Madison Area CSA Coalition

CSA, farm viability & community vitality
Madison Area CSA Coalition

- Established in 1993 – 8 growers
- Eaters & growers collaborating
- Builds awareness
- Creates demand
- Early precedent for farmer to farmer networking & communication
- Quality, assurance, clearing house for information
A Coalition of Farms
Together we are stronger

Leverage of community to accomplish bigger food system objectives

- HMO rebates
- Quest/Food Stamps
- Partner Shares
- Media
- Farmers
CSA is not THE answer... just a piece of the puzzle

- Food Insecurity
- Inequalities exist in our food system
Choosing good food has impact

$5,000,000 in gross sales to 47 farms in WI

9,500+ shares sold direct to WI residents
25,000+ individuals eating fresh from local farms 22+ weeks/year
## Social Impact

### Awareness
- Connection to place
- Farm viability – food choices matter

### Engagement
- Health
- Environmental Stewardship
- Activism/Advocacy
Farm Vitality = Community Vitality