

CEDAR VALLEY SUSTAINABLE FARM MEAT CSA



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OPERATING A DIVERSIFIED MEAT CSA





- Overview
- Management
- Marketing

CSA Overview

- 200 active members
- 3 sizes
- 3,6,12 month investing shares
- Monthly sustaining shares
- 9 delivery locations (& on farm)
- Each share includes 2-3 cuts each: beef, pork, chicken & eggs

Community Supported Agriculture CSA

Advantages

- Build relationships with members
- Income is certain – capital is available
- Deliveries are efficient use of time

Challenges

- Recruiting members
- Building awareness
- Customer education

Management Tools

- Excel
- Access
- Google Docs



		Logan Square			Linc/Evanston		
		Dec	Jan-18 feb	March	Jan-18	Feb-18	Mar-18
1							
2							
3	bacon		12			12	
4	It sausage			9			
5	Sausage patties						
6	IT links						
7	choriso	9					9
8	ground pork			8		8	
9	Polish sausage						
10	bfast links						
11	pork sausage		9		9		
12	bratwurst						
13	shoulder steak						
14	shoulder roast			16			
15	pork tenderloin						
16	butterfly chops						
17	Pork spare ribs						
18	Pork baby back ribs						
19	pork chops	12		12	12		12
20	Misc. pork						
21	hocks						
22	Neck bones						
23	andouillie			9			

Planning

I keep track of what each delivery location gets each month to ensure variety.

34	pot roast	16					12		
35	premium steak			22			22		
36	round steak								
37	skirt steak								
38	siroloin steak		18					18	
39	beef hot dogs		9						
40	Polish sausage								
41	soup bones					6			
42	rump roast								
43	beef short ribs								
44	sirloin tip roast								
45	liver								
46	marrow bones								
47	Misc beef								
48	brisket								
49	oxtail								
50	Eggs	12	12	12	12		12	9	12
51									
52	Chicken	43	40	37	31		40	37	41
53	chic liver								
54		108	108	108	108		108	108	108

Planning

This is also how plan the value that goes into each month's bag.

Member Management

ID:
LastName:
FirstName:
StreetAddress:
City:
State:
Zip:
Phone:
Email1:
Email2:
Schedule:
ShareSize:
ShareExclusions:
Location:
TemporaryLocation

Notes:
StartMonth:
MissedPU1:
MissedPU2:
Email Note:
Monthly payment:
X Date: **CV:**

AccountBalance subform

ID	CurrentBalance	LastName	FirstName
1497	56	Abbattista	Molly

Record: 1 of 1 | Unfiltered | Search

Table.Deposit

ID	DepositDate	DepositAmc	ShareAccou	Deliver	CheckNum	CCNumber
4186	3/14/2018	\$60.00	56	4		
4057	1/1/2018	\$60.00	56	4		

Delivery Checklist



Linc Ev MARCH 2018 ☆

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100% \$ % .0 .00 123 Arial 10 B I U A

	A	B	C	D	E	F	G	H	I	J
		LastName	FirstName	entBal	cat	ShareSize	ShareExclusions	Schedule	Notes	Phone
1										
2	2	Carmichael	Tara	340	Linc	Large	No Chicken	Monthly	skip dec renewing	7735750367
3	1	Clifford	Ben	170	Linc	Large	None	Monthly	bk to logan april	971 5068661
4		Demers	Jennifer	168	Linc	Small	None	Monthly		352 3038820
5	174	Gibson	Andrea	0	Linc	Regular	None	Odd Months	paying at pick up	773 2679020
6		Hinch Hube	Susan	216	Linc	Regular	None	Monthly	bk to linc Dec 17	7738805894
7	1	Iltner	Jessica	1188	Linc	Regular		Monthly	skip Dec linc sq -	573-230-53
8	1	Karrier	Libby	756	Linc	Regular	None	Monthly		773-588-53
9	1	Lando	Max	56	Linc	Small	None	Sustaining	pu Logan 12/17	941 9287197
10	1	Mercier	Cristy	216	Linc	Regular	No Pork	Sustaining		312 6099942
11	1	Moore	Cynthia	216	Linc	Regular	None	Monthly	cb for Feb renewal	614 5958862
12	1	Pelletier	Joanna	108	Linc	Regular	No Pork	Sustaining		630 7790270
13	340	Petrosko	Sarah	108	Linc	Regular	None	Monthly	bk to linc sq oct	773 3436095
14	1	Poshyvanyk	Kelly	216	Linc	Regular	None	Monthly	skip dec 17	773 5514329
15		Richardson	Anna	108	Linc	Regular	None	Monthly		708 6552016
16	1	Scheffey	Aubrey	108	Linc	Regular	None	Sustaining	Also p/u in Linc Sq	7736553331
17	1	Titcomb	Anna	108	Linc	Regular	None	Sustaining	back to logan after	773 4749630

Delivery Locations

- Farmer's Market
- Complementary Businesses



Marketing

- Meat CSA – a monthly assortment of beef, pork, chicken and eggs – delivered year round.

- Farmer's Market – Direct retail meat sales.

Local * Sustainable * Delicious	
Ribeye Steak	
New York Strip	26
Filet Mignon	36
Ground Beef	7
Hamburger Patties	7 ⁵⁰
Flank Steak	12
Chicken Steak	12
Hotdogs	3
Bacon	11
Pork Spare Ribs	7
Pork Chops	5
Bratwurst Links	8
Italian Sausage	8
Breakfast Sausage Patties	
Whole Chicken	5
Whole Chicken (cut up)	5⁵⁰
Halved Chicken	5⁵⁰
Eggs	5

CSA Member recruitment

- Word of mouth
- Group presentations
- Delivery Location
- Social Media
- Internet listing
- Webpage
- Media





Community Supported Agriculture (CSA) is a mutually beneficial relationship between eaters and farmers. You know where your food is produced and how the animals are cared for. We have a business model that lets us plan for the future.

Cedar Valley Sustainable was Chicago's first Meat CSA and we pride ourselves on being the best.

Our outstanding meat and excellent customer service will make you agree!



3, 6, or 12 month CSA memberships



Pay by the month CSA membership



Try out a smaller package



Fill your freezer with beef or pork

The best products and people!

We've been getting our meat and eggs from Beth and Jody since about 2009 I believe. The quality of the product is unmatched. The expertise, professionalism and service provided by them absolutely the best. My vocabulary does not include enough of the appropriate words to explain how satisfied and happy we are with Cedar Valley.



Russ Dusek

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Q & A