

2010

CONNECTING CSA



GROWERS AND EATERS.

ANNUAL REPORT



2010 HIGHLIGHTS

- Over 75,000 unique visits to website
- More than 60% of website visitors browse Farm List page
- Over 950 volunteer hours – good folks working with us!
- Promoted CSA at more than 25 community events and professional conferences
- Over 9,000 shares available through endorsed farms
- Presented at more than 15 local businesses to promote or initiate work place deliveries
- 9 new farms endorsed in 2010



WHAT ARE GROWERS SAYING?

"As a partner to my farm, MACSAC embodies the very best of the CSA movement. It is a catalyst for lasting relationships between me and my members and in my professional community of farmers. Its mission is my own, and I owe much of the success of my farm operation to the support, promotion, educational opportunities MACSAC has provided."

KRISTEN KORDET, BLUE MOON COMMUNITY FARM

WHAT DO CSA MEMBERS THINK?

"We have found "new veggies" that at one point I "wrote off" as being something my family wouldn't eat.

We now are eating turnips, beets, brussel sprouts etc and loving it!!"

2010 JENEHR FAMILY FARM CSA MEMBER

DEAR MADISON AREA CSA COALITION FRIENDS AND ENDORSED FARMS,

Nineteen years ago, eight farms banded together to provide local, seasonal food to 275 households in the Madison area. From this initial group, the Madison Area CSA Coalition has grown to 42 farms serving over 9,000 households. Our remarkable growth has played a pivotal role in increasing our region's local food capacity and in raising public awareness of the importance of eating fresh, healthy food from farmers that you know and trust.

At a time of unprecedented public interest in organic growing and eating practices, local farming, and social justice, the Madison Area CSA Coalition has expanded its programs and outreach to serve our community as never before. This annual report will offer you a glimpse of how we've met challenges and seized opportunities to connect and support more farmers and eaters.

In this report, you'll learn how our Partner Shares Program increased its participation by more than 25%, providing food to more households than ever before in 2010. After many years of overcrowding, the annual CSA Open House moved to the Monona Terrace last March where more than 1,700 consumers were able to learn about CSA and find a farm. We also sold a record number of cookbooks and doubled the revenue from our top fundraiser, Bike the Barns.

We also took a good look at our mission and vision and in response, created a new staff position, the Grower Program Manager, to better serve our farms. This additional position as well as the realignment of existing staff positions within the organization will allow the Madison Area CSA Coalition to anticipate and meet the needs of our community as we move forward.

The Madison Area CSA Coalition has clearly attained a new level of maturity, bringing increased visibility to its goals, promoting more farms, and serving more people through its programs, cookbook, outreach events, and farm shares each year. As we look to future projects and programs we are grateful for the continued support of farmers, consumers, volunteers, donors, and our community of partners who make the Madison Area CSA Coalition's work possible. Thank you for your partnership in this effort.

Sincerely,



Erika Janik, Board Chair



Kiera Mulvey, Executive Director



GROWER PROGRAMS

Since its inception, Madison Area CSA Coalition's programs have served both growers and the wider community of farm members. Finally, in 2010 the coalition created a Grower Program Manager staff position to devote focused time, energy and enthusiasm to

strengthening our network of collaborating farmers. The Coalition's Grower Programs are in a fantastic position to grow and thrive, enabling our already strong community of growers to share skills and resources to increase capacity and efficiency on our farms.



"The Madison Area CSA Coalition is the single most important source of marketing and networking for our farm. The exposure and education that we get from being a part of the coalition has been instrumental in establishing our business."

