

Community Supported Agriculture Program

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Introduction

A Community Supported Agriculture (CSA) Program is a farm subscription program where members receive fresh, seasonal produce directly from local farmers. The CSA product varies weekly depending on what is in season and what is ready to harvest.

CSA Programs increase sustainable food systems by linking the community with locally based agriculture and supporting local farmers while providing consumers healthy and nutritious produce. It also expands consumers' horizons about the different types of fresh produce available in their region.



Project Goals

The Project Goals for this internship included establishing a CSA Program and educating students about the importance of local, seasonal, organic produce.

Below is how the CSA Program works:

- Sign up online (most people signed up for the whole quarter)
- Cancel or place a hold on your subscription anytime
- Customize your box (First CSA) or be surprised what's in your box (Second CSA)
- Pick it up at the Gaucho Certified Farmers Market every Wednesday



Materials and Methods

The following were the materials and methods used to spread the word and educate UCSB students, staff, and faculty about the importance of a CSA Program:

- Flyers and Department Email Blasts
- Presentations in front of campus organizations
- Food demonstrations through that used produce from the CSA Program
- Social Media Posting: Facebook, Twitter, and Instagram about CSA Program
- Quantitative Metrics: Google survey
- Qualitative Metrics: Asking CSA customers about their box every week

Example of Information Provided In the CSA Box:

UCSB Family Share 1 Green Lettuce 1 bunch Rainbow Carrots 1 Treviso 2 Delicata Squash 1 bunch Easter Egg Radish 1 lb. Sweet Potatoes 2 lb Satsuma Mandarins	UCSB Student Box 1 Green Lettuce 1 bunch Rainbow Carrots 1 Lemon 1 Delicata Squash 1 bunch Easter Egg Radish 1 lb. Sweet Potatoes 1 lb Satsuma Mandarins
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Lettuce, Rainbow Carrots, Delicata Squash, Radish, Treviso/The Garden of... Los Olivos - C.C.O.F
Sweet Potato/Milliken Family Farms, Goleta - Organic Practices
Lemons Hilltop Canyon Farms - Carpinteria - C.C.O.F
Satsuma/Mudcreek Farms, Santa Paulai - C.C.O.F

Conclusions

The CSA Program allows UCSB students, faculty, and staff to easily access local food. A majority of CSA participants indicated that the CSA had a positive effect on their eating habits. In conclusion, this program made it easy for the UCSB community to access healthy produce while supporting local farmers.

Thank you to the Gaucho Certified Farmers Market Committee for all the help and support! This project wouldn't have succeeded without you guys!

Example of Promotional Flyer of CSA Program:

UCSB CSA Subscriptions

What is a CSA?
CSA stands for "Community Supported Agriculture". It is a farm subscription program where members receive fresh, seasonal produce directly from local farmers. The CSA product varies weekly depending on what is in season and what is ready to harvest.

CSA Info

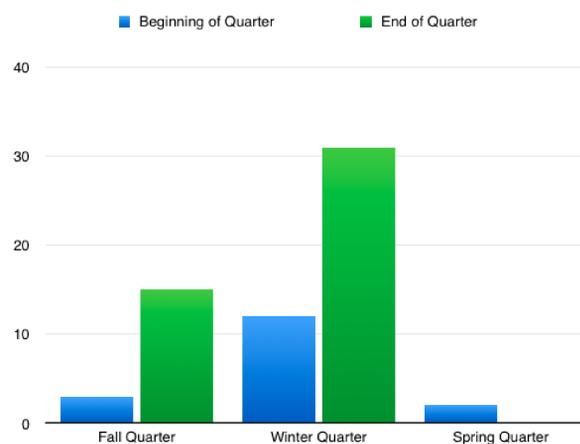
- Student Box (\$18): perfect for one person
- Family Box (\$25): perfect for 2-3 people
- Community Boxes (starting at \$45): perfect for large households
- 10% of proceeds go to the UCSB Farmers Market
- Pick-Up is at the UCSB Farmers Market every Wednesday from 11 AM- 2 PM

Results and Outcomes

Below are the results of a survey issued at the end of the Fall Quarter:

- 50% of CSA subscribers were staff & 80% were female
- 60% of CSA subscribers often or very often go to a farmers market
- 80% of CSA subscribers did not know what a CSA Program was before starting their subscription
- 80% of CSA subscribers went to the grocery store less since having a CSA subscription
- 66% of CSA subscribers felt themselves eating healthier because of their CSA subscription
- 100% of CSA subscribers believe it is important to support local farmers

CSA BOX SUBSCRIPTIONS



Due to difficulties and change of management in Spring Quarter, a partnership was formed with a new CSA provider.

Future Goals

Below are the future goals for continuing the success the CSA Program has had at UC Santa Barbara:

- Increase subscribership by advertising to populations who do not regularly go to the Gaucho Certified Farmers Market
- Promote foot traffic at the Gaucho Certified Farmers Market so the CSA Program has more visibility.
- Highlight the CSA Program through events such as more food demonstrations

