



CSA Study

- Price Comparison of four different CSA shares with the equivalent in supermarket, natural food store, farm stand, and farmers' market purchases
- (CSA Farmer Surveys/ Interviews)



CSA Price Comparison: 4 CSAs, 4 Weeks (July-Oct)

What's the value of a
CSA share...



At a Supermarket?

At a Farmers' Market?

At a Natural Food Store?

At a Farm Stand?

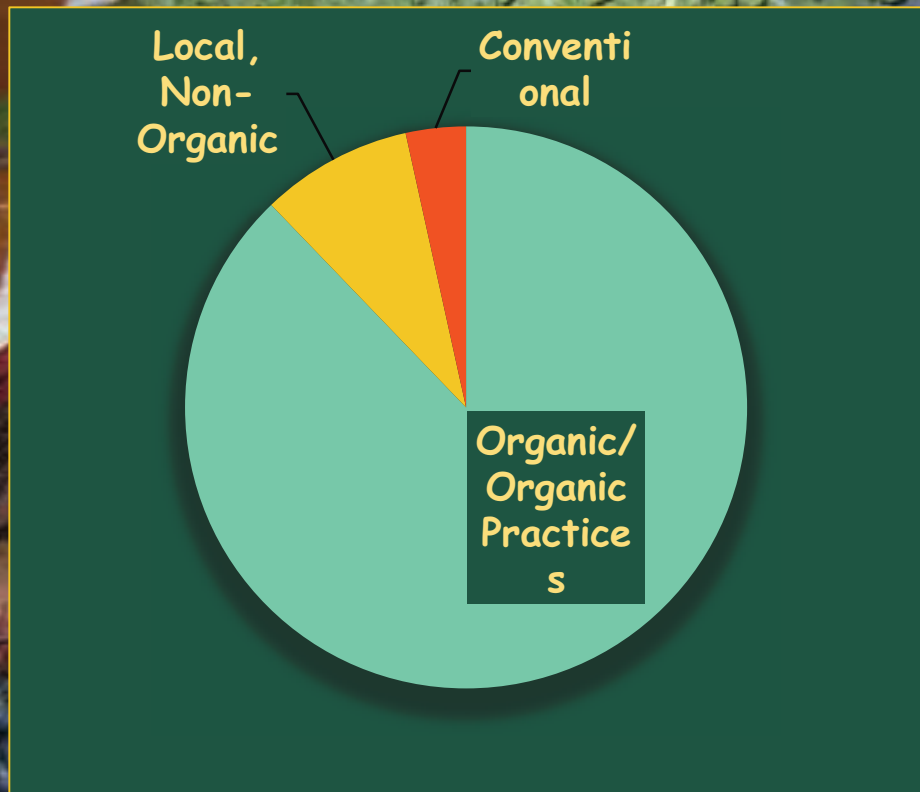
3 Super-
markets

3 Farmers'
Markets

2 Natural
Food
Stores

3 Farm
Stands

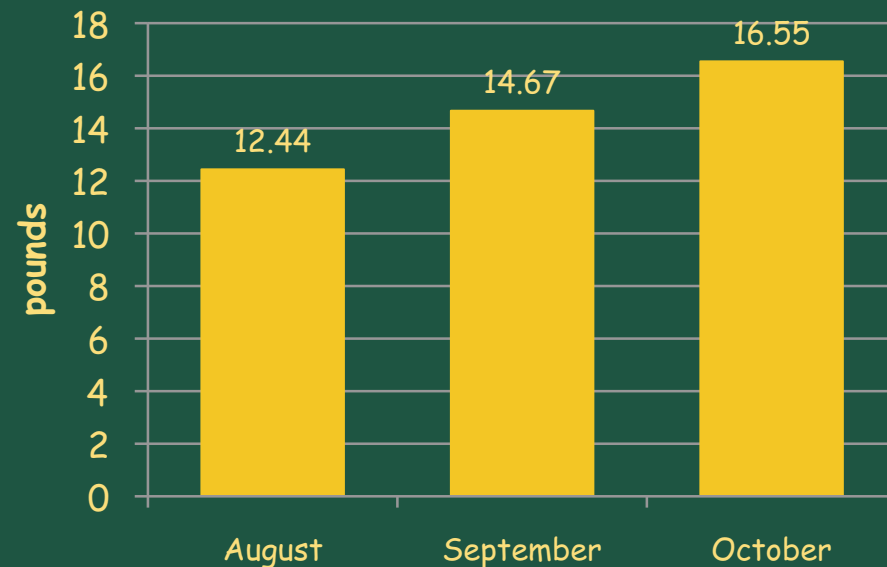
Substitutions (when direct comparisons weren't possible)



