

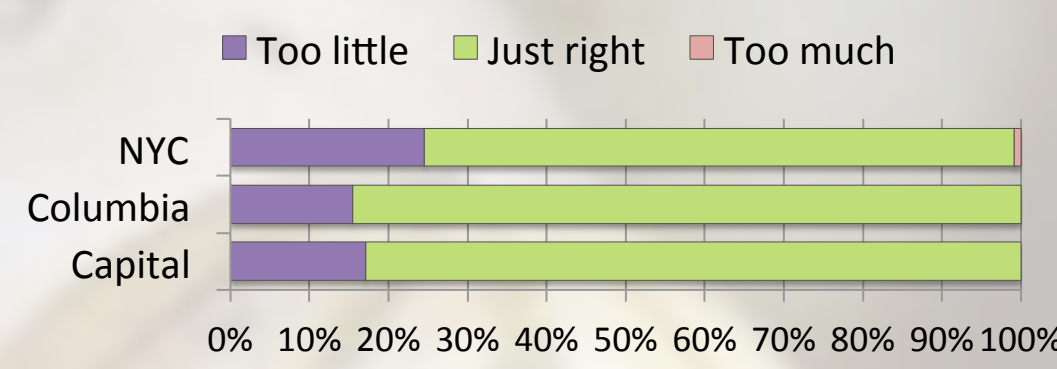
# A Study of Rural/Urban CSA Members

## Of Columbia County CSA Farms

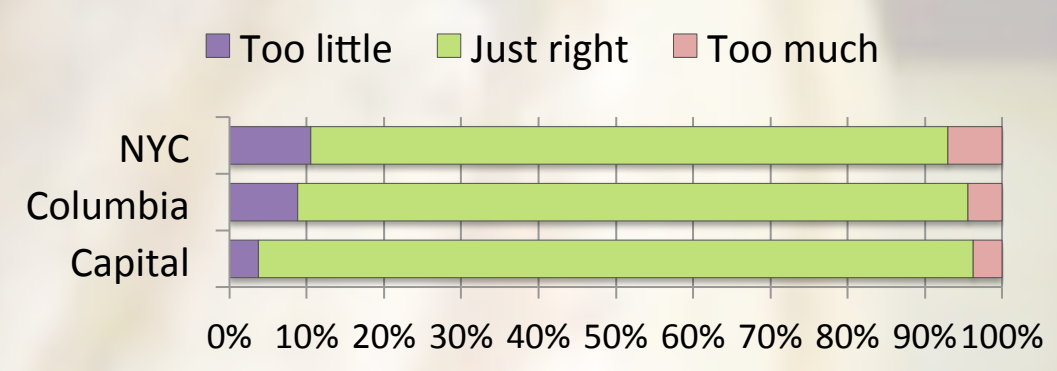
### How well are CSAs working for diverse urban and rural members?

There are some key differences in how urban and rural members' needs are being met. One big difference is in how well the vegetables in the CSA share fit the household's food culture and habits. Member responses show that the shares are a better fit for the food habits and culture of households in Columbia County than NYC (see chart below). Another difference has to do with new members; new CSA members in Columbia County were more likely to have their expectations exceeded (46%) than their urban counterparts (32%). The charts at right show member feedback about share variety, quantity and value in each region.

