

Is a CSA Share Right for You?.

CSA stands for “Community Supported Agriculture” and is just one way customers who believe in “real, transparent, locally grown food” can support a farmer

But it's not the only way. You can still plant your food dollars close to home when you shop at a farm store or at the farmers market. A CSA share may be a good fit for you, but it's good to ask some questions before signing up for a CSA share..

It's best to go into the decision with your eyes wide open, and see if your expectations match the experience that a CSA will give you.

The reality is that CSA is not a fit for everyone, and you shouldn't feel bad if it's not a match for you.

So how do you decide if our meat, poultry and egg CSA would be right for you? Before you sign up for a commitment to a specific farmer, ask yourself these 5 questions....

Q1: Is the relationship to the actual farmer important to you? (Do you want to support a farmer?)

Effective CSAs focus on the farmer-customer relationship as much as the product.

In fact, in our surveys of current members, we find again and again that the number one reason for joining a CSA was to support a local farmer.

CSA members want to be able shake the hand that feeds them.

There's something rewarding about knowing you are doing your part to support a local farmer.

Call it satisfying your “food conscience.” CSA members' *motivation for supporting the farm is just as much about having the back of the farmer as it is about getting the full financial value of their share.*

Make sure you read that last sentence again... it's kinda huge.

But this relationship goes both ways.

When you join a CSA, your farmer will make an attempt to cultivate a connection with you too. This means

- They learn your names and work hard to make the “big CSA” feel like a small family.
- They might plan events to get you engaging with the farm.
- They try to add value to your life, by teaching you about their food's story, or how to prepare it.
- They do things to help you succeed at eating their food.

This doesn't mean you *have* to take advantage of these connecting points. But when you do, your CSA experience becomes richer for both you and the farmer.

This relationship *experience* is part of what you are paying for in a CSA arrangement.

Q2: Do you value having quality ingredients that actually taste good?



Our vegetables become your medium to create in the kitchen. Make something beautiful.

So many commercial meat cuts just don't have a great, rich flavor. If you're a meat and poultry CSA prospect, you know this frustration well. Taste matters for foodies. Because you know that putting together a terrific meal in your kitchen isn't just about your skill. It starts with the ingredients.

The second most important quality of our CSA "masters" (people who "stick" with CSA) is that they love food. Real food. Food that tastes like it should, because it's from Heritage breed animals raised on good feed, fresh air, sunshine and water. No other additives.

If you really love cooking and you really value taste, then you will LOVE being in a meat and poultry CSA. Because the Evermore Farm CSA is all about providing high-quality, meat, poultry and eggs that make your home dining experience *feel like an event*. You're paying for that taste experience when you join a CSA.

If you're just looking for a basic ground beef and pork chop at the cheapest prices *is not your gig*.

Q3: Are you willing to try new meat cuts? (Really?)



Red potatoes. A classic in everyone's pantry. We provide cozy comforts AND unusual outliers in every CSA box to push your horizons in the kitchen.

CSAs will push you to try new meat cuts and other value-added meat products and explore variety in your kitchen.

Part of the CSA experience means getting exposed to a wider variety of cuts of meats and cooking techniques. You may have never seen these cuts before, *but we teach you how to eat them.*

It's all part of the great goal in CSA of developing food diversity and teaching our communities (and our kids) how to eat a variety of cuts and cuisines. If you want to grow in the kitchen, you have to push yourself to try new ingredients.

Here is an actual quote taken from our end-of-year surveys by a CSA member:

Q4: Do you need control in your menu planning?



Green romanesco — a variety of cauliflower. Would you be willing to play around with new ingredients like this?

Remember the saying: “You get what you get and you don’t throw a fit?”

CSA members have to learn to be flexible with their menu and make things work in the kitchen, because you often don’t know what you will get in your bag until pickup or delivery of your share. Some people love this spontaneity. Others will be stressed by it. Think hard on this:

Are you willing to give up some control over what goes in your share bag ? Or do you need to live by *your* plan?

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CSA works best for customers who see their kitchen as a creative space, and our meats, poultry and eggs as the “paint” for their canvas. They can handle the spontaneity required and are willing to experiment with new ingredients to make old meal templates come alive in new ways.

Q5: Are you looking for a “deal”? Are you comparing CSA prices to the grocery store?

People who fully embrace the CSA model don’t look for their membership to be a “deal” or a bargain.

And they don’t compare the CSA experience to the grocery store price table.

Read that again. This is a really key point.

It is absolutely understandable to ask, “How much does it cost?” And to then weigh the pros and cons.

Supporting a CSA financially however is not just about doing a cost analysis of each cut you receive in your bag and comparing it to what you’d pay at Giant or BJs.

Our products have an added value because every one of our products is telling a story. Not just the story of how the animal was raised, how it was processed, or what struggles it faced to come to your plate, but also the story of the farmer and how you help them live out their calling to the land.

How’d you do?

Did you pass the quiz?

Remember, CSA is just one model out there for getting fresh farmer food onto your table. For those who value the story, the journey, and the farmer relationship behind the food, it can be a great option that ***can change the way you eat forever.***

But there’s no shame in passing on CSA and instead buying weekly from a farmer’s market.

And that may in fact be a better fit to your style or needs.

We do both, so we just want you to be in the right fit.

As in all things, expectations determine how you experience the product. To set you up for CSA success, make sure your expectations align with the philosophy of CSA before you commit.

[Ready to join click here](#)