

# The Land

## Will you rent or buy your land?

- You could start with an informal agreement with the landowner covering what you will both give and receive from the arrangement – make sure you write it down!
- When you are ready for something more formal, a short term Farm Business Tenancy will give you flexibility
- In the long term, a Community Farm Land Trust will give you security to farm the land in perpetuity for the community.



## Choose your Farmer and Grower team carefully

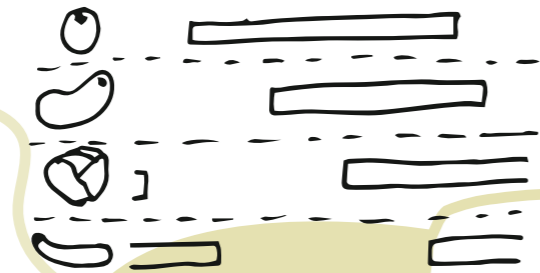
You need people who have:

- skills in horticulture and farming
- skills in training and managing volunteers (welcoming people onto the land and generally being nice to lots of people on a regular basis.)
- skills in admin and book-keeping.



## Crop planning

Design a crop planning process to suit your CSA membership and growth plan. This involves succession planting to ensure a steady supply over the season of perishable crops rather than a one-off harvest.



# How to set up Community Supported Agriculture

Nick Weir,  
Open Food Network UK

# Community

## Need More Members?

- Write newsy articles for the local paper.
- Give talks at local social groups, Transition groups, churches, schools, etc.
- Make the farm relevant to the groups you are engaging.



## Keep up communication

- Regular 'farm days' including useful (optional!) work for people to do.
- Send out news updates.
- Have regular update/discussion meetings. Make it fun.



## From the start, involve the people who will be supporting the farm.

- Get as many of them together as possible and outline your plans briefly and tentatively but do lots of listening.
- What do they want the CSA to be/to provide?
- What can they offer to help make it happen? How do they want to get involved? Build 'ownership'.

# Distribution

## Collection

Set up simple, easy and secure collection point(s) at the farm and at local pick-up points (cafés, shops, pubs) to make it as easy as possible for your members to get their food.

## Management

Set up a free shopfront on the Open Food Network to manage registration, membership, order quantities and distribution



# Payment options

## Arranging payment

- Ask members to set up standing orders for regular veg shares
- Use the Open Food Network to manage changes to veg shares and enable ad hoc sales of surpluses and 'gluts'
- Consider selling to non-members through Open Food Network but maintain membership benefits e.g first access to limited produce, discounts for members, etc.
- Follow up membership cancellations. Why are you leaving? What needs changing?