Hazon’s Community-Supported Agriculture Program

Site Coordinator Manual
Hazon CSA Bible

“Americans have a taste for food that’s been seeded, fertilized, harvested, processed and packaged in grossly energy-expensive ways and then shipped, often refrigerated, for so many miles it might as well be green cheese from the moon.”

--Barbara Kingsolver, Small Wonder

“When you eat and you are satisfied, you are to bless Adonai for the good land you have been given. Blessed are you, Adonai, for the land and for nourishment.”

--From Birkat HaMazon (Grace After Meals)
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Hazon means vision.

*Our vision is to create healthy and sustainable communities in the Jewish world and beyond.*

We do this in three primary ways:
- transformative experiences for individuals and communities
- thought leadership in the fields of Jewish and environmental knowledge
- support of the Jewish environmental movement in North America and Israel

**Transformative Experiences**

*Encouraging Jewish people to make a difference in the world, and renewing and reframing their Jewish lives while doing so*

- **Hazon’s New York Bike Ride** is held over 4 days during Labor Day weekend in the New York area, drawing over 300 participants from across the country. Rider fundraising supports the work Hazon and its major partners. A series of smaller grants are allocated to individual projects in the Jewish community.

- **Hazon’s California Ride** is held in the Spring. The inaugural Ride was in 2009 with 73 riders, ending in San Francisco. The Ride features Hazon programming at a Shabbat retreat, followed by a beautiful ride in the Napa and Sonoma wine regions. Advanced riders can enjoy a century (100 mile ride) on California’s breathtaking coast.

- **The Arava Institute Hazon Israel Ride: Cycling for Peace, Partnership & Environmental Protection** is held annually over 7 days in the Fall. The Israel Ride is a 200 – 300 mile journey that provides participants the opportunity to experience the beauty and challenges of the Israeli landscape in a whole new way.

- **The Hazon Food Conference** brings together foodies, educators, rabbis, farmers, nutritionists, chefs, food writers and families who share a passion for learning about and celebrating food.

- **Hazon CSA** is the first Jewish Community-Supported Agriculture (CSA) program in North America and is currently the largest faith-based CSA program in the country. In 2010, over 40 Hazon CSAs put over $1 million in Jewish family purchasing power behind local, sustainable farms. Hazon CSA sites include JCCs, synagogues, Jewish day schools and Hillels — and we’d love to add your community to the list. Contact csa@hazon.org to apply.
Thought Leadership
*Advancing Jewish and environmental conversations, practice and possibilities*

- **“The Jew and the Carrot”** a partnership between Hazon and the Forward, at www.jcarrot.org, serves as a public front page for our food work, bringing the discussions between Jewish farmers, day school educators, food enthusiasts, chefs and families about what is kosher—literally, “fit”—for us to eat to far reaching corners of the Jewish community and beyond.

- **The Jewish Food Education Network (JFEN)** offers resources, curricula, and training about food and Jewish tradition, to help you navigate questions on topics such as nutrition, industrial farming, obesity and family food traditions in a Jewish context. JFEN enables educators to tap into the passion about food and the environment in their communities and use food as a platform for innovative Jewish education.

- Through the work initiated last year with the **Jewish Climate Change Campaign**, Hazon is participating in a new global initiative on Green Pilgrim Cities to inspire pilgrims on all continents and the pilgrim cities that receive them to leave a positive footprint on the Earth.

Capacity Building
*Support of the Jewish Environmental Movement in North America and Israel*

- Hazon is one of the largest American funders of the Israeli environmental movement. Our outdoor events support some of the most vital work happening on environmental issues in Israel.

- The Israel Ride has raised over $1.5 million for the Arava Institute for Environmental Studies. It also enables participants to learn first hand about some of the key issues Israel faces, and some of the ways that environmentalists are helping to create peace.

- Hazon supports a number of environmental organizations that have significantly benefited from the grants awarded through the NY and California Rides. Since 2000, we’ve given away over $600,000 to support over 100 projects, including
  - the down payment on the **Adamah** house, and ongoing support of the Adamah program;
  - support for the **Teva Learning Center**, the largest Jewish environmental education organization in the US;
  - the **Israel Bicycle Association**, which promotes active transport to improve health, communities and overall quality of life in Israel;
  - the Green Apprenticeship, a Practical Ecology Training Program at **Kibbutz Lotan**.

- Additionally, Hazon fiscally sponsors a number of innovative and cutting edge Jewish environmental organizations, including the **Jewish Farm School, Wilderness Torah, Urban Adamah** and previously sponsored **Challah for Hunger**.

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[www.hazon.org](http://www.hazon.org) | [www.jcarrot.org](http://www.jcarrot.org)
About Community Supported Agriculture (CSA)

Community-Supported Agriculture (CSA) began initially in rural communities: farmers would arrange with their neighbors or people who lived nearby to sell them a portion of their crops for the whole season in exchange for the money up front. This enabled farmers to cover the initial start-up costs of a season, which can be high and guaranteed a market for their produce throughout the season. More recently, CSA developed into an arrangement between rural farmers and urbanites or suburbanites who otherwise have limited access to fresh, local produce.

To join a CSA, individuals or families commit in advance to buy organic produce from a local farm for a whole season. Produce is delivered once a week to a pick-up location, where members rotate as volunteers to set it out for pickup. Leftover produce is often given to a homeless shelter, soup kitchen, or food bank. A CSA is a small-scale but effective way to confront some of the global challenges of pollution, land degradation and poor nutrition. CSAs are platforms for strengthening community and for volunteer leadership development.

How Does Community-Supported Agriculture Benefit: You and Your Family

- **Quality:** The produce you receive every week is always fresh. It is often picked the same morning as delivery – as opposed to conventional produce which is usually picked unripe and spends many days or weeks in transport before it is eaten. CSA Farmers grow many varieties of food that aren’t readily available, providing exciting new food experiences. Additionally, since CSA farmers usually work on a small scale, their attention to detail and commitment to produce quality is unparalleled. Hazon CSA member, Phyllis Bieri, commented that she felt like her vegetables were truly “packed with love.”

- **Cost:** Buying organic food, especially from specialty organic markets, can be expensive. The price of CSA membership is competitive with and often cheaper than organic food prices at local grocery stores and even farmer’s markets. In addition, CSAs can provide reduced-price shares for low-income people in their community.

- **Community:** Your CSA distribution site can become an important social gathering place. Week after week, members have exchanges that are far less likely to occur in conventional supermarkets. They get to know each other, share food ideas, and chat about their lives. The CSA also organizes field trips and activities that serve as further anchors for positive community building. Hazon CSA member Ellen Friedman said: “I have greatly enjoyed coming together on Thursday afternoons with members of the Hazon CSA group – all of us picking up goodies and schmoozing with each other has been great!”

- **Education:** Through active participation in a CSA, members are exposed to issues that affect agriculture in general and their produce in particular. In addition, CSAs often organize lectures, events, and cooking demonstrations to further educate their members on topics related to organic food, local agriculture, etc.
How Does Community-Supported Agriculture Benefit: Your Farmer

- **Finances:** The beginning of a season can get expensive as farmers need to buy seed, pay laborers, and fix equipment all before they have grown anything they can sell. By receiving member's payments for the entire season up front, farmers can avoid taking out huge loans, which can be financially risky and stressful.

- **Demand:** Consumer demand can be capricious and hard to estimate. But CSA members agree to take whatever the farmer has grown, which frees the farmer from that uncertainty. Should zucchini suddenly fall off the list of "in" vegetables for a season, their fields of squash won't go to waste.

- **Risk:** The same holds true for cases of bad weather or blight: members of the CSA agree to share the risk that certain crops may be damaged. Perhaps heavy rains will flood spinach crops, or hot weather will cause the broccoli to go to flower before it can be sold. These unforeseen events won't directly translate to loss of capital for the farmer, since members agree to take whatever the farm produces. In Hazon's experience, these situations are rare but can occur.

- **Community:** CSAs provide the opportunity for city consumers and rural food producers to get to know each other, and teach each other about their concerns. Just as farmers can respond to requests from their members in terms of crop preferences, CSA members can become important spokespeople on issues that are important to the farmers.

How Does Community-Supported Agriculture Benefit: Your Institutional Partner

Your Institutional Partner is the synagogue, JCC, day school or other Jewish institution that hosts the weekly Hazon CSA produce distribution. But your Institutional Partner is much more than a weekly unloading dock for vegetables! It provides structural and administrative support for your CSA and can also be an important partner in education. Likewise, just as your Hazon CSA benefits your partner farm, it also offers benefits to your Institutional Partner.

- **Innovation:** Hazon offers your synagogue or JCC the opportunity to be viewed in a whole new way – not only as a place of prayer or culture, but as a weekly home for the local, organic foods movement. It also offers new educational possibilities – a *beit midrash* around food-related texts, local-food *Shabbat* dinners, innovative holiday programming around *Tu b’Shvat*, *Shavuot* and *Sukkot*, Hebrew school and day school student trips to the farm, and more.

- **Recognition:** In 2007, all nine of Hazon’s Institutional Partners in the US received significant press in their local Jewish papers for their involvement with Hazon. In 2009 and 2010, new sites also received media coverage at the start or during the season. Additionally, the Briarcliff CSA was featured in the Jewish Week (“A Farm to Synagogue Shidduch,” Sept 7, 2010).

- **Catalyst for Change:** The weekly delivery of fresh produce sparks institutions to consider and adjust their own food purchases and practices. Additional shares can be purchased to provide
vegetables for nursery school snack, after-school children’s cooking classes, community Shabbat dinner, and more.

- **Members:** Hazon CSAs market themselves both within and outside of your institutional partner’s membership therefore drawing potential members who would not otherwise be drawn to a synagogue or JCC. It is a direct result of their involvement with a Hazon CSA program that several of our CSA sites have reported members joining the synagogue or JCC affiliated with the CSA.

- **Partnership with Hazon:** Through a Hazon CSA partnership, your synagogue or JCC has the opportunity to partner with Hazon in a variety of ways. Many synagogues and JCCs send representatives to Hazon’s Food Conference and bike rides (in Israel, in New York or California). In addition, Hazon can offer scholars-in-residence and other specially-designed educational programs for your synagogue or JCC. Contact Hazon for more information at 212-644-2332, or see Hazon’s website [www.hazon.org](http://www.hazon.org).

**How Does Community-Supported Agriculture Benefit: The Land**

Small farms and CSA programs have shown to be beneficial to the land in important ways through crop diversity, minimal use of chemicals, and a true labor of love. In contrast, most conventional, large-scale farms grow only one or two types of crops in a practice called “mono-cropping” in order to maximize their profit margin. Although there are short-term economic benefits to growing crops this way, in the long run mono-cropping can have a negative impact on the land.

- **Minimizing Pesticide Use:** Conventional mono-cropping often requires the use of pesticides and fungicides in order to lessen damage to crops by bugs and harmful bacteria. The agricultural chemicals used in conventional farming pollute groundwater, deplete the soil and can poison birds, animals (and farm workers). Even small, organic farms use a small amount of organic pesticides during their growing season. However, by growing many different crops close together, and rotating which crops are grown on the land, they are able to produce delicious produce while relying on far fewer chemicals, and ensuring the sustained health of the soil and wildlife.

- **Promoting Biodiversity:** By growing a large number of different crops, small family farms help promote biodiversity. Biodiversity preserves valuable genetic resources and is essential to the health of our ecosystem, including the very land we use to grow our crops. Mono-cropping farms do little in the way of promoting biological diversity for plant life. By growing only one or two types of plants, they also provide habitat for a very limited variety of animals and insects. Most small, organic farms plant a variety of crops that are appropriate to their particular climate and soil, respecting both the limitations of the location as well as the importance of biodiversity.
About Hazon CSA

Why Hazon CSA is Different than Other CSA Programs

Hazon started the first Jewish Community-Supported Agriculture (CSA) program in North America and includes the first CSA in Israel.

CSA is a cooperative agreement between a farmer and a city organization or group of people who agree to pre-purchase a share of the farmers produce for an entire season. The CSA guarantees the farmer a secure market and gives members access to fresh, local, organic produce at competitive prices, while helping to preserve farmland and build community.

In many respects, Hazon CSAs are like other CSA projects. Yet Hazon CSAs also provide a platform to engage Jewish community, and offer innovative educational and community-building programs around the double prism of food and Jewish tradition. Hazon CSAs provide a tangible encounter with organic and sustainable agriculture issues and serves as a catalyst for engaging and revitalizing the Jewish community.

Hazon CSA Goals

- Put Jewish purchasing power behind local family farms.
- Bring healthy, locally-grown food into Jewish homes.
- Create engaging, high-quality adult and family Jewish education around food and agriculture.
- Broaden the Jewish commitment of those who are already involved in a Jewish community.
- Create an accessible gateway to Jewish life for those who have less or no involvement in the organized Jewish community.
- Build a cadre of volunteer leaders in the Jewish community.
- Encourage Jewish participation in the sustainable agriculture movement.
- Spur Jewish people to re-examine what it means for food to be kosher – "fit" for us as well as for the community and the earth.
Hazon CSA Communities
Hazon founded our CSA movement in New York City in 2004 and expanded to 10 communities by 2007. In 2010, we expanded to 43 sites, representing over $1 million in Jewish purchasing power supporting local, sustainable farms. Active Hazon CSA sites are listed below:

- **Atlanta, GA** (Cong. Shearith Israel, TayOrganics Farm)
- **Briarcliff, NY** (Congregation Sons of Israel)
- **Brooklyn, NY** – (American Jewish World Service / Avodah Partnership)
- **Cherry Hill, NJ** – (Temple Beth Sholom, Honey Brook Organic Farm)
- **Cleveland, OH** – (Congregation Shaarey Tikvah, Geauga Family Farms)
- **Columbus, OH** – (Temple Israel)
- **Comack, NY** – (Temple Beth David)
- **Denver, CO** – (Robert E. Loup Jewish Community Center)
- **Denver, CO** – (Minyan Na'aleh)
- **Forest Hills, NY** – (Forest Hills Jewish Center, Golden Earthworm Farm)
- **Harrisburg, PA** – (Jewish Federation and JCC)
- **Houston, TX** – (JCC Houston, Home Sweet Farm)
- **Lancaster, PA** – (Temple Beth El, Lancaster Farm Fresh)
- **Long Island, NY** – (Reconstructionist Synagogue of the North Shore, Golden Earthworm)
- **Los Angeles, CA** – (Sinai Temple, McGrath Family Farms)
- **Los Angeles, CA** – (Temple Isaiah, McGrath Family Farms)
- **Merion Station, PA** – (Adath Israel, Lancaster Farm Fresh)
- **Marin, CA** – (Marin JCC)
- **Miami, FL** – (The Open Tent at Temple Beth Shalom)
- **Minnetonka, MN** – (Adath Jeshurun Cong., Easy Bean Farm)
- **Minneapolis-St. Paul** – (Sables JCC)
- **Moshav Aviezer, Israel** – (Sage Mountain Farm)
- **Mt. Kisco, NY** – (Bet Torah)
- **NYC Uptown 89th St** – (B’nai Jeshurun, Free Bird Farm)
- **NYC Uptown 100th St** – (Cong. Anshe Chesed, Garden of Eve Farm)
- **NYC Downtown** – (14th Street Y, Monkshood)
- **Philadelphia, PA** – (Cong. Kol Ami, Lancaster Farm Fresh)
- **Portland, OR** – (Mittleman Jewish Community Center, Neveh Shalom and Havurah Shalom, Sauvie Island Organic)
- **Pueblo, CO** – (B’nai Or)
- **Reisterstown, MD** – (Pearlstone Conference & Retreat Center, Kayam Farm)
- **Rockville, MD** – (Congregation Tikvat Israel, Calvert Farm)
- **San Fernando Valley West, CA** – (Shomrei Torah Synagogue, Brandeis-Bardin Campus, American Jewish Univ.)
- **San Francisco, CA** – (JCC SF, Farm Fresh to You in the Capay Valley)
- **Scottsdale, AZ** – (The King David School, Desert Roots Farm)
- **St. Louis, MN** – (JCC of St. Louis, “R” Farm)
- **St. Paul, MN** – (St. Paul JCC, Easy Bean Farm)
- **Tenafly, NJ** – (Kaplen JCC on the Palisades, Stevens Farm)
- **Toronto, CAN** – (First Narayever Congregation, Everdale Farm)
- **Washington, DC** – (Cong. Tifereth Israel, Good Fortune Farm)
- **West Orange** – (JCC MetroWest, Central Valley Farm)
- **White Plains, NY** – (Temple Israel Center, Cong. Kol Ami, Cong. Bet Am Shalom, Hebrew Institute of White Plains, Young Israel of White Plains, Chubby Bunny Farm)
Starting A Hazon CSA: An Overview

In order to start a Hazon CSA, your community needs:

- **A Farmer:** Ideally, your partner farmer will use organic methods, be located within 2 hours of the distribution site, and be familiar or experienced with Community-Supported Agriculture. The Site Coordinator, the farmer, and any key volunteers should meet before the season starts to figure out pricing, early bird rates, season dates, days, times, and the logistics of delivery.

- **A Committed Core Group of Volunteers:** The Hazon CSA Core Group is responsible for coordinating all the working parts of the project. These include: organizing volunteers, working with the institutional partner (synagogue or JCC) and farmer, creating the newsletter, donating surplus food, and creating programs and events. Ideally, all of these roles can be filled by volunteers, but some sites allocate a paid staff person (from the JCC or synagogue) to take charge of a Hazon CSA.

- **Members:** Your Core Group will need to recruit members to join the CSA. Your CSA farmer will usually require a minimum number of members to make the partnership feasible.

- **An Institutional Partner / Distribution Site** – The Institutional Partner provides structural and administrative support as well as a weekly distribution site for the farmer to drop off produce. The distribution site at a synagogue or JCC should be a room or lobby that meets the following requirements:
  - Accommodate 30-40 people comfortably.
  - Room to set up 3-4 long tables, ideally against a wall so that vegetables don’t fall off.
  - Floor surface that is easy to clean and can stand getting dirty, muddy, etc.
  - Access to cleaning supplies & sink.
  - Access to the street so the farmer’s truck is not very far from the distribution tables.
  - Access for strollers, carts.
  - Some storage space for crates and buckets from week to week.
  - Have a place for kids to play (not mandatory).

- **Support from Institutional Partner Leadership:** A strong partnership with the leadership at your Institutional Partner (synagogue, JCC, day school, etc.) is a crucial aspect to a successful Hazon CSA. The Site Coordinator should meet with the Rabbi, Executive Director, Board President, etc... long before the season starts to describe the Hazon CSA and seek their input in the project.

- **Means for distributing weekly surplus food:** Inevitably, there will be food left over every week as some people won’t come, the farmer brings extra, etc. Each Hazon CSA site needs to have a good system in place for distributing this food to an emergency food provider (EFP) such as a soup kitchen or homeless shelter.
**Hazon CSA Timeline**

This timeline is based on the Northeast planting calendar, which assumes a June-November growing season. You can adapt it to the growing season in your region by adjusting the growing months and working backwards to sketch out your pre-season timeline.

| November-January          | - Sign and return Commitment Letter and Program Fee to Hazon  
|                          | - Meet with Farmer - get history of farm, share the Hazon CSA concept, iron out season start and end dates, day and time of delivery.  
|                          | - Confirm details with farmer – share options, pricing details, early-bird deadline and registration deadline.  
|                          | - Sign Farmer Agreement – fax or email a copy of your agreement to Hazon.  
|                          | - Designate roles - decide who within core group is responsible for what.  
|                          | - Marketing timeline - create a general timeline to market inside and outside of the JCC or synagogue community.  
| February                  | - Tu B’Shvat press release - sent out in Jan/early Feb to local Jewish papers.  
|                          | - Create marketing materials – email blurbs, press releases, posters (see appendix) and begin marketing.  
|                          | - Set up marketing events – plan a Meet the Farmer event for March or April.  
|                          | - Membership Registration Form – create an agreement form for members.  
| March                     | - Continue marketing  
|                          | - Registration - set up payment systems to get money from host site to farmer.  
|                          | - Money - begin collecting money from members in order distribute to farmer at regular intervals.  
|                          | - Hold a “Meet the Farmer” night – for all prospective members.  
|                          | - Programming timeline – identify events of interest in your community and create a general timeline for planning. Set a date for a farm trip.  

**SPRING**

| April                      | - Continue marketing – do a marketing push throughout the month to appropriate email lists, local Jewish papers, canvassing in the JCC or synagogue.  
|                           | - Continue registration  
|                           | - Hold a “Mock Vegetable Pickup” – to recruit potential members.  
|                           | - Secure partnership with Emergency Food Provider – soup kitchen or shelter that will take leftover produce.  
| May                       | - Heavy marketing push – send reminders (people’s awareness of the
summer heats up about one month before the season begins).
- Registration – announce final deadline for registration.
- Distribution of logistics – finalize logistics for distribution with the farmer and institutional partner.

