









**1. Please describe your involvement with CSA farms.**

	Response Average	Response Total	Response Count
Number of CSA farms in which you have been a member.	1.40	162	116
<b>Number of years you have been a member in total.</b>	<b>3.23</b>	<b>375</b>	<b>116</b>
<b>answered question</b>			<b>116</b>
<b>skipped question</b>			<b>9</b>

**2. Over the last three years, has your interest in local foods increased, stayed the same, or declined?**

		Response Percent	Response Count
<b>Increased</b>		<b>62.1%</b>	<b>77</b>
Stayed the Same		35.5%	44
Declined		2.4%	3
<b>answered question</b>			<b>124</b>
<b>skipped question</b>			<b>1</b>

### 3. Where do you satisfy your needs for local foods at this time?

		Response Percent	Response Count
Farmers Markets		75.0%	93
A CSA		17.7%	22
Grocery stores		58.9%	73
Home garden		50.0%	62
Other (please specify)		20.2%	25
		<b>answered question</b>	<b>124</b>
		<b>skipped question</b>	<b>1</b>





#### 4. Thinking of the most recent CSA that you have been a member of, how important were the following factors in your decision to participate in that CSA?

	1 - Not important at all	2 - Somewhat important	3 - Important	4 - Very important	5 - Extremely important	Rating Average	Rating Count
Desire for fresh produce	0.9% (1)	0.9% (1)	5.2% (6)	34.8% (40)	<b>58.3% (67)</b>	4.49	115
Desire for locally grown produce	0.8% (1)	3.4% (4)	4.2% (5)	34.5% (41)	<b>57.1% (68)</b>	4.44	119
Desire for organic produce	5.7% (6)	10.5% (11)	16.2% (17)	24.8% (26)	<b>42.9% (45)</b>	3.89	105
Desire to support a local farmer or farm	0.0% (0)	0.9% (1)	17.1% (20)	38.5% (45)	<b>43.6% (51)</b>	4.25	117
Desire for a sense of community	10.5% (9)	24.4% (21)	<b>29.1% (25)</b>	19.8% (17)	16.3% (14)	3.07	86
Health/dietary reasons	4.2% (4)	7.4% (7)	22.1% (21)	<b>38.9% (37)</b>	27.4% (26)	3.78	95
General concern for the environment	2.2% (2)	6.5% (6)	28.0% (26)	<b>35.5% (33)</b>	28.0% (26)	3.81	93
Convenience	11.6% (10)	27.9% (24)	<b>30.2% (26)</b>	20.9% (18)	9.3% (8)	2.88	86
Opportunity to work on a farm	<b>81.0% (68)</b>	8.3% (7)	7.1% (6)	2.4% (2)	1.2% (1)	1.35	84
Desire to try new foods	13.3% (12)	<b>31.1% (28)</b>	25.6% (23)	21.1% (19)	8.9% (8)	2.81	90
Concern for farm preservation	10.1% (9)	18.0% (16)	<b>29.2% (26)</b>	20.2% (18)	22.5% (20)	3.27	85
Knowing where/how your food was grown	2.8% (3)	6.5% (7)	25.9% (28)	28.7% (31)	<b>36.1% (39)</b>	3.89	106
Less expensive food	28.2% (24)	<b>37.6% (32)</b>	16.5% (14)	7.1% (6)	10.6% (9)	2.34	85
					Other (please specify)		8
<b>answered question</b>							<b>124</b>

**6. Please provide the following information about the CSA farm that you selected in the previous question.**

	Response Average	Response Total	Response Count
Enter number of years you were a member	2.78	320	115
<b>Enter the distance you lived from the CSA Farm (in miles)</b>	<b>19.38</b>	<b>2,190</b>	113
Enter how far, on average, you traveled (in miles) each week to pick up the CSA share at the distribution site?	7.23	839	116
Enter the number of minutes it took you to drive to the distribution site?	12.16	1,410	116
		<b>answered question</b>	<b>116</b>
		<b>skipped question</b>	<b>9</b>

**7. During the last season that you were a member of the CSA farm, other than picking up your share, how frequently did you visit the farm?**

