

- February 27, 2017 -

# Operating a Meat CSA

## Tips for Running a Successful Program



Presented by:

**Jim Bourne**  
**(The Lamb's Quarter)**

**Holly Browder**  
**(Browder's Birds Pastured Poultry)**

Hosted by:  
**Food Animal Concerns Trust**  
**(FACT)**

# Introductions

**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

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OPERATING A MEAT CSA - OVERVIEW



# EGGS

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# BROILER PRODUCTION

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# BROILER PRODUCTION

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# BROILER PRODUCTION

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# PORK PRODUCTION

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# BROILER PRODUCTION

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# PORK PRODUCTION

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# LAMB PRODUCTION

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# LAMB PRODUCTION

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# PREDATOR CONTROL

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# FACILITIES

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# MARKETING

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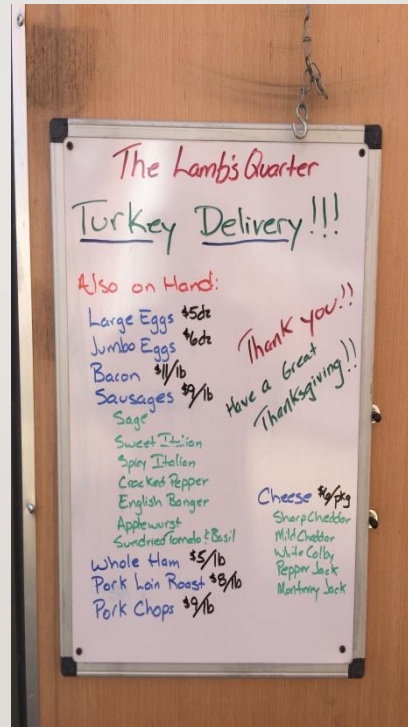
# MARKETING

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# MARKETING

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# CHICKEN AND RIBS!

## A MEAT C.S.A. FROM THE LAMB'S QUARTER

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### **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

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### **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.



# BROWDER'S BIRDS PASTURED POULTRY FARM MATTITUCK, NY



# 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

**HOLLY BROWDER**

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# Please type your questions!



Photo taken at Radical Root Farm