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| **Late May – June** | - Newsletter – send welcome letter to members including important information about location and time of pick up, season dates, reminders. Prepare for weekly newsletters for distribution.  
- Finalize details - hold Core Group Meeting two weeks prior to start date.  
- Close registration – only after all the shares are sold. Create a document with member contact information and share size purchases, and email registration to Hazon.  
- Communicate with Institutional Partner – identify a liaison and make sure the key people are informed about the set up needs for weekly produce distribution.  
- Programming event – kick off the season with a local wine and cheese evening, learn from Food for Thought, or hold another event to allow new members to schmooze.  
- DISTRIBUTION BEGINS! |
| **July-August** | - SEE “WEEKLY SCHEDULE” below  
- Programming event(s) |
| **September/October** | - Programming event(s)  
- Farm Trip – plan Sukkot on the Farm with sukkah building, an end of season gleaning trip, or just help with the harvest.  
- End of Season Survey – Hazon will provide a template survey that each site adapts and distributes via email to their members. Feedback from the surveys are used by the sites, farmers, and Hazon to strengthen the CSA program. |
| **November/December** | - Closing programming event – end the season with a celebration.  
- End of Season Core Group Meeting – ideally with farmer. Figure out volunteer roles for next year, begin planning next season’s marketing. |

**Weekly Schedule during the Season**

*The following list are things that need to happen every week during the season, and their approximate completion time, to ensure a successful pickup. These tasks should be split up amongst the core group and a staff coordinator.*

| **Newsletter** - Tuv Ha'Shavua needs to be created, copied, and put out at the distribution site (creation and editing - two hours, copying - 10 minutes/week). |
| **Contact Farmer and EFP** – get the week’s vegetable share list from the farmer one to two days before pick up. Call EFP contact to remind about picking up extra veggies (5-10 minute call/week). |
| **Email members** – members should get the share list and important announcements via email one day before pick up (20 minutes/week to create and send email). |
| **Volunteer Coordination** – set up and clean up volunteers should get a reminder email two days before their shift (five hours preseason coordination work, 10 minutes/week during season sending emails, three hours total over the course of the season for taking notes at Core Group Meetings). |
Your Farmer

Building a strong working partnership and friendship with your farm is critical for your CSA’s success. Hazon will not find a farmer for you. However, we do offer suggestions below for where to start your search, as well as questions you can use to determine if your potential farmer is a good fit. Additionally, we are happy to review your decisions with you.

Resources for finding a partner farm:

- **Local Harvest** – Website with a searchable database of farmers across the country [www.localharvest.org](http://www.localharvest.org)
- **Biodynamics Association** – Website with comprehensive list of farmers by state [www.biodynamics.com](http://www.biodynamics.com)
- **Farmers’ markets** – Ask farmers at your local market if they have an existing CSA they want to expand or can suggest farmers who do.
- **Google** – search for “CSA” and your city name to find out what farmers are already providing CSA shares, they may want to expand to a new site!

Initial Questions to Ask Every Potential Farmer

Set up an initial conversation with a couple potential farmers. *Tell the farmer the goals of The Hazon CSA and work to hear and understand the farmer’s needs as well. Whether your partner farmer is Jewish or not, you should come away from your first conversation with the sense that your farmer supports The Hazon CSA as a Jewishly-focused CSA with educational goals in addition to the goal of supporting local farming.*

Additionally, you should come away feeling like the logistical partnership between you and the farmer makes sense for both parties. When speaking with a potential farmer, ask the following questions:

- Have you grown for CSA before? (Ask for references from current customers and/or CSA organizers. If they haven’t grown for CSA before, ask them how they will learn about crop planning for CSA? Who are their mentors/advisers?)
- What are your growing methods and philosophies (certified Organic? Not-certified but use organic practices? Bio-dynamic? Low-spray?)?
- What vegetables do you grow during the season?
- What quantity can members expect from week to week?
- Do you offer additional shares (veggies, fruit, eggs…)?
- Do you offer half-shares?
- What are your suggested prices for shares?
- Will you deliver to the partner institution (a “yes” is critical here)?
- How many shares does the Hazon CSA need to sell to make the partnership viable?
- What is the maximum number of shares available to the Hazon CSA?
- Do you allow members to visit the farm?
- Would you be willing to change the day of weekly produce delivery whenever it coincides with a National or Jewish holiday?
Determining Share Options

Growing for CSA can be an opportunity for a farmer to grow a wide variety of vegetables, rather than specializing on a few crops for market. Growing as many varieties as possible acts as an insurance policy for the farmer as some crops will inevitably do better than others. For the customer, the sheer variety will mean that no matter the weather, the farm should have something ready for harvest every week of the growing season.

There are no rules about which or how many vegetables should make up a weekly share. But in all cases, the share size and content should be designed to meet the needs of the farmers and the members. If the members are happy, they’ll rejoin year after year. Equally, if the farmers feel satisfied with their workload and income, they are more likely to continue growing for the CSA.

(The information below is intended to give you some ideas for creating mutually beneficial shares.)

Share Size

- **Farmer’s Needs** – Farmers often like to offer one large share size, which is less labor-intensive to count out on the farm. Additionally, your farmer may already be an experienced CSA provider and have set share amounts that s/he likes to deliver.

- **Members’ Needs** – The needs of members vary greatly based on their household size. If your community has a lot of families, they may want larger shares. If you have a younger or older demographic who tend live alone or with roommates, they may want smaller shares, or the opportunity to ‘split’ a share.

- **Compromise** – There are a number of ways to meet everyone’s needs, including offering half shares (where the farmer brings a designated half share); a split share (where two or more members purchase a whole share and split it up on their own); or an alternate week share, where members purchase a full share but only pick it up on alternate weeks. Keep in mind that offering half shares usually means additional work recruiting more members to meet the farmers’ financial threshold.

If you choose to allow members to split shares, both share partners should fill out and return a Membership Registration Form with a check for half of the share price.

Share Content

From week to week, the content of the share will vary along with the growing season and weather conditions. Expect a range of comments from members, from “there is too much food” to “I thought there would be more food,” even in the same week. During the first season with a farmer, discretion should be used when passing along member feedback to the farmer. Remember, a lot of the decisions
about what to plant were made months ago; however, if the farmer also brings food to a farmers’ market, they might have more flexibility in terms of what goes in your share.

The end-of-season evaluation asks members to highlight their favorite and least favorite vegetables of the season. Of course answers will vary widely, but a trend or two usually emerge (e.g. everyone hates fennel, or desperately wants more winter squash). Share the survey responses with your farmer so s/he can have a better sense of your community’s preferences. Ask your farmer to plant for the following year with that in mind.

Sample share from the June 19th distribution at the San Francisco Jewish Community Center:

| Mixed Summer Squash (1 lb) | Fresh Lavender (1 bunch) |
| Carrots (1 bunch) | Nectarines (1 lb) |
| Collard Greens (1 bunch) | Green bell peppers (1 lb) |
| Red Norland Potatoes (1.5 lb) | Heirloom Tomatoes (1 lb) |
| Mixed Lettuce (2 heads) | Romaine Lettuce (1 head) |

Troubleshooting

What happens when you and your farmer don’t see eye-to-eye? Here are two potential challenges that might occur during your negotiations and suggestions for resolving them:

**Challenge 1:** The suggested share price is higher than you expected or you think it will be cost prohibitive to potential members.

**Resolution:** First find out why that is the share price quoted from your farmer. Is due to higher value crops? Share prices vary widely depending on the farmers’ costs, size of share, etc. To lower the cost, perhaps the farmer can lower the amount of produce in your share or change the mix of produce to meet your necessary price. Typically, however, the price range for a share of 7-10 vegetables/week comes out somewhere between $20-30/week. Speak to your farmer early on about prices. If you think the price your farmer suggests is too high, respectfully explain that your CSA wants to do everything it can to support the farm, and that a slightly lower price might actually aid in recruiting more total members.

For example: 30 members at $700/share = $21,000 income to the farmer. However $700 might be a high enough price to drive away potential members. A slightly lower cost of $600/share is likely attract more members and $600 x 35 members also = $21,000.

**Challenge 2:** Your farmer wants to use his/her own membership registration form.
Resolution: Hazon created a standard Hazon CSA membership registration form for all Hazon CSA sites. If your farmer is adamant about using a registration form that s/he developed, that’s fine. However, explain to your farmer that you would like to make a few additions to his/her version, such as a waiver for inclusion on the Hazon listserv and permission to use photography, Hazon and the partner institution’s logos, a check off box asking whether members would like to join the core group, etc.

Finalizing Your Farmer Partnership

A verbal agreement with a farm does not guarantee that the partnership will pan out. It is important to get the agreement and season logistics in writing (see template for Farmer Agreement). Create a file on your computer to keep all farm related documents and notes from your conversations.

Purpose of the Farmer Agreement

- Clarify and agree upon season logistics (price, pick up day, alternate days for Jewish holidays).
- Discuss and agree upon special points (e.g. early bird special, discounts for core group, farm trip dates, etc.).
- Identify any potential obstacles early on (e.g. scheduling conflicts with Jewish holidays, your farmer can only deliver on Saturday, etc.).
- Establishes verbal communication with farmer!

How to Finalize the Agreement

- Send a copy of the agreement to your farmer.
- Schedule a meeting to review it together on the phone (or in person).
- Discuss and agree upon the front page.
- Work together to fill out the worksheet on the second page.
- Sign the agreement (if in two places, the farmer should sign first and mail or fax it to the site coordinator).
- Send a copy to Hazon. As a service to sites, Hazon keeps a copy of the farmer agreement so we can help troubleshoot if anything comes up.
Making a Hazon CSA Affordable to All

Working to make CSA shares accessible to all people takes creativity and careful management. While paying the full-price of a share upfront is ideal, it is often difficult for some members to afford to make a full payment. Different CSA groups around the city use a variety of strategies for making it easier for members to pay, while keeping in mind the financial needs of the farms. Listed below are options for payment flexibility with your farmer. Your site may choose to use one of these options or use them in combination with each other. Make sure to talk to your farmer about these options.

1. **Sliding Scale** - Members pay different amounts based on their income. Two or three different prices are offered based on the share price given by the farmer. This strategy works well for groups that have middle and upper-income members. See page 85.

2. **“Share a Share” Fund** - Members are encouraged to make donations above their share cost in order to subsidize shares for their low-income neighbors.

3. **Food Stamp Payments** - CSAs can apply to accept food stamps as payment for their CSA shares. Members pay an initial deposit in cash then are able to pay the balance over the course of the season utilizing their food stamps. Contact Hazon if you’re interested.

4. **Payments Over Time** - Members are given the option of paying in installments either before the beginning of the season or possibly spread out during the season. See page 86.

5. **Half Shares** - members can purchase half rather than full CSA shares. Half shares can be organized by the farm, the CSA city group or members themselves. Half shares can be structured as half the amount of the full share received every week or the full amount of the share every other week.

6. **Revolving Loan Funds** - Many CSAs choose to use funds that they receive through “Share a Share” or fundraising to create a revolving loan. This enables the CSA to pay the farmer upfront for shares and then have members pay back their share price to the fund on a very flexible schedule.

7. **Seek Funding to Subsidize Shares** - CSA’s can fundraise to get money to provide lower cost shares to some community members, or to develop a revolving loan fund.

8. **Shortened Season and/or Smaller Shares** - These options must be discussed with the farmer.

9. **Sister CSA** - Seek out a sister CSA (from the same farm) to create a sliding scale or “share-a-share” program between two CSAs. Contact Hazon to help you connect with other CSA’s in your area.
**Sliding Scale**

Many CSA groups have chosen to create a sliding scale payment option for their members. Sliding scale structures can be as simple or as complex as your group feels is necessary to meet your communities needs. However, whatever payment structure is decided on, the farm needs to be assured that the total amount of money they receive is equal to the price they set for each share multiplied by the number of shares your CSA sells.

**Sliding Scales Work Best:**

1. In mixed income neighborhoods where there is both the need for lower cost shares and the ability of some members to pay a higher price.
2. When CSA has its own bank account and checks are written to the CSA rather than to the farm. It is easier to balance the amount of money coming in from each payment tier and the amount that is sent to the farm if the CSA can track this and send lump payments to the farm. Additionally, if more members join at the highest tier than at the lowest tier there may be extra money which can be saved for subsidies for the next season or to pay costs such as transportation for a farm trip. It is easier if the farm does not have to track this extra money.

**Options for Sliding Scale Structure:**

1. Three payment levels with an equal spread in the dollar amount between each payment level. Target numbers for each tier can be set (ie. 15 members at Tier 1 and 15 members at tier 3) or it can be flexible during recruitment with some limits to the number of tier 3 shares.

| Tier 1: Higher income level | $550 | There is an equal spread of $100 between each. Need equal numbers of members at high and low levels. |
| Tier 2: Farmer’s share price | $450 |
| Tier 3: Lower income level  | $350 |

2. Two or more payment levels with unequal spread between the payment levels. Target numbers for each tier should be set to insure full payment (i.e. 15 members at tier 2 and at least 30 members at tier 1)

| Tier 1: Higher income level | $500 | $50 over farmer price of $450 | Will need twice as many members at high level as members at lower level. |
| Tier 2: Lower income level  | $350 | $100 less than farmer price of $450 |

Deciding eligibility for payment levels:

- Income levels of eligibility vary per group and should reflect the overall income levels of the neighborhood in which your CSA is located.
- Most groups treat their income levels as guidelines and do not ask for proof of income. Some groups have offered their lowest payment tier only to members who are on government benefits and ask for proof of those benefits.

| Tier 1: Higher income level | $550 | Household income is $65,000 or above |
| Tier 2: Farmer’s share price | $450 | Household income is between $35,000 and $65,000 |
| Tier 3: Lower income level  | $350 | Household income is below $35,000 |
Payments Over Time

Paying the whole cost of a share upfront may be difficult for some community members who would like to join a CSA. Your group may be able to work together with your farmer to develop payment plans allowing members to pay in installments, in order to make payment feasible for as many people as possible. One of the advantages of CSAs for farmers is receiving income when they need it to prepare for the season. However, most farmers recognize that this is often hard for members to do and are willing to be flexible. Below are some options for how different payment options can be structured.

Payment Plan Options:

1. **Before the Beginning of the Season:** With this option members are asked to make an initial deposit to hold their share and then to make payments so that the total share cost has been paid by the first day of distribution.
   a. Payment due dates are recommended as this minimizes the time the core group has to spend collecting money from members.
      i. Core groups can ask members to choose days on which they will make their payments. This allows members to pay on dates which work with their budget.

2. **Into the Season:** This option allows members to spread their payments out over a portion of the season. The benefit to this structure is that each payment can be smaller to make it more affordable for members. Because the members will not have paid for the entire season before they begin receiving produce, some ground rules should be applied to ensure that the farmer receives his or her full payment and that the core group is not placed in an awkward position. It is helpful if these rules are written out in the membership agreement form.
   a. A non-refundable down payment, equivalent to at least the cost of one month of produce, made before the start of the season, ensures that the member takes the season-long commitment seriously.
   b. The down payment covers the last month of produce.
   c. If a member drops out of the CSA before the end of the season, they lose the down payment.
   d. The core group uses the down payment to pay for the share for up to a month while a new member is found. The farmer continues to deliver the share for that month.
   e. The member agrees to a “two-week policy”: that is, if they miss two weeks of payments in a row, their share can be sold.

With agreement from your farmer, your CSA can decide how much you will ask members to pay at each installment and on what time schedule. CSAs who offer payment with food stamps will collect payment every two weeks throughout the season. It is important to give receipts of payment for your and your member’s records.
Fundraising Drive

When conducting a fundraising drive, it is important to not only ask for money but also to clearly explain where that money is going! Designate 1-3 organizations that members can donate to and write short profiles about each organization to send to members with the request. You should also include some framing about why you’re holding a drive (see Introduction to Pe’ah for ideas). A few organizations you might consider focusing on in your drive:

- Mazon – A Jewish hunger-relief organization www.mazon.org
- Hazon Yeshaya – A humanitarian and anti-poverty organization in Israel www.hazon-yeshaya.com
- Your partner Emergency Food Provider (soup kitchen, shelter, or food bank)

Members can send checks directly to a designated core group member, or checks can be collected at weekly produce deliveries.

Member Donation Spreadsheet

<table>
<thead>
<tr>
<th>Last Name</th>
<th>First Name</th>
<th>Check Number</th>
<th>Amount</th>
<th>Made out to:</th>
<th>Mailed to Org?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rothschild</td>
<td>Frank and Alyssa</td>
<td>4566</td>
<td>$50</td>
<td>Mazon</td>
<td>Yes</td>
</tr>
<tr>
<td>Shapiro</td>
<td>Susie</td>
<td>340</td>
<td>$36</td>
<td>Hazon Yeshaya</td>
<td>Yes</td>
</tr>
<tr>
<td>Zimmerman</td>
<td>Jill</td>
<td>2111</td>
<td>$180</td>
<td>East Bay Food Bank</td>
<td>Yes</td>
</tr>
</tbody>
</table>

| Total Donated   | $266           |

Sharing the Information with Hazon and Your Members

Once your drive is complete and the final amount raised is tallied, you should share the information with your members! Your Newsletter Editor should include the total amount raised in Tuv HaShavua and the weekly email to members should include a thank you to all contributing members. This information should also be reported to Hazon so we can keep track of the social justice efforts at your Hazon CSA site.
Partnership Agreement
Farmer and Hazon CSA Core Group

This is a two-part agreement between the Hazon CSA core group and the farmer. The agreement is designed to clarify the resources and roles of each partner in forming and sustaining a Hazon Community-Supported Agriculture project.

Part 1: Core Group
As partners in establishing the Hazon CSA Site at _______________, the Hazon CSA core group represented by the undersigned, will:

• Explain the mission and goals for The Hazon CSA and work with the farmer to create a mission and vision for the Hazon CSA partnership.
• Work with the farmer to set an ideal membership target, and agree upon a minimum number of shares that will make CSA viable, and maximum number of shares available.
• Work with the farmer to agree upon share prices.
• Work with the farmer to agree upon a regular produce distribution day/time and review the calendar of American or Jewish holidays to schedule in changes in delivery days.
• Create a membership registration form, using the pricing information identified in this document.
• Market within and beyond the institutional partner community to reach the agreed upon membership target.
• Commit staff/core group who will spend on average 5-10 hours per week coordinating a Hazon CSA (time commitment is often more substantial in the first season with start up activities)
• Work with farmer to establish payment and record-keeping system, and ensure that the farmer receives all member payments by the beginning of the season.
• Communicate regularly with the farmer throughout the season.
• Facilitate relationship between farmer and members through forwarding farmer announcements, including farm information in weekly newsletter, planning trips to the farm, etc.
• Share end-of-season evaluation results with the farmer.

Part 2: Farmer
As partners in establishing a Hazon CSA Site at _______________, _______________ farm, represented by the undersigned, will:

• Share mission and goals for ___________ farm with the Hazon CSA core group, and work to create a mission and vision for the Hazon CSA partnership.
• Work with the core group to set an ideal membership target, agree upon a minimum number of shares that will make CSA viable, and maximum number of shares available.
• Develop a budget and share price (that covers the cost of production for the Hazon CSA) based on farm needs and resources, and agree on a share price with the Hazon CSA host group.
• Work with the core group to agree upon a produce distribution day/time.
• Work with core group to establish payment and record-keeping system.
• Attend at least one introductory “Meet the Farmer” or “Mock Pick Up” meeting for potential Hazon CSA members.
• Communicate regularly with the core group throughout the season.
• Meet with Hazon CSA core group as necessary to facilitate communication.
• Be present at distribution site at least once during season to answer members’ questions.
• Employ harvest, transportation, and distribution methods that will ensure maximum freshness and quality.
• Communicate early and often with core group if unable to meet produce distribution agreement due to weather, crop failure, etc.
• Work with core group to provide news from the farm each week for Tuv HaShavua newsletter.
• Commit to the increasing use of environmentally responsible growing practices.
• Use fair labor practices.
• Incorporate end-of-season evaluation results into planning for following season.

**Finalized Share Logistics**

**Membership Goals**
• Minimum number of shares ________ by ____________
• Maximum number of shares available ____________
• Final Registration Deadline ________________

**Pricing and Payment**
• Vegetable Full Share Price ________________
• Vegetable Half Share Price ________________
• (If applicable, include price lines for auxiliary shares, fruit share, egg share, flower share, etc.)
• Early Bird Discount _____% off if registered by _______ (date)
• Core Group Discount _____% in exchange for core group membership
• Farmer will receive member payments in regular installments, every ______ (weeks/month).

**Produce Distribution**
• Distribution Day/Week: ________________
• Distribution Time: ________________
• Season Length: Start date: ___________ End date: ___________
• Changes to regular produce distribution day (e.g. Jewish holidays, 4th of July, etc.).

Name: __________________________ Signature: __________________________ Date: __________________________

(Site Coordinator)

(Address) __________________________ (phone) ___________ (email) ___________

(Farmer)

(Address) __________________________ (phone) ___________ (email) ___________
Weathering the Weather

CSA members agree to “take the risk” of farming with their grower. They enjoy the bounties of the harvest and can also provide important support in case of poor weather, drought, disease, early frost, and crop failure. Members of Hazon CSA communities played a critical supporting role to help their farmers through difficult moments. Here are a few examples of problems farms faced and how the Hazon CSA members resolved them.

Medfly Outbreak – Berkeley
In the summer of 2007, farmer Nigel Walker of Eatwell Farms in California lost a significant portion of his tomato crop to an infestation of medflies. Because of government regulations, Walker was unable to ship his tomatoes – even the un-infested ones - because Medflies prefer to lay their eggs in these crops. He faced up to $10,000 in crop losses per week for the remaining weeks of his season.

Eatwell Farm invited all of their CSA members (Hazon CSA and others) to come out to the farm and help save the healthy tomatoes by canning them. The Hazon CSA members had just spent a Sukkot shabbaton on the farm, and pitched in with the canning on Sunday. The members learned about food preservation, while helping Eatwell Farm save some of their crop.

Drought – Atlanta
In the summer of 2007, drought and unusually high temperatures spread throughout the Southeastern United States. Farmer Neil Taylor of Taylorganics lost a significant portion of his crops during the drought. Because Hazon CSA members had pre-paid for their produce, however, he did not lose money on their shares. Farmer Neil was able to make up for the month of lost shares by extending the season.

Flood – Chicago
In the early summer, heavy rain stormed across the Midwest United States. Farmer Vicky of Genesis Growers lost half of her crop that was just beginning to sprout as her fields were flooded. In order to ensure a good season, she needed to replant. The site coordinator brought Hebrew School students out to the farm to help with replanting. The core group members also quickly responded by sending out updates to the members to prepare them for a smaller share during the upcoming weeks.

