

# Farmers say...

## What guides their CSA:

"Our specific mission is to bring fresh, organic produce to an underserved area of California - our own neighborhood."

"To supply nutritious, delicious products to families - it is mutually beneficial, to both families and farmers (CSA buys and sells produce from other farmers). We give farmers the opportunity to reach new markets, which increases the diversity of products for members."

## Case studies of CSA operations

University of California, Davis

## What CSA means to them:

"To me and to customers, it's probably different. We remind people you're paying a farmer to grow – we're asking for people to support us (the farmers), not the vegetable box."

"CSA creates additional outlets for farmers' produce, specifically in communities that have been marginalized and cut off from access to healthy food. So, we aim to support the farmers to get their produce to areas that have been redlined from grocery stores, for example."

## CSA challenges:

"When the recession hit in 2008 – the membership has always been seasonal – but that was scary, that rapid depopulation had never happened before."

"We had a big freeze recently. Our members and other customers were very understanding. One of the restaurants in Southern California held a dinner to raise money for the farm. I never expected something like that. It meant so much to me."

"One of the challenges was that we had to dramatically decrease the number of crops we grow on the farm this past year because of the wage increase."

## What they hope to provide to members:

"We want to be able to provide something really valuable to our CSA members, and so we want to grow the best food we can, the most delicious and nutritionally dense food. That's what we try to offer."

"I hope they appreciate how much we're putting into this. I hope that they have a sense of commitment, like getting their needs met plus appreciation of how hard we're trying. I hope that builds stronger support and commitment over time."