



New USDA publication features UK CSA research

Brett Wolff, Editor
Christy Cassady, Editor/Designer

By Tim Woods & Matt Ernst

What's inside

3-year average prices 2
CCD publication update 3

Coming up

May 30 - Organic Association of Kentucky field day: Integrated Organic Weed Management on the University of Kentucky Organic Farming Unit. 1 to 4 p.m. EDT. For more information, see **Page 3**.

June 15 - Hops Tour, 10 a.m.-noon EDT, OSU South Centers, 1864 Shyville Road, Piketon, Ohio. \$25 per person, \$40 per family. To register, contact Charissa Gardner at 740.289.2071, ext. 132, or email gardner.1148@osu.edu.

June 15 - Direct Marketing Webinar - Organic, Naturally Grown, Chemical Free. What do these mean? Noon, EDT. Brought to you by Ohio State University. For details, [click here](#).

July 20 - Sustainable Agriculture Field Day, Kentucky State University, Frankfort, KY. For more information, see **Page 4**.

Community Supported Agriculture (CSA), which first appeared in the U.S. in the 1980s, is now a prominent direct farm marketing channel across the country. A USDA [publication](#) released in April features CSA research conducted in the University of Kentucky Department of Agricultural Economics, under a cooperative agreement with the Agricultural Marketing Service.

The report, which we wrote with our colleague Debra Tropp at USDA, provides insight into CSA operations and innovations across the U.S. It details a national survey of CSA managers and farm operators and provides an updated description of CSA operations nationally. The report also features case studies of innovative CSAs in Colorado, Kentucky, Massachusetts, Missouri, Pennsylvania and Wisconsin.

Most CSAs are small – 60 shares or less – but growing in size. Most farms complement their CSA sales with farm market, restaurant and other direct sales. More than half projected their CSA sales would increase over the next two years and expressed optimism about growth in most other direct markets in their area.

One of the main findings of the report is that farms are creatively adapting the CSA model to unearth new marketing opportunities and grow existing markets. Today, a straightforward example of this innovation is how most CSA farms rely on some form of social media as a primary means for member communication, retention and recruitment. The CSA managers also identified using season extension technologies, and offering a wider variety of products, as becoming more important.

CSAs are also pioneering new uses for online engagement, including e-commerce ordering platforms for adding on products

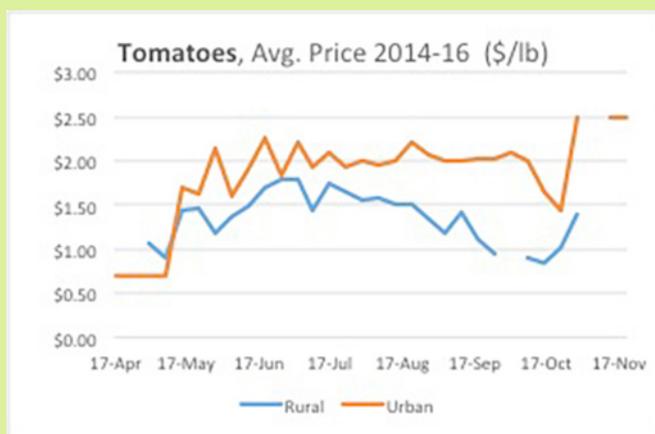
Continued on Page 2

Like prices?

CCD releases 3-year average price report for Kentucky farmers markets

The Center for Crop Diversification has released the first ever 3-year average price report for Kentucky Farmers Markets. The report will help you compare rural and urban average prices for a number of commodities offered during the 2014, 2015 and 2016 seasons. You can download the report [here](#).

Check out this graph on tomatoes:



3-year Average Weekly Prices at Kentucky Farmers Markets: 2014-2016



If you have comments or questions, contact Brett Wolff (brett.wolff@uky.edu) or 859-218-4384).

Continued from Page 1

to shares and even adjusting share sizes in the middle of the season. Our look at Farmer Dave's, a Massachusetts CSA with substantial membership in low-income Boston neighborhoods, showed the importance of a flexible and nimble share structure for bringing CSA membership to populations with less established access to local food.

CSA farms can benefit from working with one another. We took a close look at Penn's Corner Farm Alliance, a group of farms in western Pennsylvania that came together to serve the Pittsburgh market. They have maintained a successful and growing presence by pooling resources and creating efficiencies in ordering, transportation and delivery. These would have been impossible for any single smaller farm to achieve.