Tax Exemptions - Houston
Farmers Brad and Jenny Stufflebeam risked losing their farming tax exemption in 2007. The tax assessor was used to seeing cattle on large swaths of farm land. Since Brad and Jenny grow a smaller acreage of fruits and vegetables and do not have livestock, he made the assumption that nothing was happening on their land. Losing their tax exemption would have caused a significant financial strain for the Stufflebeams large enough that they likely would have had to shut down.

The Stufflebeams appealed the decision by compiling facts and figures about the farm’s profits, and collecting letters of support from Hazon CSA and other CSA members. In the end, the Stufflebeams got their tax exemption and had the opportunity to educate their county about small family farming.
Managing a rough season
Like many CSAs in the Northeast, and across North America, the Hazon CSA at The Kaplen JCC on the Palisades experienced some major challenges with the quality and quantity of their produce during the 2009 season.

This email can serve as an example of a great way to manage a difficult season. The author crafted it, in part, to respond to an unhappy shareholder, but so far the responses to the email have been incredibly supportive, understanding and playful (lots and lots of suggestions about what to do with summer squash...). As you can see from the below email, what Hazon CSAs do is partly about making sure people eat fresh, local produce, but it is also about supporting small family farms through some tough times! CSAs can really make a difference in a tough year.

Dear Shareholders:

As co-coordinators, we have received many responses from members – during pickup, on the phone, and via email– and we wanted to share with you an overview from our perspective.

One shareholder recently wrote to the Stephens family and succinctly expressed the core philosophy of our project: “I’ve been a member of CSA farms for over 7 years. Although I have always loved the produce, I never felt a connection to the people, the farm or the process. You have given me that bond. I feel I’m part of the very big picture. Thank you.”

Now, everyone’s expectations for this first year of our Hazon CSA – the shareholders, JCC staff, and the Stephens family – were justifiably high and the excitement palpable, as all new ventures must surely be. And while our CSA is not yet midway through its first year, we all certainly bemoan the fact that this year the land has only produced a limited variety and quantity so far. As one member put it: “Obviously we are all disappointed with our weekly share. We cannot ignore this fact. Everyone who signed up was looking forward to our bountiful bags of organic vegetables. We hoped to replace the run-of-the-mill offerings from the supermarket with outstanding produce straight from the farm. But if we are disappointed, one can only imagine the disappointment of the Stephens family. They have literally put their sweat and tears into the land, but the land has not delivered in kind.”

There is so much of the agricultural process that is not in our – or our farmer’s – hands. Despite our understanding the risks of committing to a share, we’ve all had to accept the fact that the weather this year has been extremely uncooperative due to the frosts, very cold weather, the torrential rain that continues to wreak havoc on the farm, and the limited amount of sunshine. So, our farm’s crops – like other neighboring farms – have grown poorly.

When Steve visited the farm (as you saw in last week’s newsletter), he saw first hand the inexplicable fact that the beets did not grow, despite being planted in the best soil of that particular field. Indeed, the other root crops – turnips, carrots and radishes – did not really produce. So too the arugula, as well as the broccoli – which looks like it had some leaf disease which limited its growth. Not to mention the horrible late blight that killed all of our tomatoes and those in neighboring Rockland County and throughout the Northeast. Crestfallen, Ted brought us the few cherry tomatoes which were not completely rotting in the field even though they too were infected (if you left it on your counter to ripen, as we did, the blight overtook the little fellow overnight). We all sympathize with the Stephens who will now have to pull up all the myriad tomato plants and burn them. What a great shame – so much painstaking care and tending going up in smoke. Thankfully, the squash did much better, although the green zucchini harvest was only a fraction of what we would have had if the season were ‘normal’. That goes for the first planting of cucumbers and string beans. All in all, the spring/summer harvest has been a devastating experience for the Stephens family.

Another shareholder wrote to us: “Ideologically, I joined the CSA because I wanted to help the small farmers succeed. I joined the CSA because I felt that Ted and Annemarie Stephens truly cared about the
quality of food that they brought to my table. Because of this, I was willing to take the risk upfront. Today, I have a greater appreciation of the immense and unpredictable challenges local growers like Stephens Farm face. Our experience this summer has only strengthened my resolve to support the local growers in our region. I wanted to let you know that I am proud to be a member of the Hazon CSA and I appreciate all your hard work. The enthusiasm, guidance and education you provided added to this overall inspirational effort. Thank you, too, to Shelley Levy, Director of Special Services, and her amazing group of young men and women who did a perfect job packing our bags every week. I look forward to our second half of the season."

Aside from what the Stephens eat in their kitchen, all produce harvested on the farm this year has gone to our CSA; dreams of selling the leftover bounty in this year’s farmers markets are mere fantasies. Perhaps other CSAs in NJ and NY are experiencing different weekly distributions; that might be due to a barter/purchase method. In fact, most of the farms that we interviewed for our CSA do not grow all of their own crops, but purchase and barter to offer up a wide variety to their shareholders. Likewise, the majority of those farms, like Joy’s Farm, are not certified organic like our farm which incurs higher costs in producing their yield. We urge you to visit our farm so you can get an idea of the difficulty that we’ve been facing this year.

For the JCC’s part, we invested a lot of money and time into this project, and the less than five percent that we added on to the full-share price as an administrative fee did not cover our expenses. Notwithstanding, our community feels strongly that a Hazon CSA is a crucial program to bring to Bergen County. We are extremely proud of the hard work and success that we’ve had in grouping together to support local, sustainable agriculture, and will continue to develop this initiative despite the challenges to the budget. For we feel the same about the CSA as do you and the other shareholders – the horrible weather and difficult travels that the land has experienced can’t take away from the fact that everyone who participates this year has made a huge contribution to sustainable agriculture.

Our Committee Chairperson commented that “she spoke to a fellow member last Friday who told me that when she picked up her weekly share last week she donated the entire bag to the Englewood CFA. She doesn’t like Zucchini. As she continued to speak I braced myself for both the criticism and sarcasm. I was the one who had convinced her to sign-up for a share in the first place. To my amazement, she told me she how glad she was to be supporting the Stephens Farm through these difficult times, and that she definitely intended to sign up for the 2010 season. Imagine there are many members of our CSA who feel the same way.”

In a normal year we may well have distributions that will provide more food than we can handle. And if the current blossoms on the second planting of cucumbers, on the melons and on the beans can experience the right kind of weather for the rest of the summer, we will likely have huge quantities of a variety of vegetables for the fall harvest. We are certain that you join us in praying for the success – in every way possible – of our farm.

With best wishes for a pleasant end-of-summer we remain

Sincerely,

Steve Golden and Shelley Levy,
Co-Coordinators of the Hazon CSA at the Kaplen JCC on the Palisades
Tenafly, NJ
Beyond the veggies: Adding “extra” shares

In addition to their vegetable shares, a number of CSAs offer shares from other farmers as well including fruit, eggs, coffee, cheese, meat, honey, preserves, beans and grains. Once you have people used to the idea of CSA, there is no end to the possibilities for making delicious, local foods available at a good price for consumers and in a convenient and supportive arrangement for farmers. We wholeheartedly support the addition of extra shares to your CSA; however, we don’t suggest you put too much effort into organizing additional shares in your first year, since you have enough details to sort out already! However, here are just a few things to think about if you do want to go this route:

- **Fruit shares**: Many vegetable growers will include melons or strawberries in their offerings, as these can be incorporated into a vegetable crop rotation. Some will offer raspberries or blueberries as a “U-Pick” for members who come out to the farm. Tree fruits (peaches, plums, apples, etc.) tend not to come from vegetable farmers. However, often a vegetable grower will be located near to an orchard, and can deliver a fruit share along with the vegetable share. Fruit shares can include 5-10lbs of fruit/week and sometimes cider or jams, depending on the farm.

- **Egg shares**: Some vegetable growers also keep hens for eggs and may be interested in offering an egg share. Or, as with tree fruit, there may be an egg producer near by who could send eggs to distribution with the vegetable farmer. Egg shares can be offered in whole or half dozen, every week or every other week.

- **Cheese/Dairy shares**: Some farms or producers may offer a bi-weekly or monthly dairy share (people don’t necessarily need cheese delivered every week). In the New York area, CSAs have offered dairy shares from 5 Spoke Creamery (organic, raw, aged cow’s milk cheeses – 5spokecreamery.com) and ADAMAH (goat dairy – adamah.org). Depending on your community, you’ll want to find out if dairy products need a hechsher to be distributed out of your CSA location.

- **Coffee and chocolate**: These items aren’t grown in North America, but various Fair Trade and ethical producers offer shares that can be distributed through your CSA. In particular, Equal Exchange (equalexchange.org) offers chocolate and coffee in partnership with American Jewish World Service; and Liga Masiva (ligamasiva.com) offers fairly traded coffee from Bolivia.

- **Meat**: A few companies are providing sustainably raised kosher meat, including KOL Foods (kolfoods.com), Grow and Behold (growandbehold.com), and Green Pastures Poultry (greenpasturespoultry.com). These companies may be interested in setting up a buying club/bulk delivery to your community; contact them directly for more information. KOL Foods and Grow and Behold are both based on the East Coast, Green Pastures Poultry is based in Ohio. If you’re interested in producing sustainable kosher meat locally in your area, we’ve included some suggestions on the next page.
Planning an Ethical Kosher Meat Share

Bringing your CSA community together to produce local, sustainable kosher meat is an intense educational experience. It is complicated, but doable, and members will learn firsthand about the many steps of raising and preparing meat that are normally hidden from consumers. You’ll need a farmer to partner with, a shochet (kosher slaughterer) and a butcher, a proper space to clean and store the meat, and a way to distribute it. It sounds complicated, but it has been done! Devora Kimelman-Block, the Hazon CSA site coordinator at Tifereth Israel in Washington DC partners with her Hazon CSA farm and a second farm as well as two shochets to offer beef and lamb to Hazon CSA members.

Here are a few beginning steps to consider (thanks to Devora for her input on this section). Reading through this section will likely provoke more questions than it will provide answers, but should point you in the right direction to get started.

- **Do members want a meat share?** - Before getting started on all the logistical details, you need to assess members’ interest and make sure it is high enough to make it worthwhile. Send out a short poll to your members and/or list of potential members asking them if they’d be interested in a meat share and, if so, which types of meat they’d prefer. Ask if anyone is willing to help with the many logistics.

- **Finding a supplier** – Ask your partner farmer if he/she would be interested and able to supply animals for a kosher and ethical meat share. If he/she cannot supply your needs, visit www.localharvest.org where you can search local, organic farms by zip code. Ethical meat is gaining popularity outside as well as inside the kosher world and as a result, more and more family farmers are beginning to raise organically fed, ethically treated animals.

- **Finding a shochet and butcher** – Finding a shochet and butcher to partner with is the greatest potential challenge for your kosher, ethical meat share. If your city or a nearby city has a kosher butcher, start by contacting them. They may be able to put you in touch with the shochet they work with.

- **Finding a mashgiach** – Whether your shochet works at a slaughterhouse or on the farm, you will have to find a mashgiach (someone who observes and certifies kosher food production) to oversee shechting. Some shochets can also act as mashgichs.

- **Members** – Before advertising the meat share to members, make sure you have a good idea of what your farmer can supply and how much meat your shochet and butcher can realistically slaughter and process. When advertising, make sure to include information about the farm as well as the shochet. Request that members order meat well in advance and send in payment by check.

- **Distribution** – Once the meat has been butchered, it should be stored in a refrigerated truck or large freezer until distribution. Your butcher might be used to working with an industrial scale model and might want to box the meat in very large quantities. Request that boxes weigh no more than 50 pounds. Each box should be sealed and stamped by the butcher. If boxes are opened and re-sorted for distribution, make sure there is proper mashgiach supervision of the process. Work with your synagogue or JCC to figure out if and where the meat can be stored before distribution. If it cannot be stored at the synagogue or JCC, it will have to stay in a refrigerated truck during distribution.
Eggs: Is that OK to eat / is that normal?

When purchasing an egg share some members have had concern over an increased prevalence of blood spots (a concern for kashrut, as well as perhaps just generally surprising). Here are two responses, one from a Rabbi and one from a farmer, to explain the different characteristics of an egg and to help you understand what is normal.

An answer from a Rabbi:

As a CSA member, you are not necessarily receiving eggs that are candled by the USDA; meaning, a procedure which uses a special light to check to see if the egg is fertile. In the case that it is fertile, the egg would not be kosher or sold. All USDA grade A and AA eggs are candled, but the eggs that your CSA gets might not be. Additionally, as a rule, commercially produced eggs - whether battery eggs, free-range eggs or organic eggs - are actually "battery eggs" in the sense that they are produced from hens raised in a controlled, rooster-free environment (the free range chickens don't scamper about in open fields, but rather are raised in "runs" that allow access to the outdoors rather than in cages).

There would seem to be a higher incidence of spotting in USDA free range eggs. This is not attributable to fertilization. I am not an egg expert, but I believe that since blood spots in eggs are caused by bleeding in the hen, the greater prevalence may be either due to the less protected lifestyle or the possibility that the hens are older. Reddish discoloration of yolks can also be the result of cottonseed meal in the feed. Rabbi Michael Broyde suggests in his article on eggs, USDA checked eggs needn't be checked for blood. It sounds from this to be true that the eggs wouldn't be a problem, since the reddish color is not coming from fertilization issues. However, make sure to ask your farmer because it is not guaranteed that your farm’s hens are rooster free. Chances are good that your eggs are not USDA candled, so if you feel strongly about it, you should check your own eggs. For more information, check out his article http://www.daat.ac.il/daat/english/Journal/broyde-1.htm

An answer from a farmer:

If the hens from your farm are not run with roosters, then the spots you see cannot be from fertilization. If you see discoloration on the outside of the egg, it is merely pigmentation. If you are getting brown eggs, the shell color will vary, just as a person with brown or hazel eyes. If you look at them, you will see different shades. Now, on the inside of the egg, you should have thick albumen (egg white). It should be firm and stand up, along with the egg yolk itself. Along with that, you might see a lumpy thick white spot. This is the chalaza, a ropey-type membrane that holds the yolk in the center of the albumen. This is part of the egg white and is not a fertilized germinal disc or blastoderm or beginning embryo. The chalaza is more notable in a fresh free range egg. You do not usually see this in store bought eggs for a variety of reasons – nutrition and age of egg being the biggest.
Marketing

Recruiting members is the most important aspect of the pre-season. Marketing is your primary opportunity to educate people about CSA, explain how a Hazon CSA is different from other CSAs, and register potential members.

Marketing Guidelines

Targeted
Identify your key target audiences and cut down on wasted time marketing to people who will definitely not join (e.g. because they live too far away from pick up). Spend time brainstorming your target audiences inside and outside of your immediate community - e.g. parents’ groups, a social action committee, pre-school parents, singles, Hadassah/sisterhood, health/wellness department, etc.

Catchy
How will you attract members? How can you best communicate the purpose of a Hazon CSA and convince members of your community that joining a Hazon CSA will be worthwhile to them?

Create beautiful materials and well-worded blurbs and distribute them widely
- Use catchy phrases that appeal to the community e.g. “Local organic produce in time for Shabbat”, or “Get fresh with Hazon CSA.”.
- Place an ad in your institutional partner(s) newsletters and on their website.
- Put up a bulletin board in your institutional partner(s) building.

Experiment with multiple marketing formats
- Rabbi talking to congregation from pulpit about program.
- Meet the farmer night or “mock” produce distribution day.
- Invite the farmers to speak at other events your institutional partner is hosting (movie nights, mitzvah days, Shabbat dinners, Shabbat lunches etc.).
- Put carrots (or other veggie) in Purim baskets with a note about the program.

Focus on word of mouth – get your core group talking to everyone they know!
- Make announcements at events, such as Tu B’Shvat seder or a synagogue Shabbat dinner.
- See talking points below.

Timely
In an ideal world, members would sign up 3-6 months before the season starts – and some will! But realistically, people do things at the last minute, While some farmers require registration many months before the season begins, others allow members to sign-up during the first week of distribution. Make sure the farmer and the liaison from the core group are clear on when registration must close. It is then up to you to create incentives for them to join early (e.g. early-bird pricing), and also market heavily when people are most likely to sign up (starting two months before the season). All marketing documents should include a registration deadline (set your deadline early, so you can “extend it.”) At the end of the season, open registration for the next year.

Persistence / Follow up
Too often, people hear about a great program or idea but are too busy or distracted to think about it realistically and then forget about it. Don’t get discouraged if you don’t sell out immediately, just send
out a reminder! Marketing multiple times to the same community is the best way to ensure potential members become actual members. Create a marketing timeline for yourself and use it throughout the pre-season to get your message out.

Talking Points: How to describe CSA while standing on one foot

- Get organic*, locally-grown vegetables, delivered in time for Shabbat – all summer long!
- Spend less (on average) for organic*, local produce than at a supermarket or health food store, while supporting a local farmer.
- Gain a closer relationship to where your food comes from.
- Develop a deeper sense of local community at weekly produce distributions.
- Attend Jewish food events (potluck dinners, food lectures, cooking demonstrations, farm trips, gleaning and sukkah building events, food movie nights).
- Receive a weekly newsletter with cooking tips and recipes, Jewish and agricultural articles, farmer info, etc.
- Link into a national network of Jewish people who care about food, Jewish life, and sustainability.
- Add Jewish tradition and flavor to your family’s dinner table!

* Only advertise your produce as organic if they truly are. If the farmer uses low-spray techniques, which is especially common for fruit in the northeast US and Canada, make sure to have a clear understanding of their usage to be able to answer potential members questions.
## Marketing Timeline - Template

The following marketing timeline template should be modified to reach your target audiences — creating and following the template will help you advertise your Hazon CSA effectively, efficiently, and consistently throughout the pre-season. If your months don’t match up with the ones below, that’s fine, you can adapt it to the anticipated season in your region. The idea list below is by no means exhaustive! Use it to help you brainstorm other potential marketing avenues.

<table>
<thead>
<tr>
<th>Date</th>
<th>Target Audience</th>
<th>Project</th>
<th>Who is in charge?</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>Brainstorm target audiences with core group</td>
<td>Develop marketing timeline for pre-season</td>
<td></td>
</tr>
<tr>
<td></td>
<td>General Outreach</td>
<td>Hazon CSA FAQs and info added to Institutional Partner’s website &amp; newsletter</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Institutional Partner</td>
<td>Contact marketing dept. at syn/JCC to discuss marketing options – ask for any deadlines theys might have</td>
<td></td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>Institutional Partner Members</td>
<td>Create flyer and blurb</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Institutional Partner Members</td>
<td>Tu B’shvat Seder – featuring Farmers</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Institutional Partner Members</td>
<td>Hang up flyer around Institutional partner; create a bulletin board display</td>
<td></td>
</tr>
<tr>
<td></td>
<td>General Outreach</td>
<td>Hang up flyer in neighboring synagogues, JCCs, Day Schools, etc.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Send emails to their members/get blurb in their newsletters</td>
<td></td>
</tr>
<tr>
<td></td>
<td>General Outreach</td>
<td>Send press release to local Jewish paper</td>
<td></td>
</tr>
<tr>
<td>MARCH</td>
<td>Institutional Partner Members</td>
<td>Email blurb to targeted listserves within Institutional Partner (Hebrew School, health and wellness dept., social action committee, etc.)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Institutional Partner</td>
<td>Have “mock” produce</td>
<td></td>
</tr>
</tbody>
</table>
distribution day at your synagogue or JCC during heavy traffic hours. Have registration forms available for people to fill out on the spot.

<table>
<thead>
<tr>
<th>Institutional Partner Members</th>
<th>Hazon CSA information on Institutional Partner website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Institutional Partner Members</td>
<td>Blurb in IP e-newsletter/newsletter/catalogue</td>
</tr>
<tr>
<td>Institutional Partner Members</td>
<td>Flyers sent home with Hebrew School/after-school kids</td>
</tr>
<tr>
<td>Institutional Partner Members</td>
<td>Make announcements during Purim – dressed as a vegetable! Put a carrot along with information in Purim baskets</td>
</tr>
</tbody>
</table>

**March 15**  
**On target to meet minimum number of shares?**

**SEND REMINDERS FOR ALL PREVIOUS EMAILS / BLURBS!**

<table>
<thead>
<tr>
<th>APRIL</th>
<th>General Outreach</th>
<th>Email Blurb to potentially interested listservs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Institutional Partner Members</td>
<td>Rabbi announcement at synagogue</td>
<td></td>
</tr>
<tr>
<td>General Outreach</td>
<td>Meet the Farmer Night/Mock CSA Pickup</td>
<td></td>
</tr>
</tbody>
</table>

| MAY / JUNE | Follow up (continue a similar schedule throughout May and June – make sure that all flyers have a registration deadline written on them. |
Marketing Blurbs - Template
Eye-catching, informative marketing materials are key to attracting potential members. The two sample blurbs below should be modified for your community and distributed via email or used as the text in a marketing poster.

Blurb: For Listserves

Let’s Get Fresh!
Hazon’s Community-Supported Agriculture (CSA) program brings the FRESHEST ORGANIC VEGETABLES right to our door!

As a Hazon CSA member at ______________, you’ll know where your food is coming from, and enjoy:
- a variety of fresh, organic vegetables at competitive prices from ______________ Farm.
- weekly produce delivery to ______________, in time for Shabbat!
- supporting local farms, a healthy environment, and strong community
- connecting in new ways to Jewish values and tradition
- a weekly newsletter, Tuv Ha’Shavua with recipes from the farm, divrei Torah and more!
- farm trips and inspiring education classes

*Early Birds! Register by ______________ to receive $___ off your share.
For more information to register for the summer season go to www.hazon.org/CSA, or contact __________ at (email/phone)

Blurb: For Individuals

Dear ______________

I thought you’d be interested in the following information about Hazon’s Community-Supported Agriculture Program. Let me know if you have any questions!

