

Integrating Farmers' Markets and CSAs in Adams County, Pennsylvania



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http://www.sherlocksfarm.com/sherlocksfarm.com_site1/Welcome.html

Introduction: Similarities



- **Local foods initiative**
- **Civic Agriculture:**
 - “oriented toward establishing, maintaining, and strengthening local social and economic systems” (Lyson, 2007, pg. 24)
- **Ecological Public Health (EPH)**
 - Local economy, community health, environment

Introduction: Differences



Farmers' Markets

- Multiple Vendors
 - Vendor fees
- Payment and goods exchanged individually at market
 - Customers personally select items for purchase
- Weekly community/social event

Community Supported Agriculture

- Single farmer
- Shareholders pay in advance of growing season
- Shares picked up throughout growing season
 - Farmers choose items to grow and place in each share

Research Question



- **Is integrating farmers' markets and CSAs conducive to EPH?**
- **Is this integration feasible and viable in Adams County, Pennsylvania?**

Importance



- Farmers' markets losing customers to CSAs
- Unhealthy competition between CSAs and farmers' markets
 - Magnified in rural environment



http://www.sherlocksfarm.com/sherlocksfarm.com_site1/Become_a_CSA_Member.html

Methods



Case Studies:

Organization	Contact Person	Number of Markets	Number of Vendors	Tenure (Years)
Portland Farmers Market	Jamie Reckers	6	250	19
Unnamed Washington, D.C. market	N/a	11	100	14
North Coast Growers Association	Portia Bramble	4	101	33
Brian's Farmers' Market	Brian Beever	4	n/a	1

Methods



CSA Interviews:

Organization	Contact Person	Size (Acres)	Practices
Broad Valley Orchard	Thom Marti	3	Certified Naturally Grown
Sherlock's Farm	Tom Sherlock	10	Certified Naturally Grown
Tuckey's Mountain Grown Berries, Fruits, and Vegetables	Katie Tuckey	115	Conventional
Everblossom Farm	Elaine Lemmon	14	Certified Naturally Grown

Results



Case Studies:

Question Asked	Yes	No
CSA Pick-up Location at Market	4	0
CSAs Established at Market	1	3
Incentives for CSA Customers to Pick Up at Market	2	2
Incentives for CSAs to Join Markets	3	1
Extra Fees Charged for CSAs at Market	1	3
Everyone Benefits from Integration	4	0

Results



CSA Interviews:

Question Asked	Yes	No	Indifferent
Has a CSA pick-up at a farmers' market	2	2	0
Currently participates or is willing to participate in the future	3	1	0
Supports the integration of farmers' markets and CSA	3	0	1
Integration benefits the farmer/consumer	3	0	1

Discussion

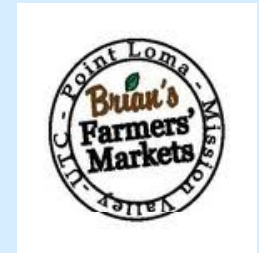


Case Studies:

- Pick up location at market
 - More customers
 - More dialogues
- Benefits everyone
 - EPH
- Incentives
 - For customers
 - For farmers



<http://www.portlandfarmersmarket.org/>



<http://sdmarketmanager.com/wb/>



<http://www.humfarm.org/>

Recommendations



<http://www.oureverydayearth.com/community-supported-agriculture-in-texas/>



http://agmap.psu.edu/Businesses/3022/img_2752.JPG

- **In Adams County...**
 - Educate CSA farmers
 - Emphasize incentives to CSA farmer
 - ✦ Sell surplus items
 - ✦ Gain new customers
 - Avoid niche overlap

Limitations:



- **Number of interviews conducted**
 - Lack of participation from case studies
 - Time constraint
- **Case study bias**
 - No small, rural examples

Further Studies:

- **Compare Adams County's markets with other rural markets**
- **Study price deviation between CSA/farmers' markets with conventional grocery stores**

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