The CSA Shares in Pounds

Average Pounds/Share: 14.55

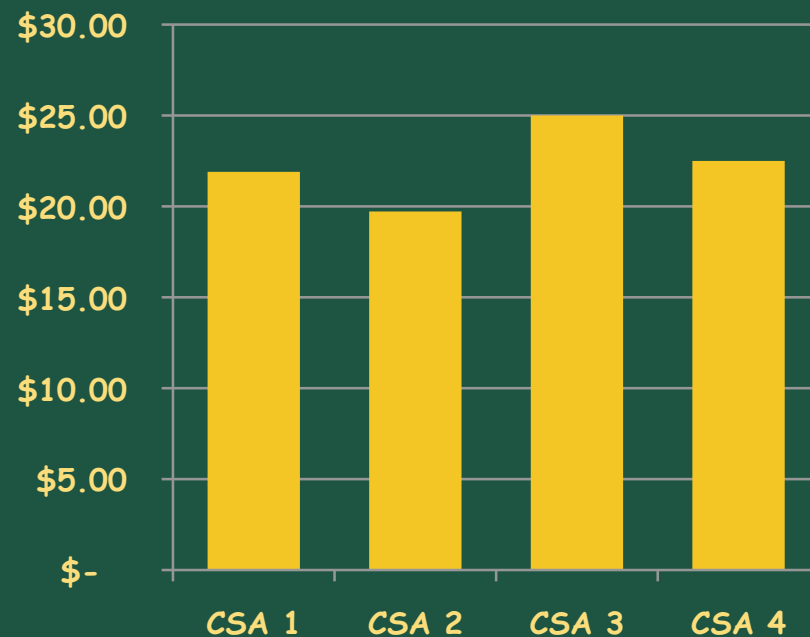
Average of 4 CSA's pounds/
share each month



Cost of CSA Share

Average Weekly CSA Cost:
\$22.28

Average weekly price per share

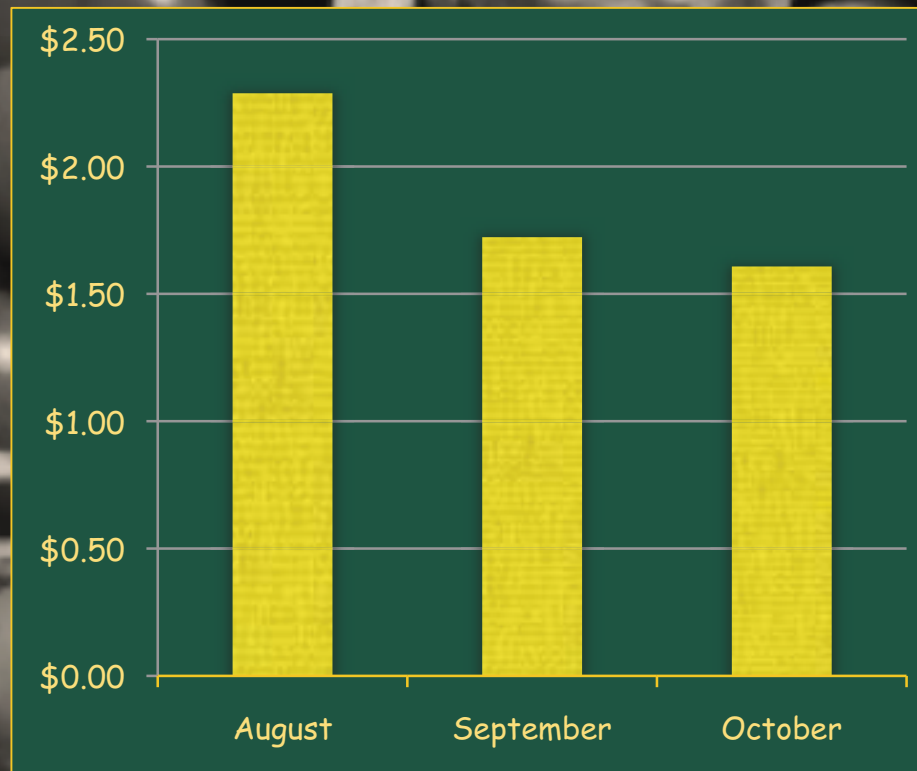


So what's the price/pound for local organic CSA produce?