As a Hazon CSA member at ______________, you’ll know where your food is coming from, and enjoy:
- a variety of fresh, organic vegetables at competitive prices from ______________ Farm.
- weekly produce delivery to ______________, in time for Shabbat!
- supporting local farms and a healthy environment
- connecting in new ways to Jewish values and traditions
- a weekly newsletter, Tuv Ha’Shavua with recipes from the farm, divrei Torah and more!
- farm trips and inspiring education classes

*Early Birds! Register by ______________ to receive $___ off your share.
For more information to register for the summer season go to www.hazon.org/CSA, or contact __________ at (email/phone)
Best of the Land
Good for the Land

Hazon Community Supported Agriculture at the JCC - Tuv Ha'aretz

Buy a share in a local farm
and get your weekly
distribution of fresh
organic produce.

support local
organic agriculture
It’s fit for you
& fit for the Earth.

A full share will average 7 - 10 lbs of vegetables each week.
Healthy eating for about $28 a week. Pick-up at the JCC is on
Wednesdays, 4 to 8:30 pm, from mid June through October 27.

Full & half shares
still available
Call Steve at 201.408.1426
for information
and registration.

Be part of a
responsible
relationship
between people
and the food they
eat, the land on
which it is grown
and those who
grow it.
East Side Veggies
A Project of Congregation Shaarey Tikvah

fresh, local fruit & organic veggies in time for Shabbat

REGISTER NOW FOR THE 2010 GROWING SEASON

Name: ____________________________
Address: ____________________________
Phone: ____________________________
Email: ____________________________

STEP 1: CHOOSE YOUR SHARE TYPE. Please indicate number and type of shares:

Family ($100/block) ___ Single ($60/block)

STEP 2: CHOOSE YOUR DATES. Please select your blocks (4 shares each):

Block 1: June 3, 10, 17 and 24. (Payment due date: May 18th)
Block 2: July 1, 8, 15 and 22. (Payment due: June 17)
Block 3: July 29, August 5, 12 and 19. (Payment due: July 15)
Block 4: August 26, September 2, 9 and 16. (Payment due: August 12)
Block 5: September 21st and 28th, October 5 and 12. (Payment due: September 7th)

* These dates have been moved to the Tuesday prior, due to Jewish holidays.

STEP 3: HELP SUSTAIN OUR FRESH STOP AND SUBSIDIZE LOW INCOME SHARES
Help keep our Fresh Stop operating and allow us to offer subsidized shares to low-income members of our community. Donate the amount that feels right to you — we recommend the cost of one week’s worth of produce (either $15 or $25).

STEP 4: SEND IN OR DROP OFF YOUR PAYMENT.

- Drop off or mail this form, along with a check payable to “Congregation Shaarey Tikvah”, to: East Side Veggies, 26811 Fairmount Blvd, Beachwood, OH 44122.
- Or, stop by the Fresh Stop (with this form and cash or a check) on any payment drop-off day. See list of payment due dates above.

| cost per block ($100 or $60) | x | number of blocks ordered (1-3) | + | donation ($15, $25 or more) | = | total |

For More Information:
Email us at eastsideveggies@gmail.com or visit us online at www.eastsideveggies.com

About East Side Veggies
For the last 2 years, Congregation Shaarey Tikvah has partnered with CityFresh to provide fresh, locally grown food to our community, while supporting local agriculture. Together, we helped create a new just and sustainable food system in our region – all the while enjoying some of the area’s most delicious fruits and veggies!

This year we are working independently with Greater Family Farms, the same farm cooperative that previously supplied our produce. This new arrangement gives us more flexibility and buying power with our farmers. Oh, and a new name, too!

East Side Veggies has also partnered with Hazen, a non-profit which works to create a healthier and more sustainable Jewish community and a healthier and more sustainable world for all. Visit www.hazen.org to learn more.

As always, our CSA (Community Supported Agriculture) is entirely volunteer organized. You can learn more about us online at www.eastsideveggies.com.

How It Works
Once you sign up, just stop by Congregation Shaarey Tikvah, 26811 Fairmount Boulevard on Thursdays from 4:30-6:00pm and handpick your produce. We plan to start on June 3rd and continue for 20 weeks.

When you sign up, you will select family or single shares. Family shares feed 3-4 people and cost $22/week. Single shares feed 1-2 people and cost $11/week. Discounted shares are available for low or fixed income households. Please contact us if you have unique circumstances.

You will sign up in 4-week blocks. Buying a block entitles you to a share each week of that block. Each block will be filled on a first-come, first-served basis. (You can just give away or donate any week that you are not able to pick up.)

We must receive payment for an entire block at least two calendar weeks before the start of the block (see payment due dates on form, to the left). We recommend that you pay for all blocks at the beginning of the season. Make checks out to Congregation Shaarey Tikvah and note which blocks you are purchasing in the memo field.

Hazon CSA Site Coordinator Manual
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Info and FAQs for Your Institutional Partner’s Website

The following Hazon CSA information and Q&A should be modified for your community and put up on your institution’s website.

**Hazon’s Community-Supported Agriculture (CSA) program brings the FRESHEST organic vegetables right to our door!**

By joining the Hazon CSA at ___________, you’ll know where your food is coming from. You’ll enjoy:

- A variety of fresh, local vegetables at competitive prices from ___________ farm.
- Weekly produce delivery here at __________ in time for Shabbat!
- Supporting local farms, a healthy environment, and strong community.
- Connecting in new ways to Jewish values and tradition.
- A weekly newsletter called Tuv Ha’Shavua with recipes, news from the farm, divrei Torah and more!
- Farm trips and inspiring programs and community events.

**Click here to REGISTER TODAY!** Early bird registration ends ____________.

More info below in the FAQs and at [www.hazon.org/CSA](http://www.hazon.org/CSA)

**Hazon CSA Frequently Asked Questions’s**

**Q: What is a CSA?**

**A: As Barbara Kingsolver commented in her book Small Wonder, “Americans have [developed] a taste for food that’s been seeded, fertilized, harvested, processed, and packaged in grossly energy-expensive ways and then shipped, often refrigerated, for so many miles it might as well be green cheese from the moon.”**

A CSA offers the opportunity to challenge this - to buy and eat food that is minimally packaged and is grown by a local farmer in ways that support the health of the planet.

To join a CSA, individuals or families commit in advance to buy (mostly) organic produce from a local farm over a season, typically June to October. The members’ advance payment helps to support the farmer’s season start up costs, which are usually significant. In return, produce is delivered once a week to a central pick-up location, where members rotate as volunteers to set it out for pickup. Usually there are subsidies for people who are low-income and produce that is left-over is given to a homeless shelter or soup kitchen.

A CSA is a small-scale but effective way to confront some of the global challenges of pollution, land degradation and poor nutrition. CSAs are also platforms for strengthening community and for developing volunteer leadership.
Q: What is Jewish about a CSA?

A: What we choose to eat and feed our families are simultaneously Jewish questions, environmental questions and health questions. Jewish tradition has a long history of thinking about what is kosher (literally, “fit”) to eat. CSA helps to reframe the idea of what is “fit” to eat, including food that is kosher in the traditional sense, but also food that is ethical, healthy, and sustainable.

Q: What makes a Hazon CSA a Jewish CSA?

A: A Hazon CSA follows the traditional CSA structure with regards to weekly vegetable delivery and a strong commitment to supporting local agriculture. And like other CSAs, Hazon CSAs works to build community and educate its members about food, nourishment, and small-scale organic agriculture.

However, a Hazon CSA goes one step beyond a traditional CSA by giving Jewish individuals and families the opportunity to join a unique Jewish community and to further engage with the questions related to the intersection of food, sustainability and Jewish tradition. Hazon CSAs provide a platform for synagogues and Jewish Community Centers to offer outstanding programming and social events within and outside of the CSA community.

Hazon CSAs are also a Jewish CSA in that delivery dates are changed to avoid pick-up during Jewish or national holidays and produce arrives for members to be able to use it for Shabbat.

Q: If I'm not Jewish, can I participate in a Hazon CSA?

A: YES! Hazon CSAs warmly welcome both Jewish and non-Jewish members.

Q: How many Hazon CSA programs are there?

A: Hazon founded our Community Supported Agriculture Program with one congregation in New York in 2004, expanded to ten communities by 2007. In 2008, we expanded to nineteen sites and in 2009 had 32 member communities. For more information about Hazon CSA sites, and some of our impact across the world, please see www.hazon.org/food/CSA.

Q: How do the prices of CSA, supermarkets and health-food stores compare?

A: Two recent studies found that in a season-long comparison, CSA memberships are usually competitive with, or even less expensive than an equivalent quantity of either organic or conventional produce bought at a supermarket! This can be hard to detect early in the season when the shares are light, but by mid-summer, it should be clear that you’re getting a great deal.

Moreover, by joining a CSA you are not only purchasing fresh, organic vegetables, you are supporting a local farm. A portion of your purchase goes directly to purchasing the produce, but you might consider a smaller portion tzedakah because you are ensuring the farmer’s livelihood.
<table>
<thead>
<tr>
<th>Produce</th>
<th>Whole Foods Price</th>
<th>Chubby Bunny Full Share</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(organic, not local)</td>
<td>(local, sustainable)</td>
</tr>
<tr>
<td>Lettuce mix</td>
<td>$5.06 each per pound (plastic bags)</td>
<td>$580 for the whole season. Breaks down to $26 dollars a week for a full share for 22 weeks.</td>
</tr>
<tr>
<td>2 summer squash</td>
<td>$2.25 per pound</td>
<td></td>
</tr>
<tr>
<td>Radish bunch</td>
<td>$1.97 per bunch</td>
<td></td>
</tr>
<tr>
<td>Kale</td>
<td>$2.43 per bunch</td>
<td></td>
</tr>
<tr>
<td>Red potatoes</td>
<td>$1.24 per pound/ 3.72 for 3 lbs</td>
<td></td>
</tr>
<tr>
<td>1 eggplant</td>
<td>$2.04 per pound</td>
<td></td>
</tr>
<tr>
<td>3 peppers</td>
<td>$5.43 per pound</td>
<td></td>
</tr>
<tr>
<td>2 cucumbers</td>
<td>$2.25 per pound</td>
<td></td>
</tr>
<tr>
<td>basil</td>
<td>$2.53 per bunch</td>
<td></td>
</tr>
<tr>
<td>cherry tomatoes</td>
<td>$ 4.12 per pound</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>$29.32</td>
</tr>
</tbody>
</table>

As the chart above shows, buying into a CSA share from a local, organic farm is not only environmentally friendly, but can also be cost effective as well. The Hazon CSA in White Plains, NY share broke down to costing approximately $26 a week. Buying the same organic produce from Whole Foods turned out to be around $29. The $3 a week difference adds up over 22 weeks. You would be saving around $66 by joining a CSA in this example. Not only was the produce more expensive, but most of the produce from Whole Foods had some kind of packaging and traveled all the way from places like California and Mexico.

**Q: Is it better to buy local produce than organic produce?**

**A:** One of the primary rationales for organic agriculture has always been that it protects the environment. However, even though it may have been grown in ways that are the best for the earth, organic produce that has to be imported from far away still has negative impacts on the environment, especially in the form of pollution from fuel for transportation and the energy for refrigeration. The less distance your food has to travel, the better it is for the earth.

Local produce has other benefits as well. Supporting local farmers ensures a market that enables local farms to stay in business. This in turn helps to protect local farmland. Buying local produce not only feeds us and sustains the livelihoods of local farmers, but preserves the beauty of the countryside that we all romanticize, a beauty that is fast disappearing.

Therefore, the most ideal situation is to buy local and organic, and in most cases, with a Hazon CSA you’re buying food that is certified organic. However, it is important to be aware that many other local farmers are in the process of reducing pesticide use and learning the skills of organic growing; they especially need support as they make the not-so-easy transition to a form of farming that requires a high level of knowledge and constant learning.
Q: When is the CSA produce harvested?

A: Whenever possible, CSA farmers deliver produce the day, or day after, it’s harvested. Winter vegetables, such as carrots, potatoes, beets, rutabaga, turnips, parsnips, squash, cabbage and onions can survive quite well in long-term storage (such as a root cellar or walk-in cooler). Later in the fall or winter, your farmer may continue to deliver stored vegetables after fresh ones are no longer available.

Q: With a CSA share, I’m not getting enough green vegetables like broccoli and spinach, and I don’t get any tomatoes in the spring. What’s wrong with eating out of season?

A: A CSA share may supply all of your produce or it may turn out to be a piece of your produce diet that needs to be supplemented either in quantity or in variety. If you just can’t get enough, your farmer may offer the option of purchasing additional vegetables at a good price to supplement your CSA share. Or, you may choose to continue to visit your local farmer’s market to augment your share with favorite vegetables that aren’t provided in your share. As for eating out of season, all kinds of unseasonal produce is available year-round in the stores, and almost everyone craves something unseasonal sometimes. But realize that when you buy out of season, you support a system dependent on fossil fuels and refrigerants. CSA gives you an unusual chance to discover the rhythms and pleasures of eating in season, even in the city.

Some related websites to checkout:

Hazon’s Website – www.hazon.org
[Your farmer’s website] – www.farmer.com
Member Registration

Member Registration Form

The Hazon CSA Member Registration Form is the formal contract between members, the core group, and the farmer. Every member household (regardless of whether they are purchasing a full share or splitting a share with another member) should fill out, sign, and return their registration form with payment to the core group’s designated Registration Coordinator.

The template Member Registration Form in this manual should be modified for your community, using the season logistics (price, pick up day, share options, etc.) you agreed on with your farmer. You’ll need to give some thought to the following elements of your registration form:

Checks and Payment to Farmer
Will you be setting up a bank account as a CSA? Using your host institution to accept checks? Or sending checks right to the farmer? There are advantages to all of these methods – talk you’re your farmer and your host institution about which is right for you.

- **Payment to the Farmer.** You and your core group don’t have to handle the money, although you may still wish to have the checks go through you so you can record who has paid. However, if you’re charging an administrative fee, you’ll either need to ask your shareholders to write two separate checks (one to the farmer, one to the CSA) or ask your farmer to return the administrative fee. If the checks are coming first to the core group member, make sure to get them sent off to the farmer in a timely manner (the whole point of a CSA, for the farmer, is to receive funds when cash flow is low…failure to send checks when you receive them can be stressful for the farmer.)

- **Using your host institution to process checks.** If your synagogue or JCC is able to accept your members checks, they can then process them and write one (large!) check to your farmer, which some farmers may prefer. They will also manage your administrative fees for you.

- **Setting up your own CSA bank account.** This is ideal if your host institution isn’t able to process your funds for you. There are a few steps involved:
  - Your CSA needs to have an EIN number. You can get one on the IRS website [http://www.irs.gov/businesses/small/article/0, id=98350.00.html](http://www.irs.gov/businesses/small/article/0, id=98350.00.html). It is quick and easy.
  - Most banks ask for the group’s by-laws. See Additional Resources for a template.
  - Explain to the bank that your group as if it were a PTA, block association or tenants association.
  - The bank account will be in the sites name with a couple of key core members as signers.
  - Take the by-laws and copies of your marketing materials with you to the bank to help you explain to them what a CSA is.
  - Smaller neighborhood banks tend to be a little more flexible but groups have used larger banks as well.
**Administrative Fee**

Many sites decide to add an additional “administration fee” of $10-15 on the Membership Registration Form to offset the price of copying the newsletter, expenses for programs, etc. If you decide to do this (recommended), make sure to specify how and when your farmer will reimburse you for the admin fee. You can also ask members to write a separate check for the admin fee to your Institutional Partner.

**Tzedakah/Food and Economic Justice Donation**

Some sites include an option for making an additional donation. The CSA can decide that all the donated money will go to help support the local Emergency Food Provider or this money can be used to offset the price of a share for low-income members.

**Photo Release**

Taking photos of members picking up their shares of beautiful produce or during a trip out to the farm capture the pleasure and joy that results from working to set up a CSA. These photos are great to use in future years, it is important that members agree to their photos becoming part of your future marketing. Sites are asked to submit photos from distribution and programs to Hazon, Including a photo release on the member registration form guarantees that all members are aware that the photo taken might be used in CSA marketing.

**Creating a Membership Database**

Your Registration Coordinator should create a membership database that captures the important information on the registration form including:

- full contact info
- share choices (e.g. veggie and/or fruit and/or egg etc.)
- A week or B week (if applicable)
- payment info (e.g. payment received, outstanding payments, etc.)
- interest in joining core group
- name of share partner (if applicable)

Hazon provides a template Membership Database in Excel, but if your Registration Coordinator is familiar with a database software program, he/she should feel free to use that instead. At the beginning of the season please send your completed Membership Database (including contact information) to Hazon. If you are using Hazon’s online registration system through Google Forms then this process will be even easier for you!

**Membership Confirmation**

Your core group should set up a system of contacting members. Two suggestions for doing this are:

- The Registration Coordinator sends each new member a standard welcome email as soon as he/she receives a membership registration form and payment. (pro: members receive instant confirmation con: extra work for the Registration Coordinator, who is arguably the busiest core group member in the pre-season)
- Every two weeks during the pre-season, the Registration Coordinator sends the updated
member list to the Site Coordinator who sends out a batch of emails to all the new members. (pro: takes work off the Registration Coordinator, allows Site Coordinator to include other announcements and updates con: members wait two weeks to find out their registration is confirmed).

How to Use the Online CSA Registration Form

Step 1 - Log-in: Start by going to www.gmail.com Login: hazoncsa and Password: foodfood

Step 2 - Open Google Docs

Once you are in Gmail, open Google Docs, and on top of the page there is a blue tab that says “Documents”, click on that.

Once you have opened the Google Docs you should see a folder on the left side that says “registration”, click on that. You should see the folder with your CSA site name on it. Click on your local folder and then click on the icon that says “sample registration”. This will take you to an excel spreadsheet.

Step 3 - Open the form

On the top of the page, third row down (below the pretty Google Logo) you will see: “File, Edit, View, Insert, Format, Form (1)”. Click on the Form (1) and a dropdown menu should appear. Click “Edit Form” from the dropdown menu options. At this point you should see a very familiar looking Hazon CSA registration form, which you can tailor to your needs!

Step 4 - How to make the form your own

At the top of the form is a paragraph explaining what a CSA is, feel free to edit the language and/or fill in the blanks in the same way that you would on a word document. Once you are happy with the text in the first paragraph, hit SAVE on the top right of the page.

Then you will see fields for people to fill in their name, address, email and phone number. It is easy to add more names or any other fields into this or any section! For example if you would like to add First Name Member 1, First Name Member 2 etc. put your mouse over the field that says: “First Name.” The screen will turn yellow and on the right hand side you will see 3 little icons, a little pencil, a duplicate icon and a little trashcan. If you click on the duplicate icon First Name will appear again and you can add Member 1, etc. If you click on the pencil you can edit the text, and if you click on the trashcan you can delete this field all together.

So lets say your CSA will not be offering an egg share but will be offering a fruit share, just highlight the egg share column and edit “eggs” to “fruit.” If your CSA is not in a position to offer a sliding scale than you can “trash” that field all together etc. On the top left of the page you will see an icon that says “Add item”, you can use this is if you would like to create a new question that is not on the form at all. The form is very user friendly! Anyone can make edits to this spreadsheet with the initial permission of the person who created it.

Step 5 - Email the form

Once you have made all the changes that your core group requires hit “SAVE”. This will make sure that everything is there when your members open the form! When you are happy with the way it all looks you can go to the top of the page where it says: “Email this form”. When you click on this you will then be able to add the emails of your members and send it out.

Step 6 - Export member info

You can then monitor how many people are filling in the form by going to “See Responses”, right next to “Email this Form” tab. If you click on “See Responses” a drop down menu will appear, click on “Spreadsheet” if you would like to see it as an excel spreadsheet. Once you are in the google spreadsheet go to “File” and click on “Download as Excel”, this will allow you to have an excel sheet of all your CSA members.
2011 Hazon CSA Membership Registration Form

The Hazon Community-Supported Agriculture Project at __________________ with ______________ Farm

Community-Supported Agriculture (CSA) is a mutually beneficial partnership where urban consumers receive fresh, nutritious vegetables while helping to sustain the livelihoods and stewardship of regional farmers. In a CSA arrangement the farmer pre-sells “shares” of his or her farm’s upcoming harvest to individuals, families, and institutions. Hazon means vision – Hazon’s mission is to foster a healthier and more sustainable Jewish community and a healthier and more sustainable world for all. Hazon and ______________ are committed to recruiting a minimum of ___ shares/memberships to support the upcoming season. Hazon CSAs warmly welcomes Jewish and non-Jewish members.

Member Information:

Name ________________________________________________________________

Address __________________________________ City ______________ State ____ Zip ___________

Day Phone _______________ Evening Phone _______________ Cell Phone _______________________

Email (mandatory) _____________________________________________________________

Additional Person(s) ___________________________________________________________

Additional Person(s) email _________________________________________________________

How did you hear about this Hazon CSA? ________________________________

Member Commitment

I, ________________________, commit to membership in the Hazon CSA at ______________, with ______________ farm. As a member, I commit myself to supporting the farm with timely payments. In addition, I commit to pick up my weekly delivery at __________ between ___ and ___ pm on __________ night. I understand that if I do not pick up my share it will be donated to a low-income family or an emergency food provider. As part of my membership I also agree to volunteer a minimum of one shift (per household) during the Hazon CSA season.

My photo and photos of my family may be used in Hazon materials or materials used to support the Hazon CSA at ____________.