MIKE NOLTERWYESS,

PRIMROSE COMMUNITY FARM

2010 HIGHLIGHTS

- Hired new staff
- Secured over \$70,000 in grant funds from WI DATCP, the Department of Workforce Development and USDA Beginning Farmer and Rancher Development Program
- Hosted 9 mentorship sessions attended by 47 growers
- Hosted 5 grower gatherings attended by 45 growers
- Hosted 5 summer field days attended by 150 growers
- Hosted 5 regional grower pot lucks to gather input for the grower program

2011 GOALS

- Continue building a strong network of growers in our region
- Host 15 grower training and resource sharing activities throughout the region to engage over 150 growers
- Host 3 in-season field days
- Promote farmer training and resource-sharing projects at the Organic Farming Conference
- Initiate a strategic grower communication program
 - Provide program updates & reminders on a regular basis to endorsed growers
- Collaborate with partner agencies to promote complementary trainings and resources
- Develop & promote farmer resource website content
 - 6 videos/slideshows
 - Mentorship session resource materials



FARM LIST

Blue Moon Community Farm
Dreamfarm
Driftless Organics
Forest Run Farm
Freedom Organix
Gardens of Goodness
Greenspirit Farm
Harmony Valley Farm
High Meadow Farm
Hilltop Community Farm
J&M Garden Farm, LLC
JenEhr Family Farm
Keewaydin Farms
King's Hill Farm
Living Soil Community Farm
Lottoft Community Farm
Luna Circle Farm
Middlebury Hills
Old Oak Family Farm
Plowshare Community Farm
Primrose Community Farm
Real Foods
Renewal Youth Garden Project
Ridgeland Harvest
Roots and Shoots
Roots Down Farm
Scotch Hill Farm
Shady Blue Acres
Small Family CSA Farm
Sprouting Acres
The Rustic Table
Tipi Produce
Trail Ridge Acres
Troy Community Farm
Two Good Farms CSA
Two Onion Farm
Vermont Valley Community Farm
Westridge Produce
West Star Farm
Wholesome Harvest Farm
Young Earth Farm
Zephyr Group Garden

COMMUNITY PROGRAMS

From Bike the Barns riders to Partner Shares Members, cookbook customers, and loyal farm members, the community of individuals engaged in our farms continues to grow. In 2010, the Madison Area CSA Coalition created a Community Program Manager staff position, a full-time position that combined the longstanding food justice work of the Partner

Shares Program with our wider community outreach and education projects. As you can see from the program highlights, program expansion has resulted in a significant increase in Partner Shares participation, outreach events and overall community awareness about local food and farms.

2010 HIGHLIGHTS

- Promoted CSA at 25 community events
- Became authorized to accept SNAP (food stamp) benefits for CSA vegetable shares on behalf of all MACSAC-endorsed farms
- Assisted 121 households and 7 institutions in purchasing CSA shares through the Partner Shares Program, a 40% increase in shares from 2009
- Facilitated the sale and delivery of more than 7,000 lbs of fresh, organic produce to community centers serving meals to underserved youth
- Worked with 22 CSA farms to receive CSA memberships through Partner Shares Program
- Conducted 4 Food Use & Preservation Workshops, with nearly 50 attendees, to help CSA members get the most value out of their CSA share



"Thank you so much for offering this program. It truly helps our family source local food in a way that is affordable to us. We are grateful to have such wonderful farms and a program like Partner Shares available."

- 2010 VERMONT VALLEY COMMUNITY FARM
CSA MEMBER

2011 GOALS

- Launch a new user-friendly, attractive website
- Attract more than 2000 community members to the 2011 CSA Open House
- Coordinate 5 classes in the Food Use & Preservation Workshop Series
- Participate in more than 25 community events to promote CSA
- Increase assistance to families in our community to purchase CSA shares through the Partner Shares Program
- Work with two community centers in receiving fresh, organic produce to use in meals for underserved youth through Farm-Fresh Produce Program
- Work with local HMOs to allow BadgerCare Plus members to receive CSA Healthy Rebates
- Develop a strategy for promoting CSA and the Partner Shares Program in rural communities



"For several years, I have thought I would like to join a CSA, but I haven't been able to afford it. With the Partner Shares Program, I was finally able to, and it has made a huge and wonderful difference to me to be a part of a CSA. I have expanded my tastes and skills, and really improved my diet by getting that box. It is always a real joy!"

- 2010 Harmony Valley CSA Member



MILESTONES FOR MADISON AREA CSA COALITION



These numbers represent the number of farms that were part of the Madison Area CSA Coalition each year.

