

Grower-led CSA in the UK

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Producer-led

Community-led



What is CSA

Four core approaches



Community owned farms



Producer/community partnerships

So what's in it for the producer?

1. Examining the business case for CSA
2. Lessons from the CSA evaluation and from Plunkett's "Keeping farming local" report
3. Nailing the model

The business case for CSA



Cashflow

Security



Allegiance



The impact of CSA – 2011 report

- 80 CSA projects
- 150+ in development
- 3200 acres
- Feeding 12500 people
- Turnover £7m



Impact on members

- 70% say cooking and eating habits have changed
- 66% say shopping habits have changed
- 70% say overall quality of life has improved
- Employees report high levels of job satisfaction

Plunkett “Keeping farming local” 2012



Keeping farming local:
A guide to creating closer links
between farmers and their
local networks

July 2012



Surveyed farmers believed working with local businesses & networks would give / help with

Fairer pricing and more profit	47%
Greater control	nearly ¼
New markets	35%
Financial incentives	70%

Can a CSA model help to reinvigorate or safeguard your business?

Anyone here want to

- Improve cash flow?
- Increase customer loyalty?
- Allow your customers to shoulder some of the risk of producing food?

So what's the catch?

You must like people
It can take more time



What can help develop producer-led CSA in UK?

- British people don't like working with others?
- Need a simple and replicable model
- Two events planned for this year
- CSA network

CSA UK Event –

Growing the Movement in Wales and the UK

23 February 2013, 10.15am – 5.00pm,
Coed Hills, nr Cowbridge,
Vale of Glamorgan, Wales



Canolfan Organig Cymru
Organic Centre Wales



How the CSA Network and the Soil Association can help

Soil Association

www.soilassociation.org/communitysupportedagriculture

Federation of City Farms and Community Gardens

<http://www.farmgarden.org.uk/>

Facebook page

www.facebook.com/CSACommunityUK

Google group

groups.google.com/forum/?fromgroups#!forum/CSAnetworkUK

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