Members of the Hazon CSA at ________ will be added to Hazon’s listserv and can unsubscribe at any time.
The CSA Share
As a member of the CSA, I will receive a weekly share consisting of 7-10 vegetables. The shares will vary in size and weight depending on the time of the season. One aspect of CSA is that members support their farmer by sharing in the inherent risks of agriculture (poor weather, drought, disease, early frost, crop failure and so on) and rewards (the bounty from a good season) involved in farming. CSA farmers purposely plan for such contingencies and use growing techniques that protect the harvest, minimize risk to members, and optimize the rewards by growing a wide variety of crops that thrive in different types of conditions: cover cropping, crop rotation, and irrigation. Moreover, the CSA builds relationships of trust between the farmer and community group. Members will get a wide variety of vegetables in plentiful amounts. Therefore, I understand this principle and agree that there is no guarantee on the exact amount or type of produce I will receive in my share. By participating in the CSA, I am supporting the local farmer as well as more equitable food distribution, and I am helping to create a more environmentally just, economically fair and healthy society.

I understand that being a member of the CSA involves sharing the rewards and with our farmer. Our Farm will do their at most to provide a wide variety of fresh, chemical-free produce weekly. As in all farming, some crop failure can occur, and while this rarely affects the shares, there will always be a certain risk in farming. I understand that my share may vary from week to week and that there is no guarantee of the exact amount of contents of my share. The shares will vary in weight and size depending on the time of season.

I agree not to hold the Hazon CSA at _____, Farm, Institutional Partner, or anyone acting on their behalf, including any agents officers, volunteers, or employees, responsible for any damages resulting from injuries sustained as a result of any carelessness or negligence while engaged in any event or activity, including but not limited to the weekly distribution, farm visits, or any event or activity that is sponsored, held, or coordinated by the Hazon CSA at _____, including any injuries sustained from any of the food produced by Farm.

By participating in this CSA, I’m bringing healthy local food to my neighborhood, supporting local and sustainable agriculture, building community, and making our city a great place to live!

I have read this agreement and agree to its terms.

1st Shareholder ____________________________ Date______________

2nd Shareholder ____________________________ Date______________
Share Cost Options for the Season

_________________________ (Share Dates)

A “FULL SHARE” is full amount picked up once a week
A “HALF SHARE” is full amount picked up every other week on assigned “A” or “B” week.

**Vegetable Share:** Certified Organic (?), locally grown seasonal vegetables from _________ Farm

___ Full Share..........................$price
___ Half Share............................$price

**Fruit Share:** Includes fresh, low-spray seasonal fruit from _________ Farm and their neighbors’ farm: strawberries, raspberries, blueberries, blackberries, peaches, pears, apricots, apples, cherries, and melon

___ Full Share..........................$price
___ Half Share............................$price

**Egg Share:** 1 dozen per week. The eggs come from the chickens at _________ Farm. They are certified organic and free range.

___ Full Share..........................$price
___ Half Share............................$price

**Administrative Fee (mandatory):** Covers administrative costs for the season e.g. copying the newsletter, purchasing materials for educational events, core group meetings, etc.

___ Admin Fee..........................$price

**TOTAL..........................$price**

**Donation Towards Scholarship Shares (optional):** If you are able to contribute to our scholarship fund to enable people who might not be able to afford a share at full cost, please indicate the amount of your donation below.

___ Donation Towards Scholarship..................$

**TOTAL..........................$**

I would be interested in joining the CSA Core Group, which involves playing a role in organizing and running the Hazon CSA and planning various educational events over the CSA season. Potential events include: cooking demonstrations, text study, Shabbat dinners, trips to the farm, etc.

**Payment Options:** All checks should be made out to ___________ Farm. Payments can be made in one of two ways by _____________. You can pay the entire payment at once, or half an installment by _____________. and the second half installment by ____________. A small portion of your payment goes to cover our Hazon CSA’s administration and educational costs.

Please send completed and signed form with check made out to ___________ Farm to Registration Coordinator, _______________ at _______________.

☐ By checking this box, I agree that as a member of the CSA that the site and Hazon may use photos taken during distribution and all CSA-related events for CSA materials.

**Member Signature ______________________ Date __________**

*To adjust share costs see section on Flexible Payment Options*
# Membership Database – Template

Excel allows you to create one spreadsheet with two “Sheets.” Since there is a lot of information that needs to be captured from the Membership Registration form, your Registration Coordinator may choose to create two sheets to make viewing the information more manageable. See below for examples.

## Sheet 1: Contact Information

<table>
<thead>
<tr>
<th>Last Name</th>
<th>First Name</th>
<th>Address</th>
<th>City</th>
<th>State</th>
<th>Zip</th>
<th>Cell Phone</th>
<th>Email</th>
<th>Core Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rothschild</td>
<td>Frank and Alyssa</td>
<td>321 5th Street</td>
<td>Here</td>
<td>CA</td>
<td>01111</td>
<td>555-555-5678</td>
<td><a href="mailto:frank@hotmail.com">frank@hotmail.com</a> <a href="mailto:ARothschild@aol.com">ARothschild@aol.com</a></td>
<td>No</td>
</tr>
<tr>
<td>Shapiro</td>
<td>Susie</td>
<td>123 4th Street</td>
<td>Here</td>
<td>CA</td>
<td>01111</td>
<td>555-555-2121</td>
<td><a href="mailto:Susie@gmail.com">Susie@gmail.com</a></td>
<td>Yes</td>
</tr>
<tr>
<td>Zimmerman</td>
<td>Jill</td>
<td>456 7th St</td>
<td>There</td>
<td>CA</td>
<td>01112</td>
<td>555-555-2222</td>
<td><a href="mailto:Jzim@optonline.net">Jzim@optonline.net</a></td>
<td>Maybe (more info)</td>
</tr>
</tbody>
</table>

## Sheet 2: Share and Payment Information

This sheet allows you to keep track of which shares members choose. Follow along below:

Susie Shapiro has a half share of veggies (picking up on A week) and no fruit share
Frank and Alyssa Rothschild have a full share of veggies and fruit (picking up every week)
Jill Zimmerman has a half share of veggies (picking up on B week) and a full share of fruit (picking up on B week).

*Notice that the A/B week columns allow you to share with your farmer how many total shares of fruit and veggies they should bring each week (2 for A week and 2 for B week).

<table>
<thead>
<tr>
<th>Last Name</th>
<th>First Name</th>
<th>A veg</th>
<th>B veg</th>
<th>A fruit</th>
<th>B fruit</th>
<th>A</th>
<th>B</th>
<th>Total Owed</th>
<th>Check #</th>
<th>Paid in Full</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shapiro</td>
<td>Susie</td>
<td>A</td>
<td>-</td>
<td>0.5</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>$250</td>
<td>1102</td>
<td>Yes</td>
</tr>
<tr>
<td>Rothschild</td>
<td>Frank and Alyssa</td>
<td>Full</td>
<td>Full</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>$500</td>
<td>503</td>
<td>No (owes $180)</td>
</tr>
<tr>
<td>Zimmerman</td>
<td>Jill</td>
<td>B</td>
<td>full</td>
<td>0.5</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>$250</td>
<td>223</td>
<td>Yes</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>$1000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Hazon CSA Site Coordinator Manual
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Communicating with Members

Communicating effectively with Hazon CSA members can be tricky business. People are busy and if you send emails too frequently, they might just stop reading. Equally, if too much time passes without communication, your members might feel uninformed and anxious about season details.

Most Hazon CSA sites send out a weekly email to members during the season, which includes event reminders, community announcements, updates from the farm, a reminder of pick up times (you’d be surprised how often members forget). The volunteers for the week can be listed here, but they should also receive an individual email to remind them. Again, check out volunteerspot.com to see if their free, online volunteer management system is suited to your needs.

We strongly encourage you to USE YOUR NAME when communicating with members. An email signed by “your CSA Core Group” is much less friendly than one signed by “Molly and Daniel, CSA Core Group members”. Names are a key to build a community.

Sample Weekly Email

Dear Hazon CSA members,

Our Hazon CSA pick up is TOMORROW, from 5:30-7:00pm at the JCC (it’s ‘A’ week, for half share members).

Event Reminder!
On Sunday, Sept. 30th come out to the farm for a day of gleaning and sukkah building to celebrate Sukkot. The core group is arranging a carpool to this event. Please RSVP if you want to come and let us know if you can offer a seat or two in your car or if you need a ride. Thank you.

Bring your bags! Don’t forget to bring your own bags to pick up.

Volunteers Reminder
5:00 – 6:15 (Set Up): Susie Shapiro, Frank Freed, and Michael Pollan
6:15 – 7:30 (Clean up): Bonnie Zimmerman, Janet Goldstein, and Alice Waters

Keep reading! For all things food, sustainability, and Jewish life check out Hazon’s blog: The Jew and the Carrot www.jcarrot.org

Have a great week and enjoy the veggies!

All best,
Janet (CSA Core Group member)
Farmer Ted (Wildflower Farm)

It’s also a great idea to send out a Welcome Email a week before the season starts. As Site Coordinator you may remember that produce distribution starts next week, but if you’re a member who joined in March and haven’t received any communication since your initial confirmation email, you may need a reminder!
Welcome Email to Members: Template

Hazon CSA
Member Protocol

Welcome to your Hazon CSA! Our first produce pick up is __________. Please read the information below before the first pick up. Looking forward to a great season! - The Hazon CSA Core Group.

• Please Pick-Up Between ___ - ___ pm: We would appreciate members not coming early as set up might not be complete.

• Bring Bags! - Canvas, plastic, paper, nylon mesh, Tupperware containers for smaller items (cherry tomatoes, strawberries,) etc. There will be bags at the site for those of you who forget, but the supply tends to run out, so try to remember to bring your own.

• Splitting Shares – The majority of half share members are picking up every other week on an “A week/B week” schedule. If you have decided to split a full share with another member, both of your names will be on the sign-in sheet and both members will get all mailings. The entire weekly share must be picked up when signed for. Members can decide divide the share weekly or can alternate weeks. All scheduling is the responsibility of the splitting members. Please be in touch with your partner before the season to figure out any logistics.

• Volunteering - All members are asked to volunteer to help set up and staff or clean up TWICE throughout the ___ week season. Volunteers will either help set up (___ - ___ pm) or clean up (___ - ___ pm) on produce delivery day. A volunteer sign-up sheet will be available for you to pick your times at the first pick up. Please review the enclosed sign up sheet for the volunteer dates and come ready to sign up for your slots.

You will receive a reminder call a few days before your shift. If you cannot make your shift you MUST let our volunteer coordinator know ______ days before pickup.

A Set Up and Clean Up instructional binder will be available at the pick up site – please feel free to refer to the binder during your volunteer shift!

• Sign-In - This is very important. We need to know how many people have picked up so we can monitor the produce and make sure everyone gets their share. If you are picking up for someone else, or are having friends pick up for you, please be sure to sign-in. If you are splitting a share with someone and both members are picking up each week, please make sure that both members sign in at pick up.

• Be Extra Careful When Bagging – Our farm tries to give us a precise amount of food and it should work out evenly, but sometimes it doesn’t. This can be the result of a miscalculation at the farm or it can be a distribution problem at the site. So please don’t take more than the share amount, thanks!

• Swap Box – There will be a swap box available at all Hazon CSA pick ups. If you do not like one of the items in the share, you can exchange it for another item that has been left in the swap box. Please trade on a one for one system.

• Take the Whole Share! It is important that you take everything in the share. If there is something you don’t want or don’t know how to use, bring it home and give it away, or leave in the Swap box.

Important Numbers
_________ Hazon CSA Site Coordinator
_________ Volunteer Coordinator
_________ Synagogue/JCC Administrator
_________ Farmer

phone / email

phone / email

phone / email

phone / email

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Produce Distribution Site

On produce pick up day, at least one core group member should be present for the entire distribution period, as well as additional volunteers to help with set up, clean up, and staffing. In terms of core group staffing - either:

1. Core group members can share the task of being the “lead staff” at distribution on a rotational basis. (Recommended)

2. One core group member can take on the role of “lead staff” at distribution for the entire season. This model is good in terms of continuity. Many members appreciate being greeted by a familiar face, but it is a significant weekly time commitment for the person who takes on the role.

Produce Distribution Site Guidelines

- Enough room for 30-40 people at once
- Space to set up 3-4 long tables, ideally against a wall (vegetables won’t fall off!)
- A floor surface that is easy to clean and can stand getting dirty, muddy, etc.
- Access to cleaning supplies & sink
- Access to the street so you don’t have to carry the food very far from the truck to the distribution tables
- Access for strollers, carts
- Some storage space for crates, buckets from week to week

Maintenance Staff

The maintenance staff at the partner institution may be able to help with some of the set up and clean up tasks, such as setting out tables before the food is delivered, and providing cleaning supplies (e.g. broom, mop, garbage can). Work with your institutional partner to coordinate these details before the season starts. If not, volunteers need to complete these tasks (it’s important to leave the site clean) and have the necessary supplies to do so.

Setting Up Produce Distribution

“Lead staff” and volunteers (1-2) should meet the farmer about 30 minutes before distribution begins. Together they will:

- Set up tables
- Set up plastic table cloths/tarps if applicable
- Unload vegetables from crates onto the tables
- Set up scale or measuring cups, if necessary
- Make signs with share amounts and post them
- Set up the sign in table with newsletter and volunteer sign up sheet
- Set up the swap box

- Setting up vegetables: vegetables should be set out on tables whenever possible (small or round vegetables such as tomatoes or green beans are better left in crates). If there is a choice of vegetables (i.e., one head of kale OR one bunch of mustard greens), make sure these vegetables are next to each other to avoid confusion.
• **Swap box:** Set up a swap box at one end of the table. Place 3 or 4 different vegetables in the box at the beginning. If people don’t want something, they can leave it in the box and take something else.

• **Signs:** Signs can be made for individual vegetables and/or written on a large white board at one end of the table.

• **Sign-in table:** Designate a place at the distribution site where administration takes place. This is usually where the “lead staffer” will sit, as well as where people will sign in, sign up for a volunteer slot, pay money, pick up a newsletter, etc.

• **CSA Materials Box:** Many CSAs keep a special crate of materials that are used for the CSA, which they store with their partner institution. Speak you’re your partner institution before the season about an appropriate and easily-accessible location for the box – and make sure it is well labeled!

• **Set up/Clean up Binder:** When volunteers come to set up, staff, or cleanup produce distribution, they need to know what to do! Creating a Set up/Clean up Binder with detailed information about what they should do and when will help ease any nervousness they may have around volunteering, and will help them run the produce distribution smoothly and effectively (see template).

**Materials Box Checklist**

- Set up/Clean up Binder (see template)
- Scale 5-10lbs is plenty – large, readable numbers are helpful
- 1 quart measuring cups (for beans, tomatoes, items measured by quart
- Marker for signs/dry erase marker
- Extra paper or postcard-sized post its/dry erase board
- Tape or clips to put up signs
- Broom, mop and garbage can
- Pens/markers
- Extra plastic bags
- Sign-in form
- Volunteer sign-up sheet
- Nametags for volunteers

**Staffing Produce Distribution**

“Lead staff” and volunteers should split up the duties of signing members in and replenishing or straightening produce on tables.
• **Procedure:** Members sign in, take a newsletter, and proceed along the tables to take their share. If you have auxiliary shares (e.g. fruit, eggs, flowers, etc.), make sure that members understand that they are **NOT FOR ALL MEMBERS.** One volunteer can sit by the auxiliary share and make sure that people taking that share have signed up for it.

• **Bags:** Members should bring their own bags, but keep extras in your “CSA Materials Box.” Many times, members will donate their extra bags – encourage them to do so.

• **Friends:** Sometimes members ask someone else to pick up their share. This is fine! They should still sign in under the member’s name. They may need a little coaching on how to proceed—tell them to follow the signs and point out places that might be confusing.

• **Tables:** Try to keep things neat—if you get a slow moment, pick up vegetables that have fallen on the ground, sweep, etc.

### Cleaning up Produce distribution

“Lead staff”, volunteers (1-2), and the custodial staff from the partner institution (if possible) will:

- Bag or box up extra food
- Make sure the food is passed off to an emergency food provider. The EFP should send a representative to pick up extra food, but your set up/clean up binder should include the EFP’s contact number in case they don’t show up on time.
- Collapse and store tables, chairs, and crates/boxes
- Store materials (pens, sign-in sheet, produce signs) in the “CSA Materials Box”
- Sweep and clean-up space

### Leftover Produce/Emergency Food Provider

Every week, it is inevitable that there will be food leftover (people go on vacation, forget to pick up their share, etc.). **It is crucial to have a working relationship with an Emergency Food Provider (EFP), such as a soup kitchen or shelter that can pick up the surplus every week.**

Your EFP must:

- Be able to transport heavy vegetables
- Have 1-3 reliable people who can come every week to pick up the produce
- Bring bags or boxes
- Have a car or other method of transporting the vegetables

In searching for an EFP, you can first look internally to your institutional partner – e.g. can the extra produce be used at a synagogue’s weekly shelter, or given to the JCC’s Meals on Wheels program?
You can also look within your neighborhood for a soup kitchen, elderly care facilities, or food distribution service to partner with.

*Your relationship with your EFP has the potential to be an integral part of your Hazon CSA.* Members should be told where the food is being donated and what the organization does. If it is appropriate, you may want to schedule a volunteer day for members to go to the EFP and cook, socialize, etc.

It’s a good idea to have a couple of back up options in case your EFP can’t come one week. This could include another group, or a place at the synagogue or a house nearby where you can leave the food for them to pick up the following day.

**Hazon CSA Customer Service Tips**

Customer service is a critical element of a smooth distribution. Here are some suggestions for a positive pick up experience and managing times when members come to pick up with complaints.

**Top 10 Most Important Customer Service Tips:**

1. Greet your shareholders promptly
2. Smile
3. Break the ice
4. Say “please” and “thank you”
5. Call people by name/encourage them to call you by name
6. Anticipate shareholder needs
7. Remember that a complaint is a gift
8. Explain how things work
9. Under-promise and over-deliver
10. Nurture a culture of caring

**How to Handle Difficult Shareholders**

- Shareholders want to be listened to and taken seriously. If someone has a complaint, create the time and space to hear them out. If you don’t have the time at that moment, make a commitment to check in with the member at a more convenient time.
- Shareholders want you to understand the problem and the reason they are upset. Try repeating the problem back to them to demonstrate you hear them. For example, a shareholder may be unhappy with the quantity of tomatoes they received. The member will most likely express this to you. In return, listen to their concerns, double check to make sure you understand what they are concerned about, and repeat this back to them, and try to offer context for the smaller than expected tomato delivery. For example, the weather, the season, etc. *A complaint is a gift.*
- Members want to be treated with respect. Make the extra effort to treat your members nicely, even when they are not behaving as well as they could be. **Don’t take it personally.**
- Shareholders want the problem handled quickly, but remember that “quick” is relative to the situation. As long as you reassure your shareholder and get back to them in a timely manner, you’re doing the right thing. You don’t have to drop everything, but you should be approachable and responsive.
- Don’t rehash the experience with others. Tempting though it may be, your volunteers and shareholders are also community members. *Don’t gossip.* If you need to vent, the Hazon staff is here to help you strategize over the phone.
- Disarm the chronic complainer: Listen actively to identify the legitimate grievance; force the complainer to pose solutions. Try as hard as you can to deal with their issue, but there is no reason for a shareholder’s bad attitude to ruin the rest of your day
Rescue your volunteers from unreasonable members. Take responsibility as a leader by taking difficult shareholders away from new or shy volunteers. Remember that volunteers at distribution are key stakeholders too – and their feelings are as important as the upset Shareholders’ feelings.
Set up/Clean up Binder: Template

The Set up/Clean up sheet should be updated for your site, printed out and put in a binder. It should hang out from week-to-week in your Hazon CSA Materials box, and be available to volunteers to refer to during produce distribution.

HAZON CSA: SET UP AND CLEAN UP PROCEDURE

The number ONE thing to remember is to relax and have fun! Your volunteer shift is a great way to meet other members and to be an active part of a Hazon CSA’s success. CSAs are not an exact science so don’t worry if you have to improvise a little. And if you ever have questions while you’re setting or cleaning up, feel free to call __________ at __________.

Part 1: SET UP

SET UP CHECK LIST

VEGgie SET UP

- Meet at __________ at ___ pm. Get the Hazon CSA Materials Box from its designated location. Make sure tables are set up. Ask the maintenance crew for help if they’re not.
- The farmer will leave a complete share list with his delivery. Make individual signs for each vegetable and fruit that say:
  - Name of fruit or vegetable
  - Amount in share
- Not all members signed up for fruit, flower and egg shares. These items should be stacked SEPARATELY from the vegetable share. The sign-in sheet will reflect which share each member has.

SWAP BOX

☐ Place a cardboard box at the far end of the vegetable table. Place three or four different vegetables in the box at the beginning of pick up to get things started.

SIGN IN TABLE

☐ Set up Table: Set up a small table at one end of the food table for the sign in sheet, the volunteer sign up sheet, newsletters, and any other announcements.

☐ Sign-In Sheet: Put sign-in sheet on table. The sign-in sheet will be stored in the Materials Box. If people arrive remind them to check off their name (or the name of their friend if they are picking up someone else’s share).

☐ Volunteer Sign-Up Sheet. Also stored in the Materials Box. Everyone must volunteer to set up or clean up over the course of the season. Encourage people to sign up if they haven’t already done so.
Tuv Ha’Shavua Newsletters: The newsletters should be copied by ____pm. A volunteer should go pick them up from the front desk. During pick up, remind people to take one.

Name Tag – If you’re volunteering, make yourself a nametag so people picking up can know who you are. 😊

Once you have finished setting up, please sit at the sign-in table to greet members, remind them to sign in and take a newsletter, and answer any questions. When the next volunteer arrives at ____pm, you are free to go! THANKYOU!

Notes for Sign-in and Greeting Members

Procedure: people sign in, take a copy of the newsletter, and proceed along the tables to take their share. Make sure that people understand that fruit, flower, and egg shares are NOT FOR ALL MEMBERS. Encourage people to sign up for volunteer slots if they haven’t already.

