Operating a Meat CSA
Tips for Running a Successful Program

- February 27, 2017 -

Presented by:
Jim Bourne
(The Lamb’s Quarter)
Holly Browder
(Browder’s Birds Pastured Poultry)

Hosted by:
Food Animal Concerns Trust
(FACT)
Food Animal Concerns Trust (FACT) is a national nonprofit organization that advocates for the safe and humane production of meat, milk, and eggs.

FACT’s Fund-a-Farmer Project awards grants and facilitates peer-to-peer farmer education to increase the number of animals that are raised humanely in this country.
Our Presenters

**Jim Bourne** – The Lamb’s Quarter
- Owings, Maryland
- 2014 Fund-a-Farmer grant recipient

**Holly Browder** – Browder’s Birds Pastured Poultry
- Mattituck, New York
- 2013 & 2014 Fund-a-Farmer grant recipient
THE LAMB’S QUARTER

OPERATING A MEAT CSA - OVERVIEW
BROILER PRODUCTION
BROILER PRODUCTION
BROILER PRODUCTION
PORK PRODUCTION
BROILER PRODUCTION
PORK PRODUCTION
LAMB PRODUCTION
LAMB PRODUCTION
PREDATOR CONTROL
FACILITIES
MARKETING
CHICKEN AND RIBS!
A MEAT C.S.A. FROM THE LAMB’S QUARTER

Basic Info:

• 26 week CSA program (May thru October)

• Pickup at:
  • Alexandria Farmers Market (Saturday morning)
  • Oak Marr Farmers Market (Wednesday morning)
  • Herndon Farmers Market (Thursday morning)
  • Fairfax Government Center Farmers Market (Thursday afternoon)
  • The farm (Wednesday afternoon)

• Sign up period: March thru April
CHICKEN AND RIBS!
A MEAT C.S.A. FROM THE LAMB’S QUARTER

The Program:

**Egg Share**: One dozen every week for 26 weeks - $125 (save $5 over regular pricing)

**Chicken Share**: 13 chickens (every other week) - $225 (save as much as $87 over reg. pricing)

**The Meat Locker, Plan 1**: Every other week meat box - $546 (save $91 over reg. pricing). Includes 2 lbs. sausage (your choice of varieties), 1 lb. bacon, 1 pack pork chops (2 chops per pack), 1 lb. ground beef

**The Meat Locker, Plan 2**: Once a month meat box - $840 (save $120 over reg. pricing). Includes 5 lbs. sausage (your choice of varieties), 2 lbs. bacon 1 Boston butt or 2 racks of ribs (based on availability), 2 packs pork chops (2 chops per pack), 5 lbs. ground beef

**The Meat Locker, Plan 3**: Seasonal flexible spending account - $500. Includes a 5% discount off all in-stock products. Valid thru October, 2017. Accounts must be spent down to $0 by the end of October, 2017.
POULTRY & EGGS

WHOLESALE SALES:
RESTAURANTS
RETAIL STORES

RETAIL SALES:
ONSITE FARM STAND
FARMERS’ MARKETS
CSA
CSA (Community Supported Agriculture)

UPFRONT PURCHASE OF A SHARE IN FARM AT START OF SEASON

IN RETURN, THE CSA MEMBER RECEIVES WEEKLY FARM PRODUCE DURING THE SEASON
BROWDER’S BIRDS CSA

WINTER EGG SHARE
- 20 WEEKS
-2 DZ TWICE A MONTH

SUMMER CHICKEN SHARE
-20 WEEKS (FULL SHARE)
-10 WEEKS (HALF SHARE)

SUMMER EGG SHARE
-20 WEEKS
-1 DZ EVERY WEEK
CONSIDERATIONS

LENGTH
SHARE AMOUNT AND PRICE
NUMBER OF MEMBERS
PICK-UP LOCATIONS
NO-SHOW POLICY?
BENEFITS

CAPITAL AT THE START OF GROWING SEASON

GAUGE DEMAND

LOYAL CUSTOMERS

GAURANTEED SALES
CHALLENGES

ADMINISTRATION

DECREASES ‘REVENUE’ IN SEASON

SPACE CONSIDERATIONS FOR TRANSPORTING SHARES OFFSITE

INHERENT RISK

IT’S A COMMITMENT!
WAYS TO ATTRACT & RETAIN CSA MEMBERS

OFFER CSA PERKS
CSA PICNIC/FARM TOUR
EMAIL REMINDERS/FARM NEWSLETTER
DELIVERY SERVICES
WORKPLACE PARTNERSHIPS
PARTNER WITH OTHER FARMS
CONTACT

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