









1. Please describe your involvement with CSA farms.

	Response Average	Response Total	Response Count
Number of CSA farms in which you have been a member.	1.40	162	116
Number of years you have been a member in total.	3.23	375	116
answered question			116
skipped question			9

2. Over the last three years, has your interest in local foods increased, stayed the same, or declined?

		Response Percent	Response Count
Increased		62.1%	77
Stayed the Same		35.5%	44
Declined		2.4%	3
answered question			124
skipped question			1

3. Where do you satisfy your needs for local foods at this time?

		Response Percent	Response Count
Farmers Markets		75.0%	93
A CSA		17.7%	22
Grocery stores		58.9%	73
Home garden		50.0%	62
Other (please specify)		20.2%	25
		answered question	124
		skipped question	1





4. Thinking of the most recent CSA that you have been a member of, how important were the following factors in your decision to participate in that CSA?

	1 - Not important at all	2 - Somewhat important	3 - Important	4 - Very important	5 - Extremely important	Rating Average	Rating Count
Desire for fresh produce	0.9% (1)	0.9% (1)	5.2% (6)	34.8% (40)	58.3% (67)	4.49	115
Desire for locally grown produce	0.8% (1)	3.4% (4)	4.2% (5)	34.5% (41)	57.1% (68)	4.44	119
Desire for organic produce	5.7% (6)	10.5% (11)	16.2% (17)	24.8% (26)	42.9% (45)	3.89	105
Desire to support a local farmer or farm	0.0% (0)	0.9% (1)	17.1% (20)	38.5% (45)	43.6% (51)	4.25	117
Desire for a sense of community	10.5% (9)	24.4% (21)	29.1% (25)	19.8% (17)	16.3% (14)	3.07	86
Health/dietary reasons	4.2% (4)	7.4% (7)	22.1% (21)	38.9% (37)	27.4% (26)	3.78	95
General concern for the environment	2.2% (2)	6.5% (6)	28.0% (26)	35.5% (33)	28.0% (26)	3.81	93
Convenience	11.6% (10)	27.9% (24)	30.2% (26)	20.9% (18)	9.3% (8)	2.88	86
Opportunity to work on a farm	81.0% (68)	8.3% (7)	7.1% (6)	2.4% (2)	1.2% (1)	1.35	84
Desire to try new foods	13.3% (12)	31.1% (28)	25.6% (23)	21.1% (19)	8.9% (8)	2.81	90
Concern for farm preservation	10.1% (9)	18.0% (16)	29.2% (26)	20.2% (18)	22.5% (20)	3.27	85
Knowing where/how your food was grown	2.8% (3)	6.5% (7)	25.9% (28)	28.7% (31)	36.1% (39)	3.89	106
Less expensive food	28.2% (24)	37.6% (32)	16.5% (14)	7.1% (6)	10.6% (9)	2.34	85
					Other (please specify)		8
answered question							124

6. Please provide the following information about the CSA farm that you selected in the previous question.

	Response Average	Response Total	Response Count
Enter number of years you were a member	2.78	320	115
Enter the distance you lived from the CSA Farm (in miles)	19.38	2,190	113
Enter how far, on average, you traveled (in miles) each week to pick up the CSA share at the distribution site?	7.23	839	116
Enter the number of minutes it took you to drive to the distribution site?	12.16	1,410	116
		answered question	116
		skipped question	9

7. During the last season that you were a member of the CSA farm, other than picking up your share, how frequently did you visit the farm?

		Response Percent	Response Count
Never		62.9%	73
Once or twice		31.9%	37
Three to five times		3.4%	4
Six or more times		1.7%	2
		answered question	116
		skipped question	9

8. Please rate your satisfaction with your CSA farm thinking about the whole season, on average (1 - Very Unsatisfied - 5 Very Satisfied)

	1 - Very unsatisfied	2 - Unsatisfied	3 - Satisfied	4 - Very satisfied	5 - Extremely satisfied	N/A	Rating Average
Quantity of produce	2.6% (3)	20.0% (23)	33.0% (38)	20.9% (24)	23.5% (27)	0.0% (0)	3.43
Quality of produce	0.9% (1)	7.0% (8)	21.7% (25)	34.8% (40)	35.7% (41)	0.0% (0)	3.97
Freshness of produce	0.9% (1)	2.6% (3)	13.0% (15)	38.3% (44)	45.2% (52)	0.0% (0)	4.24
Variety/mix of produce	5.2% (6)	20.9% (24)	28.7% (33)	30.4% (35)	14.8% (17)	0.0% (0)	3.29
Value of CSA share	3.5% (4)	26.3% (30)	28.1% (32)	25.4% (29)	15.8% (18)	0.9% (1)	3.24
Farm newsletter	2.6% (3)	3.5% (4)	29.6% (34)	29.6% (34)	28.7% (33)	6.1% (7)	3.83
Communications about farm happenings	1.7% (2)	2.6% (3)	31.3% (36)	33.0% (38)	27.0% (31)	4.3% (5)	3.85
Communications about what was in the CSA share	2.7% (3)	5.3% (6)	33.6% (38)	26.5% (30)	29.2% (33)	2.7% (3)	3.76
Communications about how to store and prepare produce	3.5% (4)	7.9% (9)	36.8% (42)	27.2% (31)	21.1% (24)	3.5% (4)	3.56
Pick up reminders	1.7% (2)	4.3% (5)	35.7% (41)	25.2% (29)	21.7% (25)	11.3% (13)	3.69
Expressions of appreciation for being a member	2.6% (3)	6.1% (7)	33.9% (39)	29.6% (34)	22.6% (26)	5.2% (6)	3.67
Convenience of distribution site	2.6% (3)	12.2% (14)	20.9% (24)	25.2% (29)	37.4% (43)	1.7% (2)	3.84
Convenience of distribution time/day	4.4% (5)	14.0% (16)	26.3% (30)	21.1% (24)	32.5% (37)	1.8% (2)	3.64
Social/community activities/aspect of farm	3.5% (4)	3.5% (4)	33.6% (38)	22.1% (25)	16.8% (19)	20.4% (23)	3.57