Bags: Members are supposed to bring their own bags. There will be a stack of extras if they forget stored in the cubby hole. If they go, ask them to bring back a bunch. You can keep these on the sign-in table.

Friends: Sometimes members ask someone else to pick up their share. This is totally fine. They should still sign in under the member’s name. They may need a little coaching on how to proceed—tell them to follow the signs and point out places that might be confusing.

Tables: Try to keep things neat. If you get a slow moment, pick up the scraps of leaves, etc. and make a pile somewhere.

Part II: CLEAN UP

____-____pm

When you arrive, please check in with the set up volunteer to see if they need anything. Then, please sit at the sign-in table to greet members, remind them to sign in and take a newsletter, and answer any of their questions.

CLEAN UP CHECK LIST
At _____ pm (not before please!):

VEGGIES

☐ Consolidate extra vegetables into as few brown bags or boxes as possible

☐ Ask the maintenance crew if they would like to take any of the extras 😊

CLEAN UP

☐ Sweep up fallen debris. You don’t generally need to mop but ask custodial to help if you do.

☐ Help the maintenance staff collapse plastic tables.

☐ Bring any leftover crates/boxes/flower buckets to the ____________________ (designated storage area) – core group staff member should know where this is.
☐ Place the swap box, scale, sticky note cards, pens, tape, and any leftover bags are stored neatly in the Materials Box for next week.

☐ Put the sign in sheet and volunteer sign up sheet back in Materials Box, and place in the designated location.

☐ Recycle any leftover newsletters or announcement sheets.

**FOOD DONATION**

☐ Our extra food gets donated to __________: A representative named __________ will come every week, so please bag the extra fruit and vegetables in the smaller crates. The number at __________ is __________ – please call if there is a problem with pick up.

**PRE-BAGGED SHARES**

☐ Please bag two shares for people who show up after you have cleaned up. If they arrive, please give them the pre-bagged share. If __________ representative shows up and the bags are still there, you can contribute the bags to their food.

**Other Helpful Phone Numbers**

If you have any other questions during distribution, please call one of the core group members for assistance:

Name – phone
Name – phone
Name – phone
Name – phone
Name – phone
Name – phone
Name – phone
Being a Good Partner

A Hazon CSA, like all CSAs, is primarily a partnership between a farmer and their members. However, the institutional partner (e.g. synagogue, JCC) that hosts your Hazon CSA plays a crucial part in the success of the Hazon CSA. By signing the Letter of Commitment, your Institutional Partner agreed to support the Hazon CSA by providing a variety of resources including a weekly space for produce distribution, weekly assistance from the maintenance staff, meeting space, weekly newsletter copying privileges, etc.

Whether your core group is made up of all volunteers or a mixture of staff and volunteers, all members of the CSA are responsible for being respectful guests in the host community’s home.

Maintaining a strong partnership with your Institutional Partner

- **Clean up!** – Every week, your farmer brings a truckload of vegetables into your Institutional Partner’s lobby, hallway, kitchen, program space etc. At the end of every produce distribution, the volunteers work with the maintenance crew to break down tables, sweep, mop, and generally leave the space looking better than they found it.

- **Reach out** – Focus a significant portion of your marketing efforts on your institutional partner’s membership. The more the Hazon CSA benefits members of your institutional partner, the more invested your institutional partner will be in the Hazon CSA.

- **Cross Market** – Your institutional partner can help market the Hazon CSA by putting blurbs in their newsletter, allowing the core group to hang up posters, speaking from the pulpit about the CSA program, etc. Equally, once your season starts, be in touch with your institutional partner about ways the Hazon CSA can market synagogue and JCC events via the Tuv Ha’Shavua newsletter, the weekly email sent to members, flyers at weekly produce distribution, etc.

- **Work Together** – Work with the Rabbi, Educational Director, or Program Coordinator to plan programs that benefit and can be marketed both to Hazon CSA members and members of the institutional partner. Invite institutional partner members to all Hazon CSA events (this is also a great marketing trick)!

- **Communicate** – The majority of issues that arise between a Hazon CSA group and an institutional partner are a result of insufficient communication. Speak with your institutional partner before the season starts to designate “house rules” and figure out logistics, e.g. where the weekly CSA materials box will be stored from week to week. Designate a core group member to communicate frequently with your institutional partner and invite a representative to come to your core group meetings.
• **Inform your farmer** – Make sure to pass along any applicable “house rules” to your farmer, e.g. if your farmer needs to store crates from week-to-week at the institutional partner, make sure he/she knows exactly where to leave them. If your institutional partner has a special program occurring one week when your farmer delivers vegetables, make sure to give your farmer a heads up and any special instructions.

**Tips for Working with Two or More Institutional Partners**

Hazon CSAs are a great way to allow Jewish institutions in close proximity to each other to partner on a program. Here are a few tips to ensure a strong relationship between institutions.

• Create clear expectations about how each institution is involved. Though the institution where distribution is held tends to become the lead site, this doesn’t have to be the case. For example, the other institution(s) can hold Hazon CSA programs in their space. Distribution can also rotate between institutions during the season or from season-to-season.

• Plan at least one meeting at the start & end of the season with all the institutions present. This is the time to review the partnership roles among the institutions and to make sure everyone is on the same page.

• Recruit core group members from all the institutions. Having representatives from each partner will help to ensure that the institutions are represented and that marketing can reach all the different locations.

• Partnership isn’t always 50-50. The partnership can still work, even if one institution takes on a greater lead, because they have more members, more resource, or more interest.

• Consider including all partner institutions in conversations between the coordinator and any one of the institutions. It is often difficult for an institution that is not the pick-up site to understand what is involved on the institutional level. They don’t make newsletter copies, provide storage space, or change maintenance schedules. Including all institutions in conversations about distribution or other institutional matters will help the non-distribution site to consider the resources they too can provide to the site.

• Acknowledge that different types of institutions tend to work differently. A member creating a marketing flyer with the institutions logos without approval from a staff person at the institution might be okay at a synagogue but not at a JCC. Respect the different working environments.

• Accept that everything might not be perfectly equal and that is okay! Challenges may arise, but remember that you are building a unique community and sometimes there are bumps along the way.
Media Plan/Press and PR

Representing Hazon CSAs in the Media

A reporter or publication reaching out to you about your Hazon CSA is great! You have the opportunity to spread the word about Hazon CSAs and bring kavod (honor) to your community, your farmer, and your synagogue or JCC for their participation in Community-Supported Agriculture. Your interview should be in your own words but please read through the talking points below, which help clarify the “Hazon CSA story.”

If you feel unable to answer a specific question or questions, please refer the reporter to your synagogue or JCC’s Rabbi or Executive Director, to another Hazon CSA member, and also to Hazon’s staff for follow-up interviews.

Hazon CSA and Hazon Talking Points

- Hazon CSAs are a Community-Supported Agriculture project founded by Hazon.
- Hazon works to build a healthier and more sustainable Jewish community and a healthier and more sustainable world for all.
- Hazon founded the first Hazon CSA in 2004 in New York City and expanded to 30 communities in 2009. We currently have 40 sites across Israel, Canada and the US.
- Hazon CSAs bring Jewish community institutions together with local organic farmers to support sustainable agriculture and Jewish environmental education.
- As Jews, we’ve been thinking about kashrut, what is “fit” to eat, for nearly 3,000 years. And a growing number of people today realize that our food choices have significant ramifications for ourselves, our families and the world around us.
- Hazon stands at the forefront of a new Jewish Food Movement, leading Jews to think more broadly and deeply about our own food choices. We’re using food as a platform to create innovative Jewish educational programs to touch people’s lives directly, to strengthen Jewish institutions, and in the broadest sense to create healthier, richer and more sustainable Jewish communities.
- Hazon’s food-related work consists of the following programs, each of which engages the Jewish community in thinking, learning and acting around food issues.
  - Hazon CSAs are the first Jewish Community-Supported Agriculture (CSA) program in North America. In 2010, the 42 Hazon CSAs throughout the United States, Canada and Israel give members the opportunity to put their purchasing power behind local, sustainable farms while deepening their connection to where their food comes from and to do so within a context of Jewish community and learning.
  - The Hazon Food Conference brings together the thinkers and doers of the new Jewish Food Movement, including farmers, rabbis, chefs, educators, Hazon CSA leadership, community organizers and foodies, to explore the intersections of Jewish tradition and contemporary food issues.
  - Hazon’s JFEN – Jewish Food Education Network resources include Min Ha’Aretz, an 18-lesson interdisciplinary curriculum about food and Jewish tradition for students (typically grades 5-9) and a complementary curriculum for families. The 170-page student curriculum includes unit plans, teaching strategies and framing for text study and discussions, as well as student worksheets. Min Ha’Aretz combines experiential learning with study of classical Jewish texts and topics in health, nutrition, recycling, and the environment. The family curriculum includes step-by-step guides and handouts for three family education events focusing on food and Jewish tradition (1) family learning/cooking evening (2) farm visit and (3) farmers’ market visit. Food for Thought, Hazon’s 130-page Sourcebook on Jews, Food, and Contemporary Life, is the core of our adult education resources. Food for Thought offers traditional Jewish texts, in
Hebrew and English, and contemporary Jewish and non-Jewish texts along with discussion questions and activity suggestions. We also offer training for educators who want to teach about Jewish tradition and food in their schools, congregations, camps, JCCs, and other settings.

- **The Shmita Project** is a partnership of Hazon and the Jewish Farm School. Using the Jewish tradition of a Sabbatical year, we are developing a set of seven-year goals for the Jewish community's relationship to land and food. The Shmita Project also aims to prepare the Jewish community to observe the next shmita year, which begins in September 2015.
- Hazon's award-winning blog “The Jew & The Carrot” at [www.JCarrot.org](http://www.JCarrot.org) serves as a front page for all of Hazon's food work, bringing the discussions of food, Jewish life and contemporary issues to far reaching corners of the Jewish community. The Jew & The Carrot covers food news and politics, food celebrity interviews and resources to green your holidays and life.
- More information is available at [www.hazon.org](http://www.hazon.org)

**Sample Anecdote Ideas**

Reporters *love* anecdotes because they add individuality and interest to a story. Before your interview, brainstorm two-three anecdotes from your Hazon CSA to share with the reporter. Examples:

- Did something special happen at your weekly produce distribution (e.g. through connections made at weekly pickups, your partner farm donated local apples to your synagogue for Rosh Hashanah, a member expressed a newly-made new connection about local agriculture, Jewish tradition, etc.)
- Did something special happen at a Hazon CSA event (e.g. a child’s first time to an organic farm, a Hazon CSA member’s first organic Shabbat dinner)?
- Did a Hazon CSA member (or members) join your synagogue or JCC as a result of belonging to the Hazon CSA?
- Did a member say something particularly meaningful about the connection between Jewish tradition and the land in the annual survey?

**Notifying Hazon**

Hazon keeps a press archive of all Hazon CSA-related press. Please notify Hazon about any forthcoming Hazon CSA-related articles in your community. Once the article is published, please send a hardcopy to:

Hazon at 45 W. 36th Street, 8th Floor, New York, NY 10018.
JOINS NEW JEWISH COMMUNITIES AND LOCAL FARMS IN FAST-GROWING AGRICULTURAL SUSTAINABILITY PROJECT BY HAZON
More than 40 Jewish Communities Paired with Local Farmers Throughout North America and Israel

LOCATION/DATE: Hazon, an organization dedicated to a healthier and more sustainable Jewish community, announced that _______________(Institutional Partner) in _______________ (location), joined the organization’s Community-Supported Agriculture project, the first Jewish program of its kind. In addition, Hazon added eleven more sites across America and Canada to its fast-growing Community-Supported Agriculture project, Hazon CSA, which brings synagogues and Jewish Community Centers together with local organic farmers to support sustainable agriculture and Jewish environmental education.

The new communities in our area include (see website: http://tinyurl.com/272qz8p)

INSERT QUOTE FROM RABBI, EXECUTIVE DIRECTOR, COORDINATOR, ETC. (e.g. “There is a huge desire to connect to this movement, they just needed a vehicle for it. Knowing where your food comes from is a really important value. And we can springboard off that with unbelievable programming.”)

Hazon began the first Jewish Community-Supported Agriculture (CSA) program in North America and includes the first CSA in Israel, with a total of 42 sites internationally. The partnering farmer is supported by a stable base of customers, and members receive delicious, organic produce once a week delivered directly to their synagogue or Jewish Community Center for the entire growing season. Additionally, CSA relationships provide hands-on educational opportunities for families.

“The Jewish community is waking up to the notion of sustainable agriculture, local foods, and healthy eating,” said Judith Belasco, Director of Food Programs at Hazon. “This project puts Jewish purchasing power behind sustainable, local agriculture. Additionally, synagogues build community and offer cutting-edge Jewish programming. We want to challenge and inspire participants to think deeply and broadly about their own food choices.”
ABOUT HAZON CSAs

Hazon founded our CSA movement with one congregation in New York City in 2004, expanded to ten communities by 2007. Over 3,000 families who are members of 44 Hazon CSA sites in 2010 across the the U.S. and Canada, putting their purchasing power behind local farmers; and will help contribute over $1 million to local farmers’ incomes. Our Hazon CSA sites host programs for adults and families such as cooking demos, farm trips, and Beit Midrash study sessions, educating the Jewish community around issues of sustainable agriculture, and inspiring Jews to think more deeply and broadly about their food choices.

ABOUT HAZON

Hazon means “vision.” Hazon is a non-profit that works to create a healthier and more sustainable Jewish community and a healthier and more sustainable world for all. Known best for its series of Jewish Environmental Bike Rides in New York, California and Israel, Hazon is at the forefront of an emerging national movement at the intersection of food and Jewish life. Hazon’s food work includes the Hazon CSA program, a Community-Supported Agriculture project hosted by Jewish institutions across the US, Canada, and Israel; an annual Food Conference for chefs, farmers, educators, and food enthusiasts; Jewish Food Education Network (JFEN), offering resources, curricula, and teacher training on food and Jewish tradition; the Shmita Project, which considers the role of the Sabbatical year in our lives traditionally and today, and The Jew & The Carrot: a blog on Jews, food and contemporary food issues.

Developing a Core Group

A strong, empowered core group ensures the long-term success of your Hazon CSA program. The core group is responsible for much of the Hazon CSA operation throughout the season, including helping to organize and sustain interest among the other members. They also act as a sounding board for new ideas, and they are familiar enough with the inner-workings of Hazon CSAs to contribute innovative suggestions.

Recruiting Core Group Members

- **Know what you need**: Spend some time reviewing the potential core group roles and identifying your CSA’s needs so you can be specific in explaining the group’s needs to potential members.

- **Registration form**: Use the membership registration form to gauge members’ interest in getting involved with the core group. Include a one-line explanation of what the core group is and does on your member registration form, as well as a box that members can check if they’re interested.

- **Personal invitations**: Don’t be shy about reaching out to people that would be good Core Group members. Flatter them! Give them a call to let them know why you think they’d be great for the job.

- **Hold a meeting**: The beginning and end of your distribution season are two great opportunities to recruit core group members. During the first or last weeks of your season, hold an open meeting for existing core group members and people interested in getting involved.

Core Group Perks

When speaking with potential core group members, it’s important to be honest and upfront about the time commitment. However, there are also many wonderful aspects of belonging to the core group that make it a worthwhile experience. Core group members:

- **Get to use their skills** – PR, graphic design, event organizing, website design, people skills, writing and newsletter editing, photography – these are all helpful skills your core group members can bring to the CSA.

- **Get the inside scoop** – The core group often has the most direct connection to the farmer and the inner workings of the CSA.

- **Get community** – Core group members get to know members well, and get to work with a small group of like-minded, committed people.

- **Get incentives** – Many farmers offer discounted or half-priced shares to core group members as a thank-you for their efforts during the season. Speak with your farmer about this opportunity. Getting a discounted share is a great incentive for many core group members and also adds to their accountability throughout the season.
Core Group Meetings
Core group meetings should be one part business and one part fun! Here are a few tips for community building and a sample agenda.

- **Timing** – How often your core group meets is entirely up to you, but you should meet regularly enough to keep marketing, events, and season logistics rolling. (See the Sample Core Group Meeting Schedule below).

- **Food** – Meetings always run better when there’s food involved. Even something simple like hummus and pita helps set a more community-like mood.

- **Opening/Closing Circle** – During an opening circle, each member says their name and answers a set question like “a highlight of the week” or “their favorite vegetable.” Closing circles help to wrap up the meeting. Closing questions can be, “What did you enjoy about this meeting?” or “What are you looking forward to this weekend?” Always start meetings with an opening circle and end with a closing circle. Even if the group already knows each other, it helps continue to build community.

**Fun Meetings** – Every so often, consider holding a “non-meeting” get together for your core group. Go see a food-related movie, cook dinner together, hold a food-related book club, study food related texts (like Hazon’s *Food for Thought: Sourcebook on Jews, Food, & Contemporary Life*).

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**FIRST CORE GROUP MEETING**
**January**
**AGENDA TEMPLATE**

1/ **OPENING CIRCLE (10 minutes)**
*If the CSA could accomplish one thing during the season, what would you like that to be?*

2/ **CORE GROUP ROLES (15 minutes)**
- Explanation of core group function/perks
- Explanation of core group roles (open up for short brainstorm of missing roles)
- Break into roles or teams/committees

3/ **MARKETING (15 minutes)**
- Brainstorm list of target audiences

4/ **PROGRAMMING (15 minutes)**
- Brainstorm programs (to be discussed at next meeting)

5/ **CLOSING CIRCLE/SET NEXT MEETING (10 minutes)**
*Highlight of meeting/something you’re looking forward to.*
### Sample Meeting Schedule

<table>
<thead>
<tr>
<th>Month</th>
<th>Meeting Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>preseason</td>
<td></td>
</tr>
<tr>
<td>Dec-Jan</td>
<td>Core Group and Farmer Meeting</td>
</tr>
<tr>
<td></td>
<td>- Finalize core group roles</td>
</tr>
<tr>
<td></td>
<td>- Finalize agreement with farmer</td>
</tr>
<tr>
<td>preseason</td>
<td></td>
</tr>
<tr>
<td>Jan-early Feb</td>
<td>Marketing Meeting:</td>
</tr>
<tr>
<td></td>
<td>- Brainstorm marketing outlet</td>
</tr>
<tr>
<td></td>
<td>- Finalize marketing timeline</td>
</tr>
<tr>
<td>preseason</td>
<td></td>
</tr>
<tr>
<td>March-April</td>
<td>Programming Meeting</td>
</tr>
<tr>
<td></td>
<td>- Brainstorm program ideas</td>
</tr>
<tr>
<td></td>
<td>- Finalize schedule of season events (set farm trip date, meet the farmer date, etc.)</td>
</tr>
<tr>
<td>preseason</td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>Season Logistics Meeting</td>
</tr>
<tr>
<td></td>
<td>- Finalize specifics of produce distribution</td>
</tr>
<tr>
<td></td>
<td>- Finalize details for “Meet the Farmer” event or other kick off program</td>
</tr>
<tr>
<td></td>
<td>*consider inviting your administrative contact at your Institutional Partner to the meeting</td>
</tr>
<tr>
<td>Season</td>
<td></td>
</tr>
<tr>
<td>July-August</td>
<td>Midseason Meeting</td>
</tr>
<tr>
<td></td>
<td>- Check-in – what’s going well/what can be fixed</td>
</tr>
<tr>
<td></td>
<td>- Finalize details for next event(s)</td>
</tr>
<tr>
<td>Season</td>
<td></td>
</tr>
<tr>
<td>November</td>
<td>End of Season Meeting</td>
</tr>
<tr>
<td></td>
<td>- Season debrief: highlights/challenges</td>
</tr>
<tr>
<td></td>
<td>- Review and discuss survey results</td>
</tr>
<tr>
<td></td>
<td>- Review core group roles</td>
</tr>
<tr>
<td></td>
<td>*consider inviting your farmer to the meeting</td>
</tr>
</tbody>
</table>

### Core Group Communication

Setting up a listserv like Yahoo Groups or Google Groups will help your core group communicate, even when you’re not face-to-face. Encourage core group members to share both questions/concerns as well as successes and highlights via the listserv.

### Project Ownership

In order for the Hazon CSA project to exist for several years, members (and especially the Core Group) should know that they are responsible for the Hazon CSA site.

- **Make Decisions Democratically:** Make sure all core group members are consulted and involved with the decision-making process. If it appears that one person is in charge and the others are simply following orders, feelings of ownership will decrease rapidly, and core group members will have a hard time feeling needed and staying invested in the project. It can be a good idea to shift roles periodically to help avoid hierarchy from developing.
The lead Site coordinator(s), however, must consider which aspects of the CSA are open to discussion and which are not. It is important to maintain the balance and aims of the Hazon CSA while similarly empowering core group members to have a say in how things are run.

- **Encourage everyone to get involved:** Make sure meetings are advertised to the general membership body, and encourage members to attend. Hold meetings in an accessible location. If there is another room in the same place as your distribution site that can be used during the pick-up time, that would be ideal. Encourage input from members and core group members who cannot attend a meeting through email, phone, etc.

- **Involve many members:** The more people who are involved in running the Hazon CSA, the smoother it will work and the stronger it will be. Encourage members to share jobs listed above; having several people who know how to do something is useful in situations when some members aren’t available, etc.

**Honoring Core Group to Members**

Send out an email at the beginning of the season that introduces core group members with a short bio, picture, and description of their role. It gives the core groupers a bit of *kavod* and lets members know where to direct questions, and entices new potential core group members.

**Transitioning Leadership**

Hazon CSA core group leadership will inevitably change, as members move away, work circumstances alter, and generally lives change. Planning for transition of leadership is an on-going process.

Here are a few tips in order to make leadership transition smoother:

- **Create a strong core group** - People in the “inner” core group should regularly be on the look out for new volunteers to join the core group (see above).