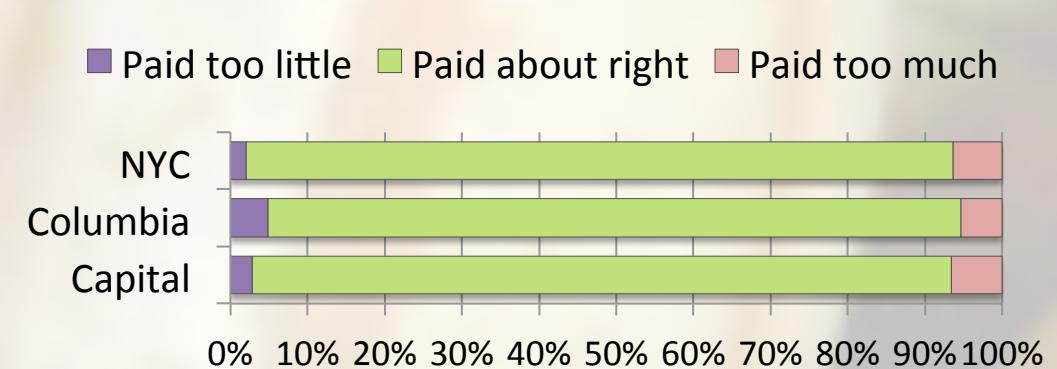
#### Share Variety



#### Share Quantity



#### Share Value



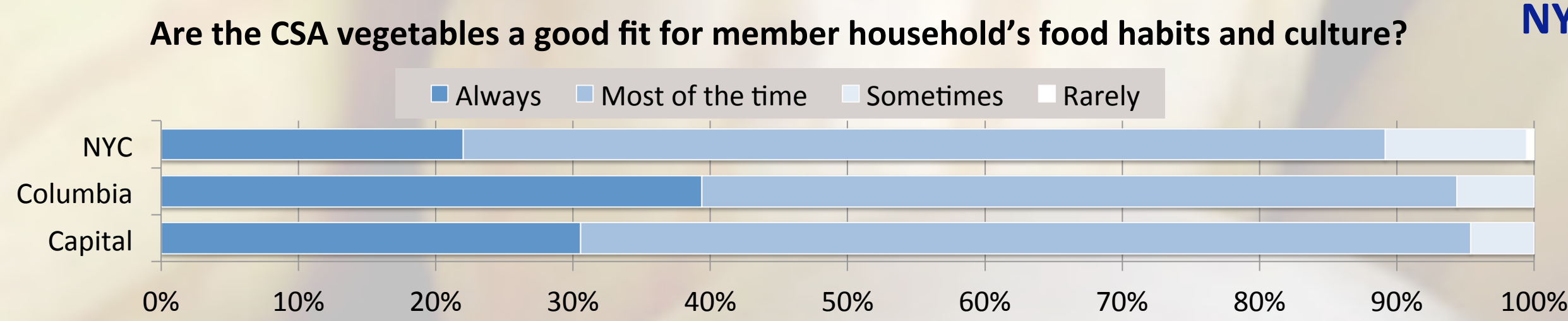
Albany



o 10 CSA Farms  
700 Members surveyed in:  
Columbia County  
Capital District  
NYC

### Some key differences and similarities in rural/urban member profiles

Differences:	Columbia County	NYC
Age Range (greatest %)	60+ yrs	30-39 yrs
Cooking (% cook daily)	57%	30%
Food Preservation (% preserve)	62%	44%
Friends in a CSA (% who have many)	38%	23%
CSA Newsletter (% who read often)	80%	54%
Visited CSA's Farm (% have visited)	90%	11%



Similarities	Columbia County	NYC
Years of CSA Membership (greatest %)	2-5 yrs	2-5 yrs
Graduate/Professional degree (% households)	66%	65%
Vegetarian/Vegan (% households)	25%	27%
Winter share (% interested)	87%	89%
Can easily access produce of comparable quality (%)	62%	64%

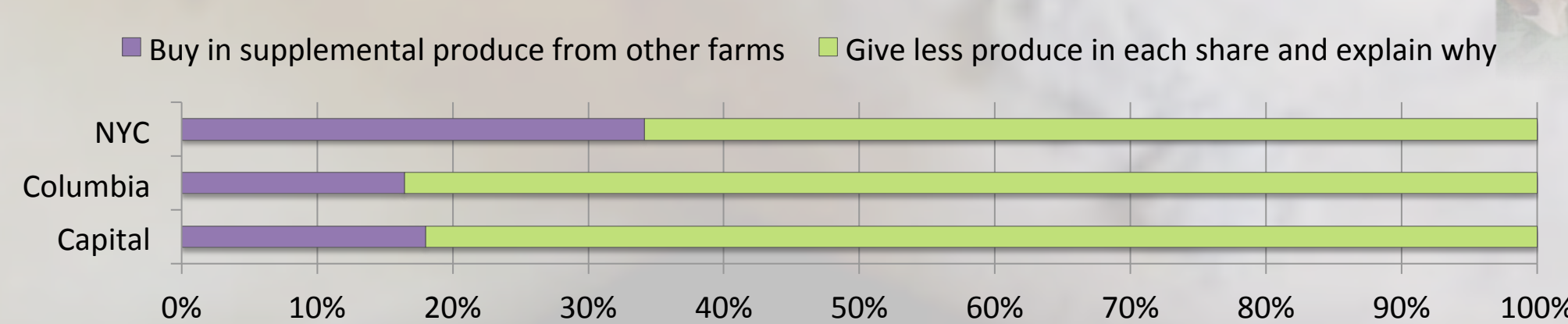
### How well are different CSA members supporting CSA farms?