answered question

skipped question

9. Thinking of the most recent CSA that you had been a member of, how important were the following factors in your decision not to renew your membership with this CSA?




	1 - Not important at all	2 - Somewhat important	3 - Important	4 - Very important	5 - Extremely important	Rating Average	Rating Count
The CSA did not meet my expectations	50.5% (55)	14.7% (16)	13.8% (15)	13.8% (15)	7.3% (8)	2.13	109
Inability to choose what produce I would receive	50.5% (56)	24.3% (27)	8.1% (9)	11.7% (13)	5.4% (6)	1.97	111
Not enough variety in the share	44.0% (48)	24.8% (27)	6.4% (7)	15.6% (17)	9.2% (10)	2.21	109
The quality of produce was not sufficient	77.3% (85)	8.2% (9)	9.1% (10)	3.6% (4)	1.8% (2)	1.45	110
The quantity of produce was not enough	56.4% (62)	12.7% (14)	15.5% (17)	8.2% (9)	7.3% (8)	1.97	110
I did not like many of the items in my share	57.7% (64)	13.5% (15)	16.2% (18)	8.1% (9)	4.5% (5)	1.88	111
I received poor communications or customer service from the farm	88.2% (97)	5.5% (6)	3.6% (4)	2.7% (3)	0.0% (0)	1.21	110
Pickup time was not convenient for me	66.1% (74)	11.6% (13)	10.7% (12)	7.1% (8)	4.5% (5)	1.72	112
Pickup location was not convenient for me	74.1% (83)	9.8% (11)	8.0% (9)	3.6% (4)	4.5% (5)	1.54	112
The CSA share was not worth what I paid for it	47.7% (53)	20.7% (23)	14.4% (16)	9.0% (10)	8.1% (9)	2.09	111
I too often had to throw away produce that I could not use.	40.9% (45)	19.1% (21)	20.9% (23)	10.9% (12)	8.2% (9)	2.26	110
My personal financial situation changed	75.5% (83)	7.3% (8)	8.2% (9)	5.5% (6)	3.6% (4)	1.55	110

I joined a different CSA	83.6% (92)	1.8% (2)	2.7% (3)	3.6% (4)	8.2% (9)	1.51	110
I prefer purchase local produce through other markets	60.4% (67)	10.8% (12)	16.2% (18)	7.2% (8)	5.4% (6)	1.86	111
I prefer to grow my own produce	62.2% (69)	9.0% (10)	13.5% (15)	7.2% (8)	8.1% (9)	1.90	111
I moved from the area	92.8% (103)	0.9% (1)	0.0% (0)	0.0% (0)	6.3% (7)	1.26	111
I travel too much during the summer	62.5% (70)	8.9% (10)	9.8% (11)	8.9% (10)	9.8% (11)	1.95	112
I kept forgetting to pick up my produce	78.9% (86)	11.9% (13)	3.7% (4)	2.8% (3)	2.8% (3)	1.39	109
I was too busy to eat, cook, or preserve the produce	53.6% (59)	18.2% (20)	14.5% (16)	8.2% (9)	5.5% (6)	1.94	110

Other (please specify) 23

answered question	116
skipped question	9

10. Did you receive an invitation to re-join the CSA the following year?

		Response Percent	Response Count
No		8.8%	10
Yes, once		51.8%	59
Yes, multiple times and methods		39.5%	45
answered question			114
skipped question			11

11. Please rate your interest level (1, not interested, to 5, very interested) in alternative CSA models for local produce, such as:

	1 - Not Interested At All	2 - Not Interested	3 - Neither Interested or Uninterested	4 - Interested	5 - Very Interested	N/A	Rating Average
Week to week flexible purchasing	6.3% (7)	7.1% (8)	10.7% (12)	41.1% (46)	33.0% (37)	1.8% (2)	3.89
Purchasing credit at the beginning of a season to purchase items a la cart throughout the season	14.3% (16)	9.8% (11)	12.5% (14)	38.4% (43)	23.2% (26)	1.8% (2)	3.47
Receive a full quantity CSA share every other week through the season (half share)	29.5% (33)	20.5% (23)	12.5% (14)	21.4% (24)	14.3% (16)	1.8% (2)	2.70
Receive a half quantity CSA share, every week through the season (split a full share)	28.2% (31)	16.4% (18)	12.7% (14)	23.6% (26)	17.3% (19)	1.8% (2)	2.85
Home Delivery	28.3% (32)	18.6% (21)	15.9% (18)	20.4% (23)	13.3% (15)	3.5% (4)	2.71

Other (please specify)

answered question

skipped question

12. What were two aspects of being a member of a CSA that you liked?

Response Count

98

answered question 98

skipped question 27