— 40
— 35
— 30
— 25
— 20
— 15
— 10
— 5

1993

The first CSA Open House is held in March representing eight farms.



 12 FARMS

1996

The first edition of the foodbook, *Asparagus to Zucchini*, is released!



 15 FARMS

1991

Organization is started by farmers and local food activists as the Madison Eaters Revolutionary Front. MERF! MERF! MERF!

1999

MACSAC hires its first Coordinator position.

2000

The second staff position, the Partner Shares Program coordinator, is hired.

1990

1991

1992

1993

1994

1995

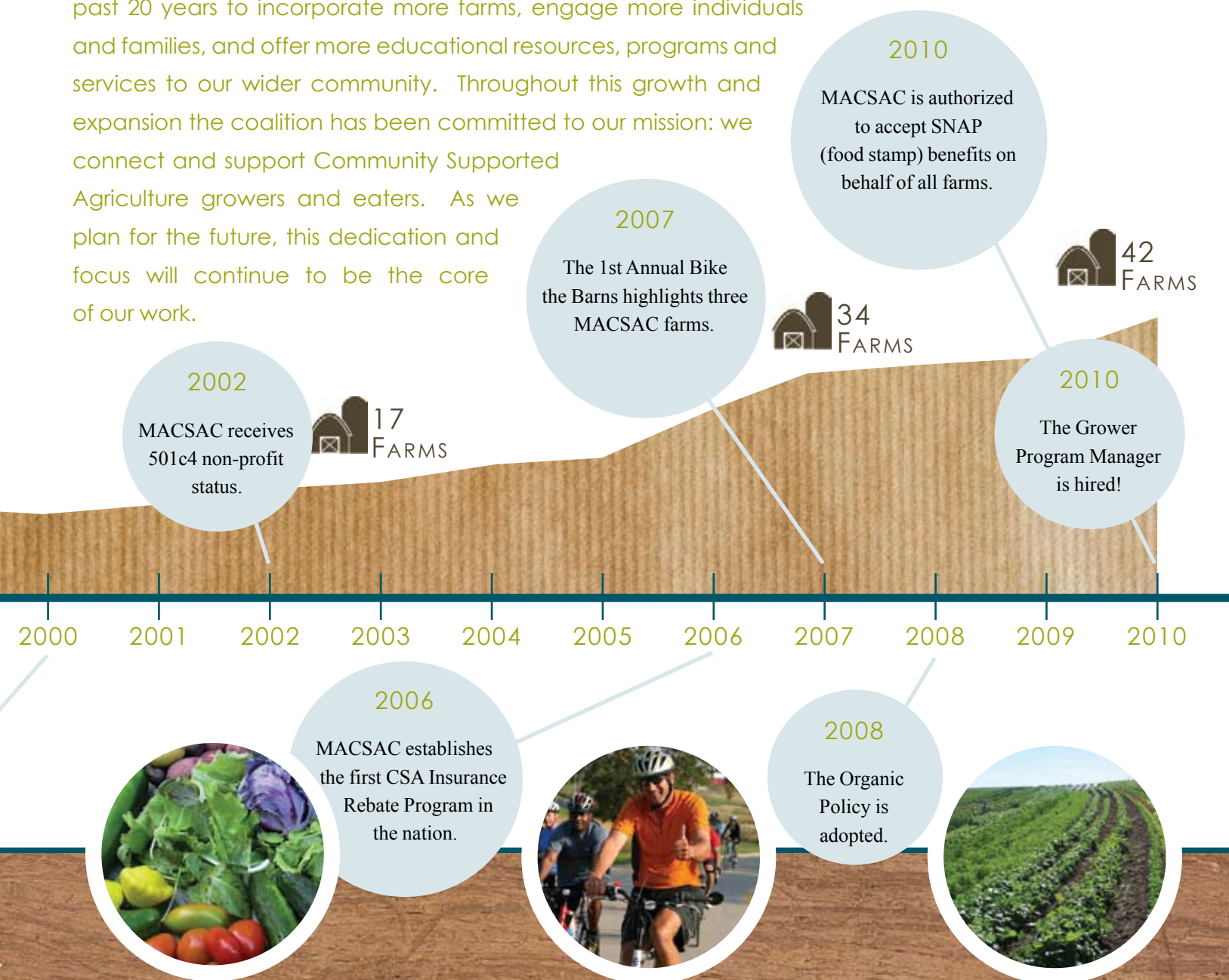
1996

1997

1998

1999

The Madison Area CSA Coalition has grown significantly over the past 20 years to incorporate more farms, engage more individuals and families, and offer more educational resources, programs and services to our wider community. Throughout this growth and expansion the coalition has been committed to our mission: we connect and support Community Supported Agriculture growers and eaters. As we plan for the future, this dedication and focus will continue to be the core of our work.

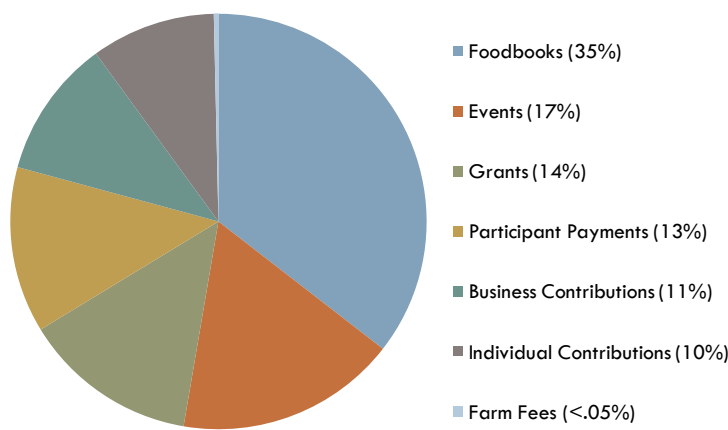


YEAR END FINANCIALS

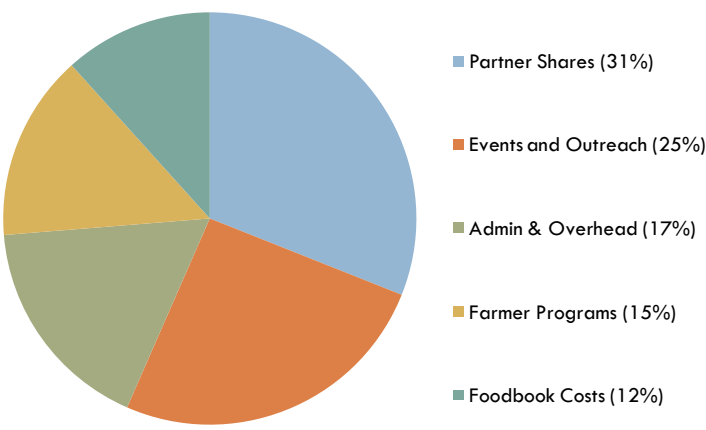
Over the past decade the Madison Area CSA Coalition has been fortunate to continue increasing sales of our nationally circulated educational resource, *From Asparagus to Zucchini*. In 2010 the Coalition sold over 9,000 copies to farms, co-ops and individuals from Alaska to Florida. Through cookbook sales, the Coalition expands our educational outreach far beyond our immediate geographic area and helps people make the most of their CSA share throughout the season.

Looking forward, Madison Area CSA Coalition plans to continue promoting this exciting educational resource while also developing a companion resource and seeking opportunities to diversify our funding streams to engage more donors. By increasing opportunities for individuals, community businesses, and foundations to support the critical work of food system development and Community Supported Agriculture, the Coalition will be in a strong position to continue serving our communities of growers and eaters for decades to come.

INCOME



EXPENSE



Staff time allocated to program areas

Administration 19%, Farmer Programs 25% ,
Partner Shares, 20%, Events & Outreach 30%, Foodbook 6%

STAFF

The Madison Area CSA Coalition's work is spearheaded by three dedicated staff members. In partnership with farmers, our devoted Board of Directors, individuals, two superb interns and countless tireless volunteers, Madison Area CSA Coalition staff plan and implement projects, programs, events and communications to strengthen our farm communities. We rely heavily on the participation and ideas of our greater community to inspire, inform and direct the organization.