- **Don’t allow burn out** - The core group should also check in with each other periodically to make sure that people can still maintain their roles. It is better for a core group member to take on a smaller role and stay involved, than to completely burn out so they are no longer interested in volunteering. For example, it is preferable to transition a new Newsletter Coordinator when the person currently in the position is still interested in occasionally putting out the newsletter, rather than waiting until she never wants to work on it again!

- **Support changes to the core group** - When it is time for a new site coordinator to step in, it is also a good time to review all the core group roles. Each site coordinator prefers to do and delegate different tasks. This is an opportunity for the core group to re-organize and grow stronger.

- **Plan for transition during the off season** – The new site coordinator should plan to attend the Hazon CSA Leadership Track at the Hazon Food Conference. Even as a return site, the coordinator is welcome to be part of the new site track in order to re-fresh their understanding about how to run a well organized site.
Core Group Roles

Hazon CSA Site Coordinator: “Empowerer-in-Chief”

There are many components to a Hazon CSA project: administration and logistics, relationship with the farmer, programming, building a core group of committed volunteers, and distribution coordination volunteers. The role of the Hazon CSA Site Coordinator(s) is to ensure that all of these components are addressed throughout the season.

However, the Coordinator should not do everything by him/herself! This do-it-myself approach is in fact detrimental to the function of Hazon CSAs for several reasons:

- The Site Coordinator won’t always be able to do everything, and the more people who are able to step in, the better.
- The Site Coordinator risks getting burned out, fast. The more work put in to developing volunteer interest and commitment before and at the beginning of the season, the easier time the coordinator will have sharing the load.
- Volunteer involvement leads to leadership opportunities and community. We want lots of people to be deeply involved.
- The more people who are committed to the project, the healthier it will be over time.

The Site Coordinator should think of him/herself as "Empowerer-in-Chief." It can be tempting to just take over a project, especially if it seems that other volunteers are not pulling their weight. However, taking the time to empower and educate your volunteers will, in the long run, mean less work for the Site Coordinator and deeper involvement for everyone else. After one or two years in this role, the Site Coordinator should be prepared to groom someone else for this job!

There are many different potential roles for interested core group members. Two dedicated people could get them all done, but the risk of burnout is high. The more people you have working on the project, the easier and more fun it will be for everyone! The following list suggests several different roles that core group members can fill and their approximate time commitment. It is not an exhaustive list and not the only way to structure your core group. Use these roles as a guideline.

Core Group Roles

Site Coordinator:

(Can be more than one person)

- Oversees entire CSA operation.
- Leads marketing efforts, working with media coordinator / maintains marketing timeline.
- Convenes and facilitates meetings and provides leadership for the core group.
• Speaks with farmers and all other core group members on a regular basis to ensure that broad goals of farm and community are being met.
• Responds to email inquiries about CSA.
• Sends weekly email to members.
• Creates Core Group staffing rotation for produce distribution.
• Keeps and disseminates notes on what is discussed at meetings.
• Liaison with Hazon staff & institutional partner.

**Newsletter Editor:**
(Editors have the opportunity to be as creative as they want to be but if they are rushing on any given week, the newsletter can really be pulled together in as little as an hour)
1-3 hours/week
• Coordinate with Hazon to receive a weekly article (feel free, but not obligated, to write an article yourself if you want! If you go this route, please share them with us so we can make it available to the whole Hazon CSA community).
• Coordinate with farmer 1-2 days before distribution about what will be in the share for the week.
• Use Google or other search engines/websites to find recipes and food facts – especially for the lesser-known vegetables.
• Use Google Images to find appropriate images (e.g. of the vegetables in the share).
• Optional: find Jewish food/agricultural quotes to include in newsletter
• Pull all the information together in a 1 page (front and back) newsletter (Hazon provides template).
• Read Hazon’s blog The Jew & the Carrot weekly, and include relevant articles in the newsletter.
• Either make photocopies or send to point person at synagogue/JCC to make copies before distribution.
• Email newsletter to Hazon staff person for archive.

**Volunteer Coordinator:**
1 hr/week during season
• Create a volunteer sign up sheet before the season (see template).
• Keep track of members who have signed up to help staff distribution (set up/clean up).
• Call (preferably) or email volunteers to remind them of their volunteer shift - get in touch two days before pick up.
• Keep track of which members still need to complete their volunteer shift, contact them to fill empty slots.

**Programming Coordinator (or sub-committee):**
Varies/week (this is both a pre-season and during season role)
• The programming coordinator is responsible for coordinating Hazon CSA events.
• Brainstorm with the larger core group and create event calendar for the year.
• Figure out potential budget/where matching grant money is coming from (if applicable).
• Take the lead or support volunteers who take the lead on specific programs to ensure the coordination of logistics for event(s).
• Work with other coordinators to market events to Hazon CSA community and beyond.
• Hazon is happy to support you in thinking about programs and will share them with communities as well.
**Marketing Coordinator/Photography Coordinator:**
2-4 hrs/week (varies)
- Works with core group members to create marketing plan.
- Creates marketing materials: flyers, email blurbs etc. (Hazon provides templates).
- Sends mailings and written press releases.
- Contacts and deals with media including calls from newspapers.
- Coordinates with Site Coordinator, other core group members and with Institutional Partner to market during the pre-season.
- Responsible for taking (or collecting) photos of produce distribution and events, getting photo releases, and sharing them with members and Hazon.

**Registration Coordinator/Treasurer:**
1-3 hrs/week in pre-season, less at other times
- Collects and keeps track of checks and membership information.
- Must be very organized!
- Inputs member information from registration form into spreadsheet (if not doing an online reg form through our template).
- Mails checks in 2-3 large batches to farmer.
- Keeps track of who has and has not paid.
- Keeps track of which members have full and half vegetable shares, and which members have auxiliary shares (fruit, egg etc., if offered).

**Emergency Food Provider (EFP)/Food Justice Coordinator**
1-3 hrs/week during season
- Establish relationship between site and EFP for pick-up of extra produce at the end of each distribution.
- Coordinates pick-up of the produce at the end of distribution.
- Arrange for members to volunteer at the EFP site.
- Brainstorm tzedakah drive for the EFP – collecting monetary donations, additional can food, clothing, etc. – and coordinates the drive.
- Collects information about community events, local environmental and food-related initiatives and actions members can support, to share with Newsletter Editor.

**Produce Distribution Manager**
Ideally, this role is shared on a rotational basis by all core group members.
3-4 hours/week
- Arrive ½ hour before pick up – help farmer finish unloading vegetables.
- Get share amounts from Farmer.
- Make sure set-up / clean-up binder is available.
- Help/direct volunteers to arrange vegetables on table, make vegetable signs.
- Make sure newsletter and any announcements/flyers are out.
- As members come, make sure they sign in and take a newsletter.
- Answer questions about share amounts/vegetables.
- Keep tables tidy throughout pick up.
- Supervise clean up and wait until the food collection people have taken the leftovers.
**Core Group Trainings**

Each month Hazon offers additional training and support via conference call. These trainings provide more detailed support on the designated topic and a forum for sites to connect and share their current successes and challenges. The calls are open to the entire core group and any members who want to learn more about how to take on leadership roles.

**2014 Schedule**

All calls will be held on Wednesday at 12pm EST / 9am PST.

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<thead>
<tr>
<th>Month</th>
<th>Topic</th>
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<tbody>
<tr>
<td>January</td>
<td>Working with your farmer</td>
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<tr>
<td>February</td>
<td>Marketing &amp; Organizing your registration database</td>
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<tr>
<td>March</td>
<td>Food Justice &amp; working with your emergency food provider</td>
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<tr>
<td>April</td>
<td>Distribution Logistics</td>
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<tr>
<td>May</td>
<td>Tuv HaShavua: Your weekly newsletter</td>
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<td>June</td>
<td>Planning a trip to your farm</td>
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<tr>
<td>July</td>
<td>Planning events at your distribution site, and beyond</td>
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<td>August</td>
<td>Sustaining Your Core Group</td>
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<td>September</td>
<td>No call – Shana Tovai</td>
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<tr>
<td>October</td>
<td>Evaluation / Member Surveys</td>
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<tr>
<td>November</td>
<td>Season wrap up, winter shares, Tu B’Shvat</td>
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Core Group Listserv

Hazon CSA core group members are all invited to join the Hazon CSA listserv. This list provides one easy email address - hazoncsa@lists.hazon.org - by which core group members can email others to ask technical questions, share marketing materials and any other Hazon CSA related information. In 2008, though conversations on the listserv the Chicago site obtained enough information to successfully talk to their farmer about separating the chickens and roosters so that the number of blood spots in eggs (which render them not kosher) would be dramatically reduced. Site coordinators are automatically subscribed to this list.

Mailing List Etiquette

Following are some tips and guidelines for making your mailing list more productive and enjoyable.

1. Make subject lines descriptive.
   People should have a flavor of the message from glancing at the subject line. "Hello," is not as good as, "Distribution Set up Question."

2. Sign your postings.
   It is good practice to include a few lines at the end of your message indicating your name, Hazon CSA site and e-mail address as some email programs do not automatically display such information.

3. Write clearly and logically.

4. Remember you are interacting with people.
   You are emailing the Hazon CSA leadership community so please be respectful if differences arise.

5. Differentiate between public and private messages.
   The mailing list is public space. Personal messages should be sent to that person only. If you have any questions about how the listserv runs, please ask the Hazon staff.

6. E-mail lists are as good, and only as good, as the subscribers make them.
   Lists work best when intelligent people bring fresh knowledge and ideas to the table. New ideas can stimulate discussion. Write meaty, thoughtful things and everyone will benefit from the list.
Member Volunteer Commitment

All Hazon CSA members must commit to service shifts over the course of the season. Most will sign up for a set up or clean up slot though the core group may determine other ways for them to fulfill this quota (phone calls, outreach, sorting out carpools for your farm trip, etc.).

It is important that volunteers have clear instructions and the necessary supplies for members to do their jobs. You should keep a binder at your distribution site that has volunteer information, including:

- what to do when you arrive
- where to find supplies (paper, tape, broom, sink)
- whom to contact in an emergency

Volunteers should be reminded two days before they are due to volunteer that they have signed up for a shift that week. Reminder phone calls or emails should include the time that the member should arrive and a brief description of what they will be doing, i.e:

“Hi David, just wanted to remind you that you signed up to help with set up this week. If you could come at 5 pm to help unload the truck, set out the vegetables and make signs, that’d be great. Please email me with any questions.”

Manage Distribution Volunteers Online

Should you want to manage your volunteers online you might have your Volunteer Coordinator look into the usefulness of a volunteer management system that Hazon used to for the Hazon Food Conference in 2013. See if it suits your community’s needs.
Tuv Ha’Shavua Newsletter

The Tuv HaShavua (“Best of the Week”) newsletter is an important programmatic element of the Hazon CSA. With articles about Jewish tradition, food, environmental issues and the intersections between the three, Tuv HaShavua is a key way to educate members. It is also a valuable tool for informing members about important dates and events. Finally, it’s a mechanism for connecting the members with the host Synagogue or JCC, with the farmer, and with Hazon. A new Tuv Ha’Shavua should be distributed EVERY WEEK at pick up.

Tuv Ha’Shavua Goals

1. Build community by showcasing community news and events.
2. Educate members about the link between Jewish life, food, and sustainable agriculture.
3. Inspire members to think more deeply about their food choices.
4. Provide members with information about their vegetables and how to cook them.
5. Include beautiful images which encourage members take the newsletter home, hang it on their fridge, and share it with friends and family.

Tuv Ha’Shavua Components

There is a lot of room for creativity with both the style and content of the Tuv Ha’Shavua newsletter. Include the following information on a regular basis:

**News from the farm:** your farmer may be interested in writing a weekly or bi-monthly column about what’s going on at the farm. If not, they may be open to being interviewed periodically—ask them questions then write up the article yourself. News about planting schedules, weather, challenges, the history of the farm, specialty farming (eggs, honey, whatever else they do) is great to include.

**Article on Jews, Food & Contemporary Life:** Each week, Hazon will provide the Newsletter Editor with a substantive article on Jews, food, and sustainability to use in the newsletter. You can find archive articles from Hazon or visit Hazon’s blog The Jew & The Carrot www.jcarrot.org

**Vegetable profiles:** Members appreciate having cooking tips and recipes in the newsletter, particularly for the unusual vegetables. Generally, a search on google for say, “kohlrabi + recipes” will be enough to find some good ones. A few good websites to check out include:
- www.epicurious.com – Recipe index from Gourmet and Bon Appetit magazines—search by veggie
- www.foodsubs.com - includes information sheets on a huge variety of veggies
- www.recipesource.com – huge database of recipes – search by veggie

**Community Events:** Use the newsletter to announce upcoming educational events, core group meeting dates, and certain procedures (e.g., remind people to bring bags, come to produce distribution on time, etc.). Keep reminders small but visible, and always in the same place, so that members know where to look for important time sensitive information.
Hazon Information
Periodically, Hazon will send your Newsletter Editor information about Hazon events e.g. The New York Jewish Environmental Bike Ride or The Hazon Food Conference. The Newsletter should include this information.

General Information to Include Every Week
- Title: Tuv HaShavua: weekly news from the Hazon Community Supported Agriculture Project at __________
- Date your newsletter! Find Hebrew and secular calendar dates - http://www.hebcal.com/
- Include the following logos on your newsletter: Hazon CSA, your institutional partner, your farmer’s logo
- Contact information for the Hazon CSA Site Coordinator
- The Hazon CSA website: www.hazon.org/CSA

Images
- You can easily find images for Tuv Ha’Shavua at www.google.com/images
- As often as possible, use photographs from farm visits, vegetable pick up, or other local Hazon CSA events.

Putting the Newsletter Together
Putting together a 2-sided, 8.5x11” newsletter takes about 1-3 hours every week. If two core group members want to split the job, they can either switch off weeks, or split up the job – one person designated for content, and one for layout.

You will need to work out a procedure for photocopying and delivering the newsletter each week. In signing the Commitment Letter, your institutional partner agreed to provide access to a copy machine on a weekly basis. Whoever is in charge of the newsletter copying must bring it to the distribution site ahead of pick up time to be sure copies are ready when members arrive.

A word about trees/Why a print newsletter matters!
Some of your members may suggest that the newsletter be distributed electronically. There is some argument for this, particularly in that it cuts down on paper usage and production time and money. However, the newsletter is an important community building tool. Members appreciate the rhythm of arriving, signing in, picking up a newsletter. A tangible, in-hand document is much more likely to be read – not to mention hung on the fridge at home and shared with friends and family. Also, some members have limited or no access to email and it is important to include them.

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A Good Idea: Pre-Season Tuv Ha’shavua

Some sites choose to put together a monthly pre-season newsletter during April & May. Updates from the farmer are included along with other pre-season activities. The newsletters build excitement among the members and a connection to the farm.
Tuv HaShavua - Best of the Week
The Hazon Community-Supported Agriculture Project at

Logos:
Your institutional partner(s)
Your Farmer

FEATURE ARTICLE
- Organic Farming
- Sustainable Agriculture
- Environmental Topic
- Jewish Food Learning/Blessings

NEWS FROM THE FARM

CONTINUED ON BACK....

UPCOMING EVENTS/REMINDERS
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<tr>
<th>FEATURE ARTICLE CONTINUED</th>
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<tr>
<th>RECIPES</th>
<th>VEGETABLE PROFILE &amp; COOKING TIPS</th>
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More Info? contact Jane Doe
Jane.Doe@email.org
555-555-5555  www.website.org
Synagogue address __________
Hazon CSA Programming

Creating serious, engaging and high-quality adult and family Jewish programs is a primary Hazon CSA goal. Programming sets Hazon CSAs apart from other CSAs and creates a more meaningful experience for members. Fortunately, Hazon CSAs offer incredible potential for excellent programming for both adults and families.

During pre-season, the Hazon CSA core group should create a calendar of events for the season and assign volunteers to organize and market them both within and beyond Hazon CSA membership.

Programming Goals

- Members are inspired and invigorated by Jewish learning.
- Members gain a deeper understanding of sustainable and local food issues.
- Members understand the connection between food, sustainability and Jewish tradition (kashrut, blessings, holidays, etc.).
- Members feel connected to their fellow Hazon CSA and Institutional Partner members.
- Members gain practical food-related skills (e.g. cooking, composting, and canning).
- Members understand the agricultural connections to Jewish holidays like Sukkot and Shavuot.
- Members gain deeper awareness of tzedakah/food and economic justice.

Working with Your Institutional Partner

There’s no doubt that creating strong programming is a key goal for your Institutional Partner as well. Wherever possible, your core group should seek out opportunities to work together with the Educational Director, Rabbi, or Program Coordinators at your partner synagogue or JCC to create and co-market educational programs for the community. Wherever possible, partner with your synagogue or JCC to infuse existing programs with Hazon CSA values. Examples:

- If the Synagogue already has an annual Sukkot dinner, frame it as a Hazon CSA Sukkot dinner and invite a guest speaker on environmental or agricultural topics.

- If the JCC already hosts cooking demonstrations, frame one as a Hazon CSA cooking demonstration that will feature produce from your partner farm, and open the event to both Hazon CSA members and the wider JCC community.

- If the synagogue or JCC has film screenings, screen an agriculturally-themed film and have a Hazon CSA member or the farmer speak about the CSA to the audience beforehand.

Spend some time before the season starts brainstorming with the core group and a representative of your Institutional Partner. Together, figure out what educational events should be planned for the season and what existing events could be easily co-marketed to both the Hazon CSA and larger Institutional Partner communities.

Educational Programs Created and/or Led by Hazon

Hazon can design special, intensive educational programs including “scholar-in-residence” programs that are targeted to the interests of your CSA and your synagogue or JCC. Please contact Hazon for more information.
The Hazon CSA Program Bank is accessible online to Hazon CSAs Site Coordinators and Core Groups. The Program Bank includes information about and a How-To guide for a variety of programs that combine food, sustainable agriculture, and Jewish tradition. No need to reinvent the wheel, simply find out which programs other sites have successfully piloted in their communities. Or use the Program Bank as a jumping-off point for your own creative program ideas (see Meet the Farmer template).

To access the program bank, login to the Hazon CSA google account (Username: hazoncsa, Password: foodfood) and click on “documents.”

Below are several program ideas to get your brainstorm juices flowing!

**Program Ideas**
Remember, all Hazon CSA programs serve as excellent marketing opportunities. Advertise your programs widely, both to current Hazon CSA members and their friends/family and also to members of your Institutional Partner’s membership.

**Farm Field Trips**
A field trip to the farm is a great family outing and an excellent way to build relationships between Hazon CSA members and the farmer, as well as develop a connection to the land and introduce members to agriculture.

The field trip might include a meal (bagged lunches keep the cost down and allow people to pack food according to their observance of kashrut), a tour of the farm, and a specific activity (such as strawberry picking, pumpkin harvesting, or a work day). Being out on the farm with the farmer gives members an extra opportunity to talk with the farmers and ask questions about the farm, their produce, etc.

For many city-dwellers, the farm field trip will offer them the first taste of farm life. Seeing the beautiful land and the way their farmers work with nature makes a powerful impact on visiting members. It will help some members move from seeing the CSA as a source of vegetables to something larger: as a connection to the land.

**Lectures and Learning Groups**
Hazon CSAs offer the opportunity for lecture-style events as well as small beit midrash learning groups. Your core group could plan several one-time events, such as lectures with guest speakers, or plan an on-going series such as a monthly discussion group or book club, or a weekly lecture series for 3-6 weeks.
Work with your Institutional Partner’s Rabbi or Education Director to find out what events are already planned and what they might be willing or interested in starting in addition, as well as where their particular focus lies (i.e. families, outreach, etc.). Hazon CSA programs should be a draw for both the host synagogue and the Hazon CSA membership.

Hazon’s *Food for Thought: Sourcebook on Jews, Food, & Contemporary Life* offers many great topic suggestions as well as compiled sources to use as part of a lecture or learning group. *Food for Thought* topics include:

- Learning Torah
- Gratitude, Mindfulness & Blessing Our Food
- Kashrut
- Bread & Civilization
- Eating Together
- Health, Bodies & Nourishment
- Food & Place
- Food & Ethics: the implications of our food choices

Copies of Food For Thought are available for $25 – please be in touch with Hazon for more information. Special selections are also available for free download.

**Cooking Demonstrations**

Cooking demos are generally popular events that can be as informative as they are entertaining. Members who attend the demonstration will learn new recipes, become familiar with vegetables they might not normally try, and get the chance to interact with other members of the community. When planning a Hazon CSA cooking demonstration, work closely with the farmer as well as the chef. Ask the farmer to donate one extra share of food for the demo. Include their input whenever possible. Another possibility is to invite a member who is particularly enthusiastic to demonstrate how to prepare some of the Hazon CSA produce, especially unusual vegetables such as kohlrabi, turnips, radishes, etc. The Hazon CSA coordinator (or other core group volunteer) should work with the chef to find a recipe that is flavorful, seasonal and easy enough both to demonstrate effectively and for members to try at home. Cooking demos could be held in the synagogue or JCC’s kitchen or at a member’s home. Whatever space is used, it is important to ensure that it is kosher according to the standards of your community so that all members can participate.

**Movie Nights**

There are many wonderful movies available that deal with CSA or other food and agriculture issues. Bullfrog Films (http://www.bullfrogfilms.com/) is a great resource for finding/renting these movies. Movie events often attract larger groups, and inviting your farmer to speak before showing the movie is a wonderful way to connect your members or potential members with the farm. Serve organic popcorn and make sure to bring along marketing materials and membership registration forms!

