

CSA WORKSHOP

FEBRUARY 25, 2016

The Community Alliance with Family Farmers (CAFF) and UC Davis invite current and prospective CSA farmers and operators to a free CSA workshop. At this workshop, you will learn:

- Why people join CSAs
- What inspires them to stay
- What causes them to leave

Where and When

McGrath Farm/Abundant Table [?](#)
1012 West Ventura Blvd [?](#)
Camarillo, CA 93010 [?](#)

Agenda

3 p.m. Welcome and introductions
3:30 p.m. CSA Survey Data Presentation
5:10 p.m. Update on California CSA Network
and CA direct marketing laws
5:40 p.m. Closing and Evaluations
6 p.m. Adjourn



FREE TO
ATTEND
Please RSVP:
Carla Rosin
(805) 816-8188

More Workshop Details

UC Davis researcher Libby Christensen will share key findings from the research project on Community Supported Agriculture in California that she carried out with Prof. Ryan Galt. Results from surveys of CSA farmers/operators, past CSA members, and continuing CSA members will help shed light on current issues such as member recruitment, retention, and the effects of competition. She will also discuss the ongoing statewide survey of household grocery purchasers, which focuses on grocery shoppers' interest in purchasing produce directly from farmers.

CAFF Policy Director Dave Runsten will discuss recent California legislation on direct marketing, including AB 224 on CSAs and AB 1871 on Farmers' Markets, and the group will consider what more needs to be done to support CSAs and family farmers.