Reinventing CSAs for the 21st Century Consumer

Saturday, January 20, 10 a.m. – 3 p.m.
WNC Carson City Campus, Reynolds Center
2201 W. College Parkway, Carson City

$20 Early Bird - $25 after January 13 (includes lunch and refreshments)

Online registration is available at www.wnc.edu/specialty-crop-institute

WHAT YOU WILL LEARN:
♦ New CSA models that provide more flexibility and choices for consumers
♦ Ways to collaborate with other producers to offer more consumer choices
♦ Online ordering systems, their benefits and drawbacks
♦ Chef/producer collaborations to develop meal box options including recipes and meal options
♦ Marketing and promotion ideas
♦ Distribution options including pick-up sites and home delivery

FEATURED SPEAKERS:
Becky Herbert, Farm House Foods in San Juan Bautista, Calif., comes from a five-generation farming family. Her father started a CSA program in 2000, and Becky soon began managing it. Today, thanks to Becky’s efforts, the collaborative CSA includes more than two dozen local agricultural and specialty food producers and dozens of pickup sites for customers.

Meet local producers who will highlight their CSA programs. From traditional CSA boxes to flexible, online ordering systems, these producers offer a variety of CSA programs to meet the needs of their customers.

CSAs, also known as Community Supported Agriculture, have come a long way since their beginning in the 1980s when farmers sold “farm shares” to their customers. These popular and profitable programs are now threatened by non-farm, produce delivery systems and consumers who want more flexibility and choices.

Join us for a day of brainstorming, networking and education to discover new CSA models and online ordering systems. Collaborate with other producers to develop and market farm box subscription programs for our region.

INFORMATION: Ann Louhela ~ 775-423-7565 Ext 2228 ann.louhela@wnc.edu

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