5th National Small Farm Conference
Springfield, IL
September 16, 2009

Great Salt Lake RC&D Council, Inc.
RC&D Coordinator: Jeff Williams
CSA Utah: Connecting Local Consumers and Farmers

- Challenge or Opportunity
CSA Utah: Rooted in Your Community, Harvested for Your Table.
A Lot of People in a Small Space

- Location
- Counties served
- Population, development, loss of farmland
Public Service Announcement on KUER
The Great Salt Lake RC&D

What is RC&D?

- A USDA program providing technical assistance to the Council
- A nonprofit organization of volunteers responsible for addressing the needs and opportunities of local communities, including implementing, funding and accomplishing outcomes.
Community Supported Agriculture (CSA)

- A tool for farmers to use
- A way for local consumers to take direct action and invest in farms in their communities
- The Good and the Bad
CSA Utah

- The idea
- The collective, kind of
- The funding
CSA Utah

- Form and Function
- What does it look like
- What does it hope to do
CSA Utah

- Branding:
  - Name
  - Slogan
  - Logo
  - Press Release
  - Announcement of funding
Farmers Market Promotion Program (FMPP)

- Marketing the effort
  - Through education
  - Active advertising with newspapers, weeklies, radio, internet, open houses, events, email, directories, nontraditional publications and more
Public Service Announcements

- **KCPW PSA**
  - Using local voices, customizing to local audiences
Building the capacity of CSA farms

- Conservation and Business planning
- Cost sharing on CSA related equipment
- CSA Utah signs and banners
- High quality reusable bags
Roles and responsibilities of a successful CSA

- Shareholders
  - Active not passive participation and communication with growers

- Farmers
  - Deliver the goods as promised
  - Communicate with shareholders about farmer conditions and produce in shares
What Lies Ahead

- Though CSA Utah has accomplished many of the stated objectives, there is still much more work to be done. Notably, increasing participation from both consumers and farmers that are low-income and ethnically diverse. Providing support for beginning farmers and planning for agriculture land in developed communities will ensure the ongoing success of CSA Utah.
More Information

- **Sharing the Harvest** by Elizabeth Henderson
- **CSA Utah:** [www.csautah.org](http://www.csautah.org)
- **Great Salt Lake RC&D:** [www.greatsaltlakercd.org](http://www.greatsaltlakercd.org)
Bell Organic CSA: Video
Special Thanks!

- The Great Salt Lake RC&D Council, Inc. including: Therese Meyer, Juan Arce-Larreta, Judy Henline, Dave Brown, Jessie Walthers, and Avis Light.
- USDA Agriculture Marketing Service Farmers Market Promotion Program Staff
Thank You!

Contact:
- Jeff Williams, RC&D Coordinator
  125 South State St., Rm 4402
  Salt Lake City, UT  84138-1100
- Jeff.williams@ut.usda.gov
- 801-524-4254