes
to our blog!

In 2012, Most of your customers visited the blog at least one time. Many visited the blog every week for recipe ideas and to read the stories that staff wrote and to look at the pictures.

Most customers said that it was very helpful.

In 2011, the #2 request from CSA members: want a list of what is in their share each week

1. Tomatoes
2. Hot pepper
3. Potatoes
4. Carrots
5. Kale
6. Basil
7. Okra
8. Green Beans
9. Lettuce

Thank you, Hava



In 2011, the #1 complaint was quality

- “quality of produce. many vegetables were underdeveloped or tough”
- “Some quality control somehow.”
- “Higher quality control & more diversity in produce.”
- “The price is awesome, but we also want ripe, full grown, tasty veggies.”



In 2012, the #1 complaint was not enough diversity

- better variety of vegetables
- variation of vegetables
- A bit more diversity at the beginning of the season
- try a little more diversity
- Variety



More complaints

- more predictable pick up time
- fruits? melons, berries, husk cherries, etc.
- offer more chances to exchange items at market
- I have heard about other CSAs that include a credit to buy from other stands at farmer's markets, so if something wasn't included that week in the share you can buy it. It would be awesome to include seasonal fruit (berries) and some meat (for an added cost of course).
- Instead of adding one small eggplant for instance, add three or four even if it means not everyone gets eggplant that week



More complaints

- For the love of god, not so many beets.
- Training for these nice kids.
- I would have liked a bit more hard squash in the last two weeks of our CSA. I also would have enjoyed going to the farm and having my kids help to pick the veggies to show them how they grow in the ground and go from farm to table.
- improve the quality more amounts of common veggies like broccoli, tomatoes, corn...

Specific vegetable complaints

- Most things are beautiful but I have gotten carrots that were limp and green beans that were too old to pick. I have also noticed that the vegetables for sale at the table seem of better quality than what is going in the CSA.
- The string beans were picked too late and were therefore quite tough. Other wise everything has been GREAT!
- I've had to throw away some greens, carrots, and a red onion upon receipt. Some of the produce I've received was already starting to turn soft or moldy (turnip, cucumber).

Some more complaints....that sound good!

- Our experience has been fantastic so far.
- Nothing! It has been great!
- I'm happy as a clam.
- Not sure. So far I am impressed
- I think you do an amazing job, and it's everything we hoped it would be. I just wish I had more time to read your blog and try some of the recipes which you post.







Positive feedback

- Everything is so fresh and clean. The blog has been helpful with tips for preparation. The variety is wonderful
- The huge variety of vegetables -- it's fun to think of things to do with them. The quality of the produce is great! The farmer is friendly, and I really like the feeling of eating locally grown food.

- convenient and affordable way to obtain fresh local produce. thank you



More good things from CSA customers

- friendliness of people we pick up from
- fresh, local, sustainably farmed vegetables with varieties that I would never pick up at a supermarket. It's wonderful.
- Knowing I make a difference in someone's life and getting fresh vegetables
- fresh veggies, eating locally/seasonally, supporting immigrant community, learning how to cook new veggies, having veggies be a larger part of diet.





- Not having to buy as much produce at the supermarket and worrying about the pesticides on the vegetables.
- Learning about new produce and creative ways to use it, both through necessity (having an abundance of a vegetable that I've never bought before) and through reading on the CSA blog.
- The surprise of what is coming each week. That we are helping new immigrants. Good food.

2011 Survey

	Poor	OK	Good	Excellent
Weekly Quantity:	0%	14%	54%	32%
Diversity of Produce:	4%	43%	43%	11%
Packaging of Produce:	7%	14%	36%	43%
Overall Produce Quality:	7%	7%	36%	50%
Overall Value:	0%	22%	33%	44%

Summer 2012 Survey

Poor **OK** **Good** **Excellent**

Weekly Quantity: **1.2%** **6%** **40.5%** **52.4%**

Diversity of Produce: **2.4%** **14.3%** **47.6%** **35.7%**

Packaging of Produce: **0%** **9.5%** **47.6%** **43%**

Overall Produce Quality: **0%** **8.3%** **26.2%** **65.5%**

Overall Value: **1.2%** **7.3%** **35.4%** **56.1%**

Fall 2012 Survey

Poor

OK

Good

Excellent

**Weekly
Quantity:**

0%

17.9%

35.7%

46.4%

**Diversity of
Produce:**

3.6%

14.3%

57.1%

25%

**Packaging of
Produce:**

3.7%

11.1%

59.3%

25.9%

**Overall
Produce
Quality:**

3.6%

3.6%

57.1%

35.7%

Overall Value:

3.7%

7.4%

40.7%

48.1%

In 2012, most customers were happy with the quantity. The number one complaint about quantity is that a single share is too much food!

2011 Survey

Poor

OK

Good

Excellent

**Ease of
pick-up at
your site**

0%

7%

21%

72%

**Customer
service:
Farmer
interactio
ns**

0%

4%

40%

56%

Summer 2012 Survey

Poor

OK

Good

Excellent

**Ease of
pick-up at
your site**

0%

6.2%

13.6%

80.2%

**Customer
service:
Farmer
interactio
ns**

1.4%

7.1%

30%

61.4%

Fall 2012 Survey

Poor

OK

Good

Excellent

**Ease of
pick-up at
your site**

0%

7.2%

22.2%

70.4%

**Customer
service:
Farmer
interactio
ns**

0%

20%

24%

56%

Summer and Fall 2012 Survey

Poor

OK

Good

Excellent

**Customer
Service:
CSA admin
and
managemen
t**

0%

6.6%

25%

68.4%

Summer 2012 Survey: compared to 2011, how did we do?

Much worse	A little worse	About the same	A little better	A lot better	Other
0%	14.7%	38.2%	8.8%	11.8%	35.3%

- Almost all of the customers who answered “other” were not customers last year.

Fall 2012 Survey: compared to 2011,
how did we do?

Only 4 of our 200 customers
answered this question, so it
is not enough information to
learn anything from.

CSA customers want to know you

1. Say hello and smile
2. Learn their name
3. Trade veggies they don't like
4. Talk to them
5. Say thank you







Carrots
\$2.50

Quinoa
\$1.50

Kale
\$1.50

the best chocolate
tasted in your life
COCO
Flourless
Cocoa
Sweet
Cocoa





Farm level details and enrollment information on specific crop ins. programs are available from crop insurance agents

(www.rma.usda.gov/tools/agent.htm).