**KIERA
MULVEY**
Executive
Director

Working with MACSAC since 2008, Kiera is passionate about food, farms, and our collective efforts to build a vibrant local food system. Kiera's work as a teacher, farm hand at home and abroad, and as the Education Director of the Urban Agriculture Community Land Trust motivates her to strengthen community connections and infrastructure to support local farmers and empower individuals to create change through food.



**BILL
DAVISON**
Grower
Program
Manager

Bill came on board with MACSAC in 2010 after nearly 10 years owning and operating a diverse CSA farm in central Illinois. Bill has a Master's degree in Wildlife Biology and worked for the Nature Conservancy until his love of plants and gardening led him to discover his true calling. Bill farmed with his wife Mercy and their sons Noah and Ben prior to moving to Madison.



**GINI
KNIGHT**
Community
Program
Manager

Combining a passion for arts and sciences, Gini began her career as a scientific illustrator. Later, she received a Master's degree in Conservation Biology and Sustainable Development, which turned her attention to agriculture. She now uses her creativity to prepare, grow, and help everyone have access to healthy food. In 2009, she began Sweet Magnolia Farm, a CSA vegetable farm.

BOARD OF DIRECTORS

Amy Bruner-Zimmerman
Greenlink Consulting

Dela Ends
Scotch Hill Farm

Teresa Engel
Wisconsin Dept. of
Agriculture, Trade and
Consumer Protection

Erika Janik, Board Chair
Writer and Radio Producer

Kristen Kordet
Blue Moon Community Farm

Chris McGuire
Two Onion Farm

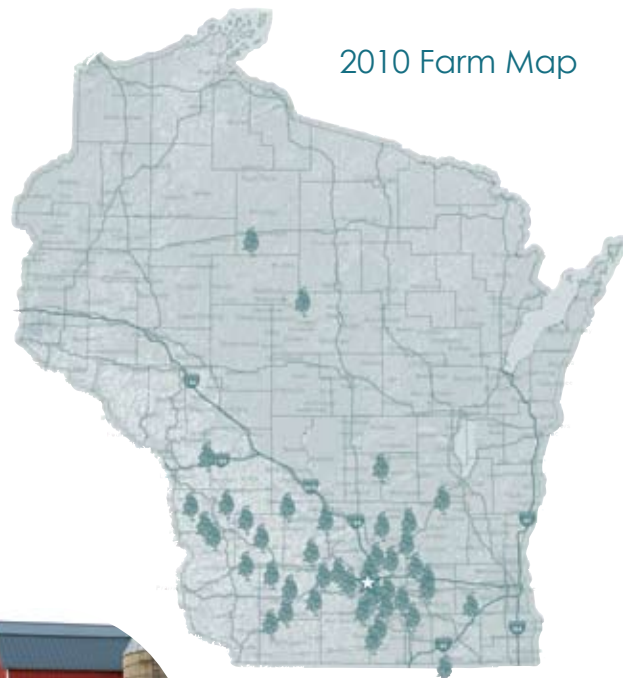
David Perkins
Vermont Valley Community Farm

Anne Pfeiffer
UW Agriculture Innovation
Center

Amanda Raster
UW-Madison Agroecology
Graduate Student

Claire Strader
Troy Community Farm

THE MADISON AREA CSA COALITION
SUPPORTS AND CONNECTS
COMMUNITY SUPPORTED AGRICULTURE
FARMERS AND EATERS.



WE ENVISION A FUTURE WHERE COMMUNITY
SUPPORTED AGRICULTURE (CSA) IS THE BACKBONE
OF A STRONG LOCAL FOOD SYSTEM; WHERE ALL
FAMILIES HAVE ACCESS TO LOCALLY PRODUCED,
ORGANIC FOOD AND HAVE STRONG CONNECTIONS
TO THEIR FARMS, FOOD AND COMMUNITY.



(608) 226-0300

info@macsac.org

www.macsac.org