		Response Percent	Response Count
<b>Never</b>		<b>62.9%</b>	<b>73</b>
Once or twice		31.9%	37
Three to five times		3.4%	4
Six or more times		1.7%	2
		<b>answered question</b>	<b>116</b>
		<b>skipped question</b>	<b>9</b>

**8. Please rate your satisfaction with your CSA farm thinking about the whole season, on average (1 - Very Unsatisfied - 5 Very Satisfied)**

	1 - Very unsatisfied	2 - Unsatisfied	3 - Satisfied	4 - Very satisfied	5 - Extremely satisfied	N/A	Rating Average
Quantity of produce	2.6% (3)	20.0% (23)	<b>33.0%</b> (38)	20.9% (24)	23.5% (27)	0.0% (0)	3.43
Quality of produce	0.9% (1)	7.0% (8)	21.7% (25)	34.8% (40)	<b>35.7%</b> (41)	0.0% (0)	3.97
Freshness of produce	0.9% (1)	2.6% (3)	13.0% (15)	38.3% (44)	<b>45.2%</b> (52)	0.0% (0)	4.24
Variety/mix of produce	5.2% (6)	20.9% (24)	28.7% (33)	<b>30.4%</b> (35)	14.8% (17)	0.0% (0)	3.29
Value of CSA share	3.5% (4)	26.3% (30)	<b>28.1%</b> (32)	25.4% (29)	15.8% (18)	0.9% (1)	3.24
Farm newsletter	2.6% (3)	3.5% (4)	<b>29.6%</b> (34)	<b>29.6%</b> (34)	28.7% (33)	6.1% (7)	3.83
Communications about farm happenings	1.7% (2)	2.6% (3)	31.3% (36)	<b>33.0%</b> (38)	27.0% (31)	4.3% (5)	3.85
Communications about what was in the CSA share	2.7% (3)	5.3% (6)	<b>33.6%</b> (38)	26.5% (30)	29.2% (33)	2.7% (3)	3.76
Communications about how to store and prepare produce	3.5% (4)	7.9% (9)	<b>36.8%</b> (42)	27.2% (31)	21.1% (24)	3.5% (4)	3.56
Pick up reminders	1.7% (2)	4.3% (5)	<b>35.7%</b> (41)	25.2% (29)	21.7% (25)	11.3% (13)	3.69
Expressions of appreciation for being a member	2.6% (3)	6.1% (7)	<b>33.9%</b> (39)	29.6% (34)	22.6% (26)	5.2% (6)	3.67
Convenience of distribution site	2.6% (3)	12.2% (14)	20.9% (24)	25.2% (29)	<b>37.4%</b> (43)	1.7% (2)	3.84
Convenience of distribution time/day	4.4% (5)	14.0% (16)	26.3% (30)	21.1% (24)	<b>32.5%</b> (37)	1.8% (2)	3.64
Social/community activities/aspect of farm	3.5% (4)	3.5% (4)	<b>33.6%</b> (38)	22.1% (25)	16.8% (19)	20.4% (23)	3.57

answered question

skipped question

### 9. Thinking of the most recent CSA that you had been a member of, how important were the following factors in your decision not to renew your membership with this CSA?




	1 - Not important at all	2 - Somewhat important	3 - Important	4 - Very important	5 - Extremely important	Rating Average	Rating Count
The CSA did not meet my expectations	<b>50.5% (55)</b>	14.7% (16)	13.8% (15)	13.8% (15)	7.3% (8)	2.13	109
Inability to choose what produce I would receive	<b>50.5% (56)</b>	24.3% (27)	8.1% (9)	11.7% (13)	5.4% (6)	1.97	111
Not enough variety in the share	<b>44.0% (48)</b>	24.8% (27)	6.4% (7)	15.6% (17)	9.2% (10)	2.21	109
The quality of produce was not sufficient	<b>77.3% (85)</b>	8.2% (9)	9.1% (10)	3.6% (4)	1.8% (2)	1.45	110
The quantity of produce was not enough	<b>56.4% (62)</b>	12.7% (14)	15.5% (17)	8.2% (9)	7.3% (8)	1.97	110
I did not like many of the items in my share	<b>57.7% (64)</b>	13.5% (15)	16.2% (18)	8.1% (9)	4.5% (5)	1.88	111
I received poor communications or customer service from the farm	<b>88.2% (97)</b>	5.5% (6)	3.6% (4)	2.7% (3)	0.0% (0)	1.21	110
Pickup time was not convenient for me	<b>66.1% (74)</b>	11.6% (13)	10.7% (12)	7.1% (8)	4.5% (5)	1.72	112
Pickup location was not convenient for me	<b>74.1% (83)</b>	9.8% (11)	8.0% (9)	3.6% (4)	4.5% (5)	1.54	112
The CSA share was not worth what I paid for it	<b>47.7% (53)</b>	20.7% (23)	14.4% (16)	9.0% (10)	8.1% (9)	2.09	111
I too often had to throw away produce that I could not use.	<b>40.9% (45)</b>	19.1% (21)	20.9% (23)	10.9% (12)	8.2% (9)	2.26	110
My personal financial situation changed	<b>75.5% (83)</b>	7.3% (8)	8.2% (9)	5.5% (6)	3.6% (4)	1.55	110