**Jewish Holiday Programming**

The Jewish holiday cycle offers the opportunity for the Hazon CSA community to gather in celebration and learning. The holidays offer the potential to deepen members’ understanding of the intersection between Jewish ritual and tradition (including food-related traditions) and contemporary food issues,
as well as the agricultural roots that underlie many of the Jewish holidays. A few possibilities for Jewish Holiday programming include a Tu B’shvat, organic produce Seder, and a Shavuot or Sukkot trip to the farm/gleaning event.

**2014 Hazon CSA Program Calendar**

Create your 2014 program calendar. Insert events a) that use a member’s talents; b) creates a lively event at distribution; c) connects with your EFP; d) anything else that might interest your members!

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<th>February</th>
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<td>November</td>
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Program Bank: Meet the Farmer

Title: Meet the Farmer Night
Location: White Plains, Cong. Kol Ami
More info/Questions: Judi Goodman – jgoodman@goodmanjacobs.com

Program Description

Meet the Farmer night serves as a pre-season “kick-off” CSA event. It usually occurs 1-3 months before the season starts. It gives the core group an opportunity to gather potentially interested and/or registered members together, explain the concept of CSA, and answer essential questions members and potential members have about Hazon CSAs. It also gives the farmer an opportunity to introduce him/herself and his/her farm to the group. Some Meet the Farmer nights also combine a learning component, led by a core group member or the rabbi of the synagogue/JCC.

Program Objectives

- Familiarize potential members with the concept of CSA and inspire members to join.
- Give potential and current members the chance to meet their farmer and ask questions about the farm.
- Excite potential members about supporting a particular local farmer.
- Offer an opportunity for socializing and community building between current and potential members.

Planning Description

This program has two main coordinators, working in conjunction with the core group and the farmers. It is a fairly straight-forward event to plan consisting of four main components: confirming the farmer’s presence and discussing the goals of the evening with him/her, confirming the room for the event with the synagogue, marketing the event broadly to the community, and coordinating any food, learning, or other activities that would be part of the evening.

Timeline

8 weeks before: Lead organizers meet, set dates.
6-8 weeks before: Confirm location for event with synagogue and confirm farmer attendance. If you want your Rabbi or Education Director to speak, confirm the night with them as well.
4-6 weeks before: Create the flyer and blurb, begin marketing. Partner with synagogue/JCC on this.
2-4 weeks before: Follow up marketing, work with farmer to prepare talking points.
1 week before: Coordinator confirms details and materials with instructor(s), coordinator confirms space set up and details with contact at location.
1 days before: Coordinator purchases any food/drinks for the class, or sends a reminder to confirmed attendees about bringing pot luck food.
Day of: Transport all materials to the event location. Arrive 1/2 hour early to set up room, greet the farmer, etc.
Marketing

Marketing begins six weeks before the event. It will be widely publicized within the synagogue community and to surrounding synagogues via email blasts, blurbs in the newsletter, flyers will be placed in the synagogue, and significant word-of-mouth. The more the synagogue/JCC can be brought into the process of marketing, the better, for they already have the channels of communication with members in place (e.g. newsletters, member lists etc.). Additionally, the more they feel invested in this and other educational programs, the more successful the relationship between them and the Hazon CSA core group and program will be.

Program Details

About 75 potential members gathered together (this number will vary widely from community to community) at the synagogue on a weeknight. A core group member began with a short lesson/speech on Judaism and agriculture, and then introduced the concept of CSA. The farmers spoke about their farms and produce. It is suggested for the farmer to bring a sample of their stored winter produce or early greenhouse greens to show members. The visual image of produce from their land is very effective for conveying to people the idea that the food will arrive.

If you are still building your core group, after the farmer speaks is a good time to stand up and talk about member involvement. Identify core group positions that are still yet to be filled. Have a separate sign-up sheet for people who wish to become active.

The last portion of the evening was for questions from the audience, for the farmers and/or the CSA coordinator. Most of the questions centered around the farms philosophy, and also the details of the CSA share/what members could expect if they joined.

In the future, especially if the attendance levels are lower (below 30), the core group could have led an opening circle, so that everyone in the room had an opportunity to introduce themselves.

Before the “Meet the Farmer” night started, the core group members hosted a dinner for the farmer, which was a nice community-building event.

Educator

The farmer was, and usually is, the main educator at Meet the Farmer nights. It’s his/her night to shine with the community of members and potential members. When working with your farmer to plan the evening, make sure that he/she is familiar talking with a group about his/her work. Some farmers will have done many similar events and be comfortable with this role, while others might need more guidance with talking points.
One or two core group members should be in charge of emceeing the event, both to introduce the farmer and also framing of the concept of CSA and why it’s an exciting project for the synagogue/JCC and the larger community.

Inviting the synagogue Rabbi or Educational Director at the JCC to lead a short lesson at the beginning of the night is a great touch as it adds a Jewish learning aspect to the evening, and helps members understand the program within a Jewish context. It is also another great way to get the Rabbi/ED excited about the Hazon CSA program.

**Location**

The Meet the Farmer night was located at the synagogue where vegetable pick ups would take place. This is an ideal location as members can even be given a “tour” of the space where pick ups will be. If confirming a space in the synagogue isn’t possible on the night the core group wants to hold the Meet the Farmer night, the group could also meet at a core group member’s home.

**Materials**

- **Farm Info**: Ask your farmer if he/she has any brochures or other materials about the farm to distribute to members and potential members.
- **Registration Materials/Email List**: Having registration forms available at the Meet the Farmer night greatly increases the chances of immediate member sign ups. It’s also highly recommended to have an email list for people who are potentially interested, but not ready to commit.
- **Video/Video-equipment**: Some farmers might have a video or powerpoint presentation of their farm they’d like to show. If so, make sure your synagogue/JCC or core group member’s home has a screen/projector or DVD player on which to show it.
- **Food**: Serving food helps build community at any event! Offering chips and salsa, hummus and carrots, cider etc. is an important aspect of Meet the Farmer night. To make the evening very cost-effective, go potluck! Ask attendees to bring one snack or drink to share. If your farmer has any produce growing in their green house (e.g. salad greens) or added value products (jams, jellies, pickles, etc.) you could ask him/her to donate some produce for the evening.
Hazon CSA Cooking Class

Transform your CSA share into Mediterranean delicacies...

Thursday, August 16, 2009
7:00 PM
Congregation Beth Veggie
123 4th Street (kosher kitchen)
Fee: $10 (covers cost of ingredients)
Please RSVP by 13 August to janedoe@gmail.com
Limited to 15 participants

This Hazon CSA sponsored cooking class will be taught by Linda Lantos, a professional chef and teacher, featuring fresh, local vegetables and a Mediterranean menu. More info: www.hazon.org/CSA
Tzedakah/Food Justice

It is a blessing to be able to purchase and eat fresh, organic produce from a local. But it is important to remember that the blessing of healthy, sustainable food is not equally accessible to all members of our community. As an organization committed to inclusive Jewish community, Hazon believes that tzedakah and food justice are integral aspects of the Hazon CSA program. The following page offers suggestions for incorporating social justice into your Hazon CSA.

Some Background

Food Security is when all community residents obtain a safe, culturally appropriate, nutritionally sound diet through an economically and environmentally sustainable food system that promotes community self-reliance and social justice.

Food Justice is the term now commonly used in order to incorporate the new political energy that has arose from addressing food security issues.

Food Justice includes:

- Making nutritious and culturally appropriate food accessible.
- Supporting local, regional, family-scale, and sustainable food production.
- Building and revitalizing local communities and economies.
- Providing fair wages and decent working conditions for farmers and food system workers.
- Promoting social justice and more equitable access to resources.
- Empowering diverse people to work together to create positive changes in the food system and their communities.

Introduction to Pe’ah

The agricultural Mitzvot:

The chapter in Leviticus pertaining to “Pe’ah”, instructs farmers to leave the corners of their fields for the poor and stranger. What might it mean in a society where many of us are not farmers to “leave the corners” of our fields? In the context of a CSA, there are multiple ways to bring the kevannah (intention) of pe’ah into your Hazon CSA.

Partnering with an Emergency Food Provider

There is often extra food leftover at the end of weekly produce distributions, either because people go on vacation, forget to pick up, or because the farmer brought too much food. Partnering with an Emergency Food Provider (e.g. soup kitchen, shelter, food bank) to pick up the extra food ensures both that the organic produce your farmer harvested is not wasted and also that it is redistributed to less fortunate members of the community. See page 48 to learn more about how to connect with an EFP.
Drives

Too often, people have the best intentions to donate tzedakah, but do not have obvious outlets to do so. Running a drive in the middle of the season is a good place for your core group collects money, clothes, additional food, or other items identified as desired by your EFP or another food justice organizations. This offers members a meaningful and direct way for them to make a difference. Be sure to keep track of how much you collect and how many people contributed to the drive so you can share the information with members through Tuv HaShavua and let Hazon know as well. See the template for tracking food justice donations.

Tzedakah and Food Justice

Educating members about food justice is another goal of Hazon CSAs. Here are some suggestions:

- Plan a “gleaning” (harvesting) trip to the farm – partner with your farmer and EFP or another food redistribution organization. Spend a day with members gleaning produce that the farmer does not plan to sell, but is still in good shape, and donate that food to the EFP. Study the pe’ah text together during your lunch break.

- Make arrangements for members to volunteer one shift at the EFP (either instead of during distribution or in addition)

- Lead or host cooking demonstrations at your partner EFP (food bank or soup kitchen). In addition to being a fun and rewarding day for members, it can help familiarize members of the EFP community about some of the vegetables they receive, and strengthen the bond and partnership you share with your EFP.

- Plan a movie night about issues of hunger and ask for a donation of at least $5 at the door. The money collected should be donated to the EFP or other identified hunger relief organization. Visit www.bullfrogfilms.com to find a film that works for your event.

- Provide option for tzedakah on your registration form to donate to money to your support your EFP.

- Develop and Implement Flexible Payment Options for your site (see following pages)

- Plant a Pe’ah Garden at your institution. Donate all of the produce you grow to your EFP. If you can’t start a garden of your own, organize a volunteer days at a local community garden.

- Host a “Grub Party” (a potluck with a purpose). The focus of these meals is food that is healthy, fair, and affordable. Have your CSA members use the produce from CSA shares that week in their dishes. The goal of the meal should be to inspire conversation around food access, as well as taking the action to bring this kind of food to your table. Learn more about grub parties at www.grubitup.org.
Evaluation

Hazon CSA Member Survey: Why and How?
Evaluation is a critical aspect of Hazon CSA, therefore each Hazon CSA site is required to distribute a Hazon CSA survey at the end of the season each year. This survey collects information about membership demographics and assesses member satisfaction with produce, distribution and with educational events. It also captures important statistics and quotes that aid with future marketing and fundraising.

Hazon creates an annual survey using an online survey tool called Survey Monkey (www.surveymonkey.com). Hazon works with the Hazon CSA coordinators to shape the survey template (see Appendix) for their communities.

How to Administer and Utilize the Survey
• Hazon sends a specialized survey link to the Hazon CSA site coordinators.
• Site Coordinator sends out the link to members.
• Survey Monkey automatically collects and collates responses.
• Hazon shares member responses with the Hazon CSA site coordinators.
• Site Coordinator shares appropriate responses with your farmer.
• Site Coordinator holds an end-of-season core group meeting where you discuss the results as part of a longer season debrief.

Maximizing Member Response
People are busy, and filling out a survey might not immediately seem like a high priority. There are several helpful tools to encourage members to give their feedback.

• Framing – Let your members know that their input counts, and that you want input about things that went well as well as things that need improvement.
• Reminders – Send out the survey link multiple times during the last month of the season (e.g. once/week for a month). Remind members how important the survey is.
• Incentives – Offering incentives (e.g. raffling off a cookbook or kitchen tool to all members who fill out the survey) is an effective and inexpensive way to increase participation.

Sample Survey Email to Send to Members

Dear Hazon CSA Members,

We want your feedback! Please take a few moments to click on the link below to complete an online survey.

<< add link here >>

Your responses to The Hazon CSA survey help us, your farm, and Hazon make the program better for you next season. Your answers are important to us!

As an added incentive, if you complete the survey by the end of the month you will be entered in a drawing for a fabulous cookbook prize! Thanks very much in advance for your cooperation and support. We are eager to receive your responses and comments.

All best, The Hazon CSA Core Group and The Farm
Hazon CSA Survey Template

1. Your farmer would like to know what you think of the vegetables. Please rate your CSA produce in the following categories:
   Appearance
   Taste
   Overall Quality
   Weekly Quantity
   Weekly Variety

2. Which vegetables have you enjoyed most so far?

3. Which vegetables, if any, were your least favorite and/ or ones you would not like to receive in the future?

4. How satisfied were you with the following shares?
   Eggs
   Flowers
   Fruit
   Dried Fruit/Nut
   Meat
   Dairy (milk, cheese)

5. If you got any of these shares, please tell us something you liked about them and/or something we could do differently next year.

6. How satisfied were you with your volunteer experience?
   Very Satisfied
   Dissatisfied
   Satisfied
   Very Dissatisfied

7. Who participated in volunteering during pick up from your family?
   One Adult
   Second Adult
   Teen (13-17)
   Youth (under 12)
   Other (please specify)

8. Are you interested in getting more involved in any of the following core group activities?
   Newsletter
   Events planning
   Volunteer coordinating
   Marketing
   Registration coordinating
   Produce distribution
I’m not interested
Other (please specify)

9. Please share something you liked about volunteering and/or something we could do differently next year.

10. How important was each factor in your decision to join our Hazon CSA?
The location was convenient
I care about eating organic produce
I care about eating local produce
It seemed a good value relative to the price of organic produce in my area
I want to support small family farms
It is a Jewish CSA
It is at this synagogue/JCC
I want my kids to learn more about food

11. Please share with us any other reasons why you joined the Hazon CSA.

12. Education and community building are both central to the Hazon CSA. If applicable, which of the following events did you attend this season?
Farm Trip
Film Night
Meet the Farmer
Lecture
Cooking demo
I didn’t know about these events
Other (please specify)

13. After attending a Hazon CSA program, did you feel more connected to the Hazon CSA community?
Yes
No
I did not attend any events

14. After attending a Hazon CSA program, what did you learn from the event?

15. Did you attend the Hazon CSA program with your children
Yes
No
I did not attend with children

16. If you attended a program with your children, please share something your family enjoyed about the program and/or something we could do differently next year.
17. What food-related program(s) would you attend if the Hazon CSA offered them in the future?
Farm trip
Film night
Meet the farmer
Lecture
Cooking demo
Children’s event
Teen’s event
Jewish study
Other (please specify)

18. Do you agree or disagree with these statements about the Tuv HaShavua newsletter?
I am more connected to the farmer through the farmer note
I am more connected to other Hazon CSA sites
I cook recipes provided
I learn about food issues
I learn more about the relationship between food and Jewish traditions
It was not useful
I don’t read Tuv HaShavua

19. Before the Hazon CSA season, how often did you do the following?
Eat locally grown food
Eat organic food
Cook
Eat meals at home
Eat dinner with your family

20. During the Hazon CSA season, how often did you do the following?
Eat locally grown food
Eat organic food
Cook
Eat meals at home
Eat dinner with your family

21. To what extent do you agree or disagree with the following statements? As a result of participating in the Hazon CSA
I feel more connected to the synagogue/JCC
I think the synagogue/JCC reflects my values
I feel more connected to the Jewish community
I learned more about the connection between food and Jewish tradition
I learned more about food issues
I made new friends
22. Hazon CSAs are the first Jewish CSA program in North America. We warmly welcome Jewish and non-Jewish members. Do you consider yourself Jewish in any sense (ethnically, culturally, religiously, etc.)?
Yes
No

23. How would you describe your religious affiliation? (Categories listed below in alphabetical order. Please check all that apply)
Conservative
Conservadox
“Just Jewish”
Orthodox
Reconstructionist
Reform
Renewal
Secular/Cultural
I am not religious
Other (please specify)

24. Are you a member of the Hazon CSA synagogue/JCC site?
Yes
No

25. Were you a member of the synagogue/JCC before becoming a member of the Hazon CSA?
Yes
No

26. Since joining your Hazon CSA, how often do you participate in other synagogue/JCC programs as compared to before joining the Hazon CSA?
Less often
Same amount
More often

27. To what extent do you agree or disagree with the following statement? Because of the Hazon CSA, I think about my food more in a Jewish context.
Strongly Agree
Agree
Disagree
Strongly Disagree

28. To what extent do you agree or disagree with the following statement? the Hazon CSA influenced the way I think about being Jewish.
Strongly Agree
Agree
Disagree
Strongly Disagree
29. Please explain how the Hazon CSA has or has not influenced the way you think about being Jewish.

30. At this point, do you plan to rejoin the Hazon CSA next year?
   Yes
   No
   Unsure

31. Name (optional)

32. Email address (optional)

33. Age
   0-19
   20-29
   30-39
   40-49
   50-59
   60-69
   70+

34. How many adults and people under 18 live in your household?
   Adults
   People under 18

35. How long have you been a member of your Hazon CSA CSA?
   First season
   Second season
   3 + seasons

36. Were you a member of a different CSA before joining the Hazon CSA?
   Yes
   No

37. How has Hazon CSA impacted the way you eat?

38. How has Hazon CSA impacted the way you think about Jewish tradition?

39. Tell us one thing that you enjoyed about being a member of Hazon CSA.

40. Tell us one thing we could do next year to improve Hazon CSA.

41. Hazon CSA is a project of Hazon. If you would like to help support the growth of Hazon’s CSA program, nationally and internationally, and learn about Hazon's many other programs, please submit the survey and then go to - www.hazon.org - and click on the Donate Now button.
Additional Resources

For more information about CSA and local agriculture in the United States, take a look at some of these excellent resources.

Websites

www.jcarrot.org
The Jew & The Carrot: Hazon’s blog on Jews, food, and contemporary life

www.justfood.org
A non-profit that helps set up CSAs in New York City

www.localharvest.org
A national database of organic, family-run farms

www.nal.usda.gov/afs/csa/
An extensive site about organic farming and community supported agriculture maintained by the Cooperative State Research Education and Extension Service and the National Agricultural Library of the U.S. Department of Agriculture, which includes a state by state registry of CSAs.

www.csacenter.org
The Robyn Van En Center website is one of the best sites on the web for anyone thinking about starting a CSA. Beyond the basics, this site offers such unique benefits as a technical assistance and support page that provides contact information for extension agents and farmers willing and knowledgeable in all aspects of CSA from production to marketing.

Books

Sharing the Harvest: A Guide to Community Supported Agriculture Elizabeth Henderson, Robyn Van En

Manifestos on the Future of Food and Seed Carlo Petrini, Jamey Lionette, and Vandana Shiva

From Asparagus to Zucchini: A Guide to Cooking Farm-Fresh Seasonal Produce Madison Area Community Supported Agriculture Coalition

Closing the Food Gap Mark Winne

Films

The Truth About Farmer John Food Inc
Beyond Organic The Garden
The Future of Food No Impact Man
Fast Food Nation Fresh
BY LAWS

(Your CSA name)
Community Supported Agriculture Group

Purpose

The purpose of the (your CSA name) is to be the city group part of a community supported agriculture partnership with a local farmer. Our mission is to support local agriculture, help preserve local farmland and to obtain fresh local produce for our members through purchasing shares of a farmers produce. The (your CSA name) CSA members will organize and share in the duties of the group to ensure the program runs smoothly. The (your CSA name) is dedicated to working with community food pantries and hunger organization so that needy families can also benefit from access to fresh local produce.

Membership

Any individual, family or organization that purchases a share is a member.

Core Group

The Core Group is comprised of (your CSA name) members who commit additional time, expertise and skills to the group in order to ensure the success of the group. The core group members will include but are not limited to Site Coordinators, Newsletter Editor, Volunteer Coordinator, Events Coordinator, Treasurer, Secretary, and Outreach Coordinator

The duties of the Core Group shall be as follows:

Core Group Coordinator

The Core Group Coordinator shall oversee the entire CSA operation, convene and facilitate CSA meetings, create meeting agenda, maintain communication among core group members, the farmer and the membership, lead the planning efforts of the CSA. These duties may be split between co-coordinators.

Newsletter Editor

The Newsletter Editor shall collaborate with the coordinator and CSA members to obtain newsletter material, format and edit and produce the newsletter. Ensure the newsletter is distributed to the membership and any other interested parties.

Volunteer Coordinator

The volunteer coordinator works to ensure that members contribute the agreed upon amount of volunteer time during the CSA season, sets the weekly schedule for members to work/volunteer at the distribution site, calls volunteers each week to confirm shifts.
Events Coordinator

The Events coordinator collaborates with members and others to organize fun, informative and relationship building events for members and the community.

Site Coordinator

Oversees the distribution of vegetables every week including unloading of truck and site cleanup, oversees weekly volunteers. Ideally this role should be filled by at least two people.

Treasurer

The Treasurer shall keep accounting of any monies raised and disbursed, collects and deposits checks, pays the farmer, reports to the membership on account balances. The Secretary shall keep all minutes of CSA meetings and report same, as well as handling all correspondence of the CSA.

Record Keeper

The record keeper shall maintain membership record, mailing, phone and e-mail lists.

Secretary

The Secretary shall keep all minutes of (your CSA name) meetings and report same, as well as handling all correspondence of the (your CSA name).

Outreach Coordinator

The outreach coordinator shall lead the effort to recruit new members, handle publicity, answers phone, mail and e-mail inquiries, oversees volunteers to assist with these activities.

Amendments

Amendments to the by laws may be introduced in writing by any (your CSA name) member at a (your CSA name) meeting. The Secretary shall distribute copies to members with a notice that the amendment shall be voted on at the next (your CSA name) meeting. The amendment must be approved by a 2/3 affirmative vote of all members present at the (your CSA name) meeting. Members unable to attend may vote in writing by proxy.

Adoption of By Laws

These By Laws shall take effect immediately upon a two-thirds affirmative vote of all members present at the (your CSA name) meeting following the introduction of the By Laws.
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