We also documented innovations in the CSA model related to institutional and corporate

wellness initiatives. Insurance providers in Madison, Wisconsin, worked with an alliance of CSA farms in that area, providing vouchers toward CSA membership as a wellness benefit. A similar program is being piloted in Kentucky involving employer vouchers to employees in university, government and commercial business wellness programs.

A full copy of the report Community Supported Agriculture – New Models for Changing Markets may be accessed at <https://www.ams.usda.gov/publications/content/community-supported-agriculture-new-models-changing-markets>.

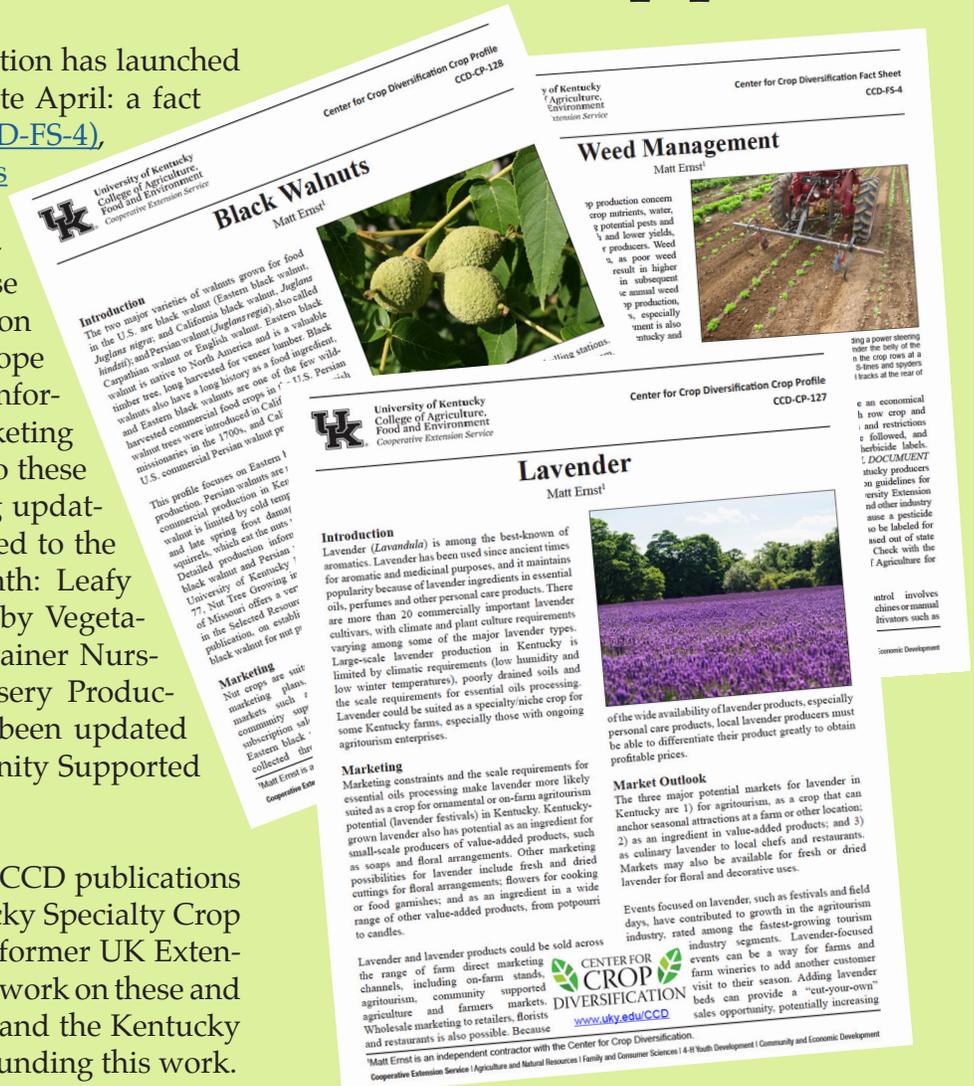
Additional information on research supporting the CSA voucher program can be found on the CCD site at <http://www.uky.edu/ccd/csa-research>.

Tim Woods is a UK Extension Professor of Agricultural Economics and principal investigator on the new CSA project. Matt Ernst is an independent writer contracted with the CCD and former UK Extension Associate.