I joined a different CSA	<b>83.6% (92)</b>	1.8% (2)	2.7% (3)	3.6% (4)	8.2% (9)	1.51	110
I prefer purchase local produce through other markets	<b>60.4% (67)</b>	10.8% (12)	16.2% (18)	7.2% (8)	5.4% (6)	1.86	111
I prefer to grow my own produce	<b>62.2% (69)</b>	9.0% (10)	13.5% (15)	7.2% (8)	8.1% (9)	1.90	111
I moved from the area	<b>92.8% (103)</b>	0.9% (1)	0.0% (0)	0.0% (0)	6.3% (7)	1.26	111
I travel too much during the summer	<b>62.5% (70)</b>	8.9% (10)	9.8% (11)	8.9% (10)	9.8% (11)	1.95	112
I kept forgetting to pick up my produce	<b>78.9% (86)</b>	11.9% (13)	3.7% (4)	2.8% (3)	2.8% (3)	1.39	109
I was too busy to eat, cook, or preserve the produce	<b>53.6% (59)</b>	18.2% (20)	14.5% (16)	8.2% (9)	5.5% (6)	1.94	110

Other (please specify) 23

<b>answered question</b>	<b>116</b>
<b>skipped question</b>	<b>9</b>

### 10. Did you receive an invitation to re-join the CSA the following year?

		Response Percent	Response Count
No		8.8%	10
Yes, once		51.8%	59
Yes, multiple times and methods		39.5%	45
<b>answered question</b>			<b>114</b>
<b>skipped question</b>			<b>11</b>

**11. Please rate your interest level (1, not interested, to 5, very interested) in alternative CSA models for local produce, such as:**

	<b>1 - Not Interested At All</b>	<b>2 - Not Interested</b>	<b>3 - Neither Interested or Uninterested</b>	<b>4 - Interested</b>	<b>5 - Very Interested</b>	<b>N/A</b>	<b>Rating Average</b>
Week to week flexible purchasing	6.3% (7)	7.1% (8)	10.7% (12)	<b>41.1% (46)</b>	33.0% (37)	1.8% (2)	3.89
Purchasing credit at the beginning of a season to purchase items a la cart throughout the season	14.3% (16)	9.8% (11)	12.5% (14)	<b>38.4% (43)</b>	23.2% (26)	1.8% (2)	3.47
Receive a full quantity CSA share every other week through the season (half share)	<b>29.5% (33)</b>	20.5% (23)	12.5% (14)	21.4% (24)	14.3% (16)	1.8% (2)	2.70
Receive a half quantity CSA share, every week through the season (split a full share)	<b>28.2% (31)</b>	16.4% (18)	12.7% (14)	23.6% (26)	17.3% (19)	1.8% (2)	2.85
Home Delivery	<b>28.3% (32)</b>	18.6% (21)	15.9% (18)	20.4% (23)	13.3% (15)	3.5% (4)	2.71

Other (please specify)

<b>answered question</b>
<b>skipped question</b>

**12. What were two aspects of being a member of a CSA that you liked?**

	<b>Response Count</b>
<b>answered question</b>	98
<b>skipped question</b>	27