Urban and rural CSA members share in the reciprocity of the CSA model in different ways – though in our study, region was often a more important factor in this than rural or urban location. New York City members are generally very involved in running their CSA pick-ups; 11% of NYC members surveyed were part of the core management group, compared to 3% in Columbia County and 1% in the Capital District, both places where the CSA is often run directly by the farmers. A greater percentage of NYC members (46%) also wanted to be more involved in their CSA than their counterparts in Columbia County and the Capital District (36% respectively).

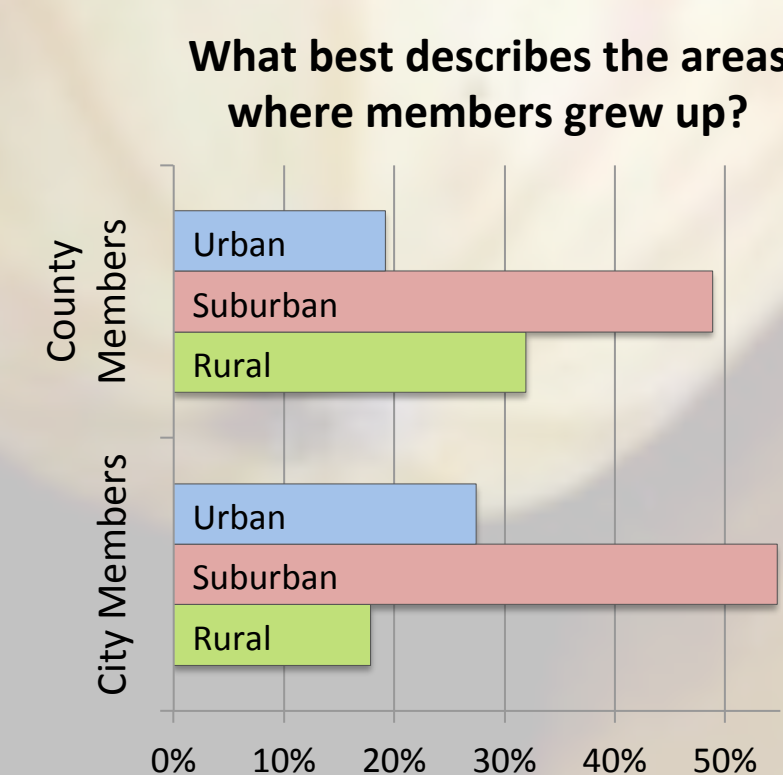
In one of the biggest aspects of CSA support, however – sharing in the harvest risk – a far greater percentage of members in Columbia County and the Capital District were willing to actually share risk, as the chart below illustrates.



