



# Patchwork Green Farm

Eat Local & Eat Well Fresh Produce  
Grown for Decorah



# Our CSA Journey

- 1998: Establish our name and brand in the Decorah Community (farmers' market, food coop)
- 1999: Sold 30 Traditional CSA shares
- 2002-06: Trial of share size options (60 members)
- 2007-12: Back to 'just' Traditional Shares
- 2012-16: Added Market Share option
- 2017-18: Only Market Share (110 members)



# PGF Market Share

- Shares: \$150, \$225, \$350
- Perks: e-newsletter, monthly freebie, anything on the table, farm tour and potluck invites, no cash at market, long absence is OK
- Balances emailed monthly, 3-ring binder with one page/share
- Small clipboards at market for daily purchases



# Farmer Benefits

- Spring Income
- More season-long spending per customer
- Long-term relationships with members
- Market crop planning – ‘regular’ customers show preferences, so farmer can better plan future production



# CHOICE



- Positive comments: "I love the choice." "I love the convenience." "No cash!" "Great newsletter." "Flowers!"
- Negative comments: "You ran out of \_\_\_ before I got to market."
- Customers want diversity, quality and quantity. Balance that with the grower reality for each crop (fennel and thyme vs. tomatoes and lettuce).



# The Numbers

- 2012 – 2016: Traditional Shares decreased from 45 to 17
- 2012 – 2017: Market Shares increased from 40 to 110
- 2017: gross farm sales were \$75,000;
  - 63% of sales were at market
  - and almost half of market sales were CSA shares



# What CSA'ers Want

- Food choices
- Quality and consistency
- Personal connection to their food
- Good value for their money



# Partnerships

- Institutions: Colleges, Hospitals, Health Insurance
- Other CSA farmers
- All local food promoters (restaurants, grocers, Extension)