CCD develops new fact sheet, crop profiles

The Center for Crop Diversification has launched three new publications since late April: a fact sheet, [Weed Management \(CCD-FS-4\)](#), and crop profiles [Black Walnuts \(CCD-CP-128\)](#) and [Lavender \(CCD-CP-127\)](#). These publications were developed in response to questions from Extension agents and growers, and we hope they help meet the need for information on production and marketing of specialty crops. In addition to these new publications, the following updated crop profiles have been added to the [CCD website](#) in the past month: Leafy Greens, Onions, Baby Corn, Baby Vegetables and Juneberries. Our Container Nursery Production and Field Nursery Production system profiles have also been updated and posted, as has our Community Supported Agriculture marketing profile.

Work on these and many other CCD publications were made possible by a Kentucky Specialty Crop Block Grant. We want to thank former UK Extension Associate Matt Ernst for his work on these and other resources, our reviewers, and the Kentucky Department of Agriculture for funding this work.



OAK offers field day on integrated organic weed management

From the Organic Association of Kentucky website

The Organic Association of Kentucky will host an Integrated Organic Weed Management on the University of Kentucky Organic Farming Unit field day on Tuesday, May 30th from 1 to 4 p.m. EDT.

The field day will present an overview of the weed management system used on the 30-acre UK Organic Farming Unit, which has been growing and selling certified organic vegetables, fruit, flowers and herbs for more than 10 years. This highly diversified farm markets through a CSA (<https://ukcsa.wordpress.com/>), farm stands,

and wholesale channels, and is used to train students in a farming apprenticeship program. Through a combination of discussion, handouts and hands-on experience, attendees will have the opportunity to see the entire weed control system while gaining a deeper understanding of how to combine strategies such as rotation, cover cropping, bed preparation, stale seedbed cultivation, between-row cultivation, and in-row cultivation to effectively control weeds. The field day will benefit anyone interested in developing an effective weed management system on their farm and reducing labor costs associated with

Continued on Page 4

KSU to celebrate Third Thursday Thing 20th anniversary

From Marion Simon,
Kentucky State University

The 20th Anniversary of The Third Thursday Thing Field Day and Celebration will be held on Thursday, July 20th at the Harold R. Benson Research and Demonstration Farm, 1525 Mills Lane, Frankfort, KY.

The event kicks off at 9 a.m. EDT as registration and displays open. Farmers may set up displays and talk about their farms, but no sales are allowed. From 10 to 11:30 a.m., general speakers will be featured. After lunch, concurrent workshops of 45 minutes each will be offered, beginning at 12:30 p.m. and running until 5:30 p.m. Workshops will be offered at locations around the farm. Topics will include sheep and goats, cattle, horses, horticulture crops, entomology, hemp, organic production, flowers, clothing and fabrics, home decorating, financial management, human health and fitness, AgrAbility, aquaculture, honey

Please join us at Kentucky State University as we celebrate the 20th Anniversary of The Third Thursday Thing! There will be 35 educational workshops and demonstrations ranging from aquaculture, livestock and horticultural crops to family and consumer science and USDA and State Agency programs. The program will end with a barbeque and fun activities.

SAVE THE DATE
July 20, 2017 • 10:00 a.m. – 8:00 p.m.
Registration and displays open at 9:00 a.m.
Harold R. Benson Research and Demonstration Farm, 1525 Mills Lane, Frankfort, KY

For hotel reservations, contact Capital Plaza Hotel at (502) 227-5100 or www.capitalplazaky.com and mention "KSU."
For more information or if you have questions, contact Shelley Spiggle at shelley.spiggle@ksu.edu.

bees, and numerous other topics. The event will conclude with a barbeque, music and fun activities from 5:30 to 8 p.m.

For hotel reservations, contact the Capital Plaza Hotel at 502-227-5100, or www.capitalplazaky.com, and mention KSU. For more information, contact Shelley Spiggle at shelley.spiggle@ksu.edu.

Continued from Page 3

weed control.

The UK Organic Farming Unit is located at the UK Horticulture Research Farm at 4321 Emmert Farm Lane, Lexington, KY 40514. For registration information, visit <http://oak.wildapricot.org/event-2531392>. The field day is free for OAK members, although donations are accepted. A donation of \$5 is suggested for non-members.

Thanks for reading!

If you know someone who would enjoy our newsletter, or you're not subscribed yet yourself, visit www.uky.edu/ccd/newsletter and click "Subscribe Now." Stay up to date with the Center on Facebook at <https://www.facebook.com/Center-forCropDiversification/>