#### If your CSA experienced a crisis and had produce shortages, how would you prefer the farm to respond?

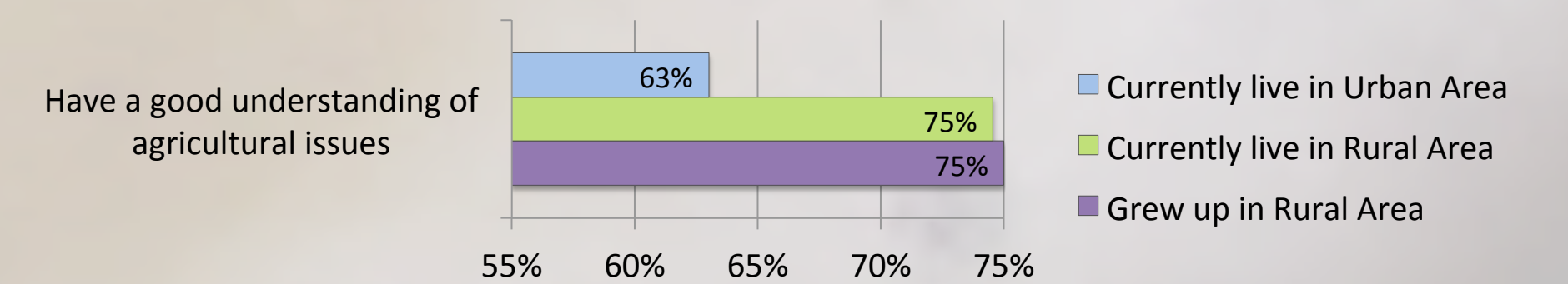


### How "urban" or "rural" are urban/rural members?



Over 70% of members currently living in the urban areas we surveyed (NYC and the Capital District) reported growing up in rural or suburban areas, while a similarly large percentage of members currently living in rural areas grew up in urban or suburban areas.

Where people grew up often seemed to be just as important as where they currently live in responses related to agricultural awareness and connection, such as the question of whether members think they have a good understanding of current agricultural issues (below).

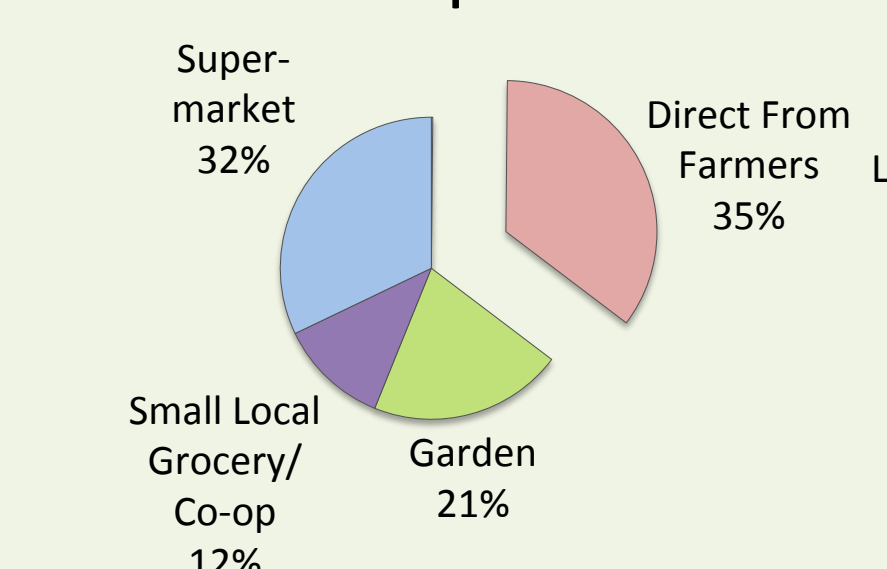


## Columbia County Community Interaction with Local Food

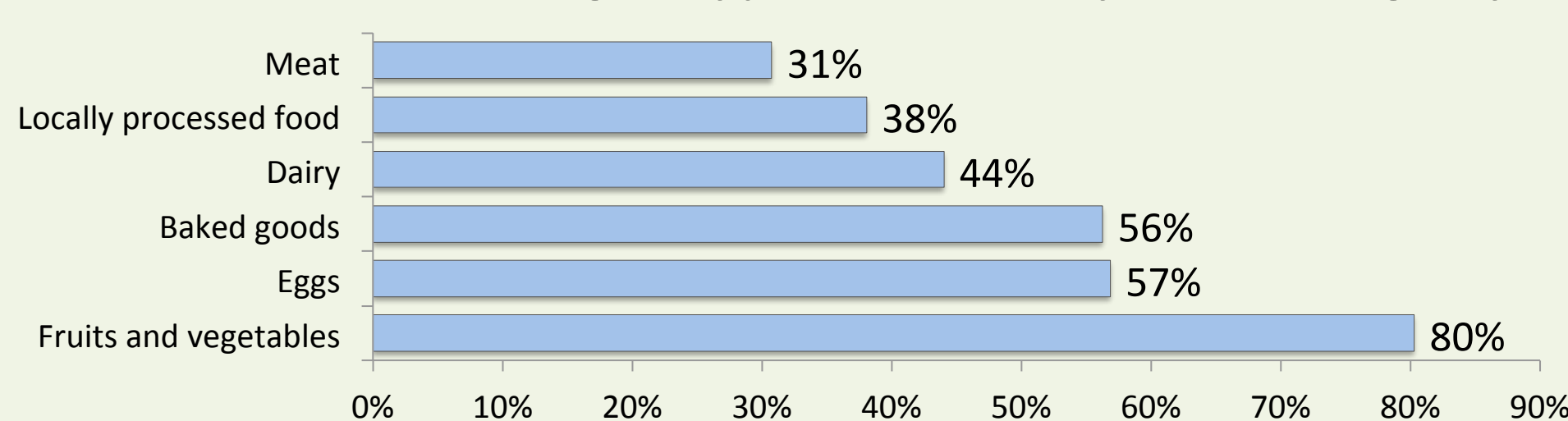
### Community Food Surveys

For the last two years we have conducted widespread community food "dot" surveys with over a thousand Columbia County residents at public events and festivals. What emerges is a snapshot of how county residents are interacting with the local food system, including where they are shopping and what they are buying locally (below).

#### Where do you primarily get your fresh summer produce?



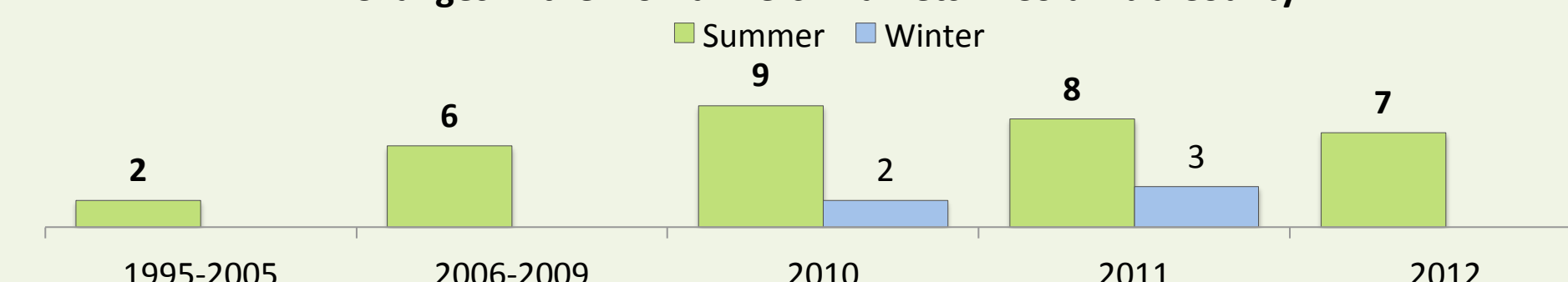
#### Which of the following locally produced foods do you consume regularly?



### Farmers' Market Study

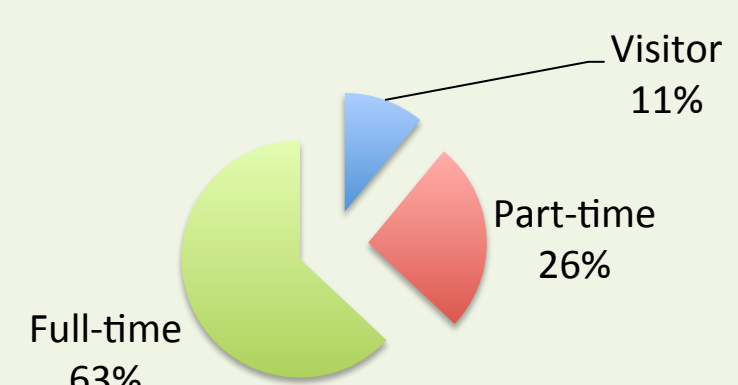
The number and type of farmers' markets in Columbia County has been changing rapidly over the past several years with an explosion of new summer and winter markets, as well as the closing of some (see chart below). Despite clear public interest in local food expressed in community food surveys, most farmers' market managers identify a need for more patrons. Our patron counts at the county's farmers' markets this year and last, show that some markets seem to be gaining patrons, while others are losing them (see chart at bottom right). In surveying farmers' markets patrons, we've found that over a third are not full time residents in the County, and most report buying well under half of their in-season fresh produce at the farmers' market.

#### Changes in the # of farmers' markets in Columbia County



#### Farmers' Market Patrons

Residency of Columbia County Farmers' Market Patrons



#### Patron Counts at Columbia County Markets: Per Market Low, Average and High