Price Per Pound
Average:

Aug: \$2.29/lb

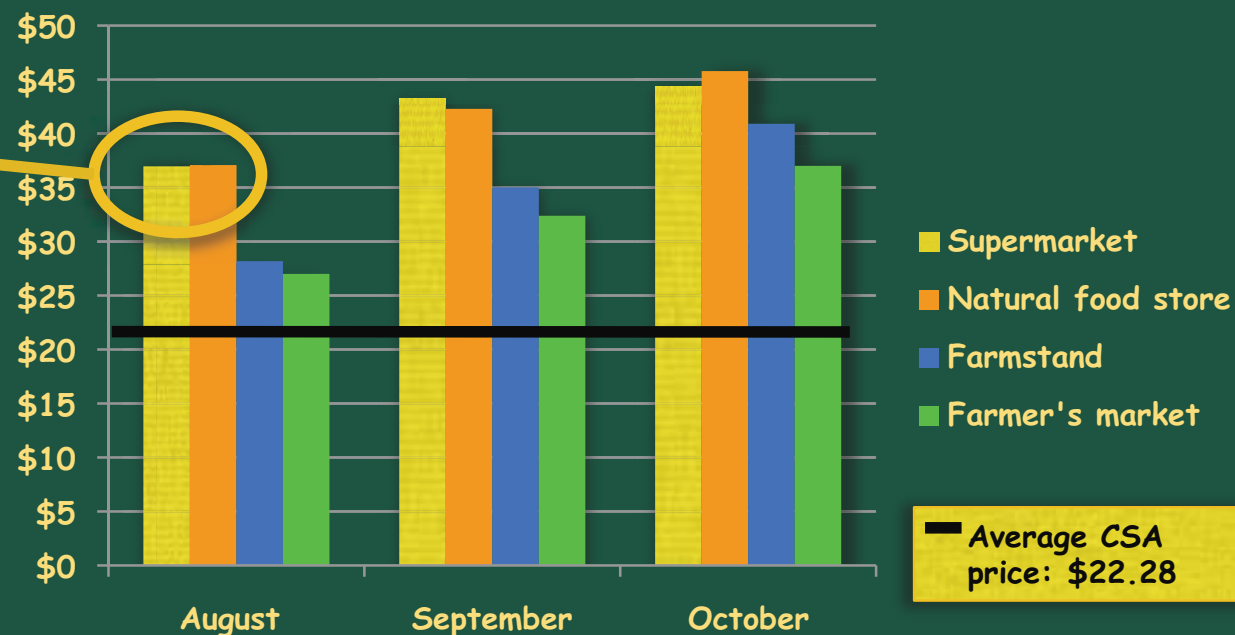
Oct: \$1.61/lb



Price of CSA Shares at Different Retail Outlets

Supermarket
Organic &
Natural Food
Store
Organic are
Comparable

CSA price at retail outlets

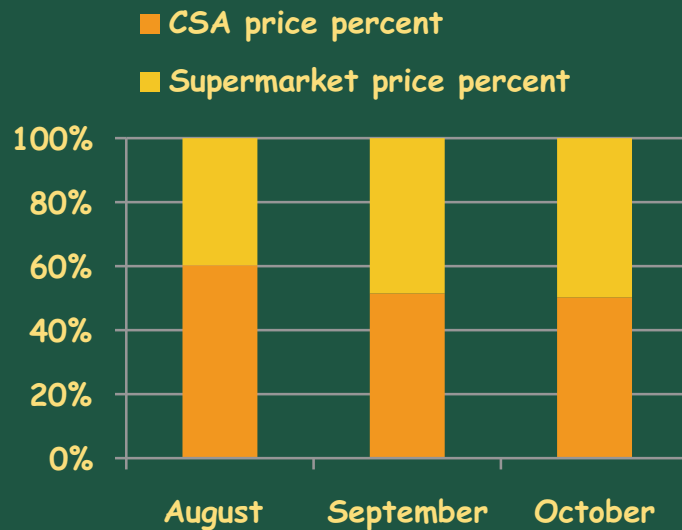


CSA Value:

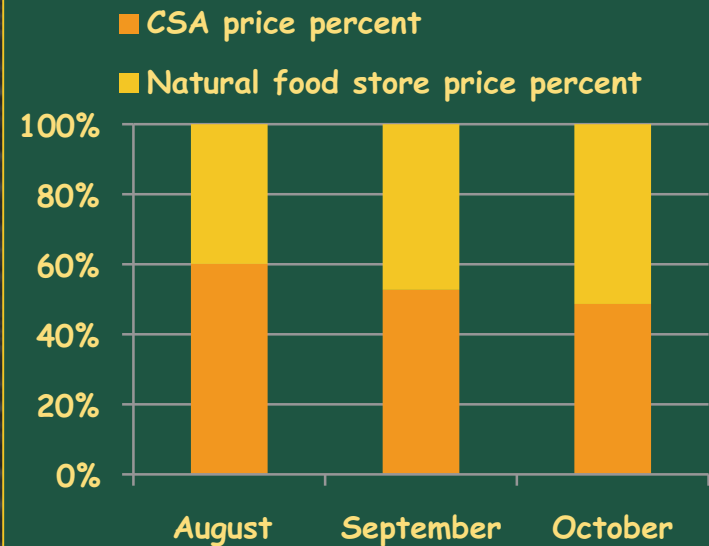
Supermarkets and Natural Food Stores



Supermarket price difference



Natural food store price difference

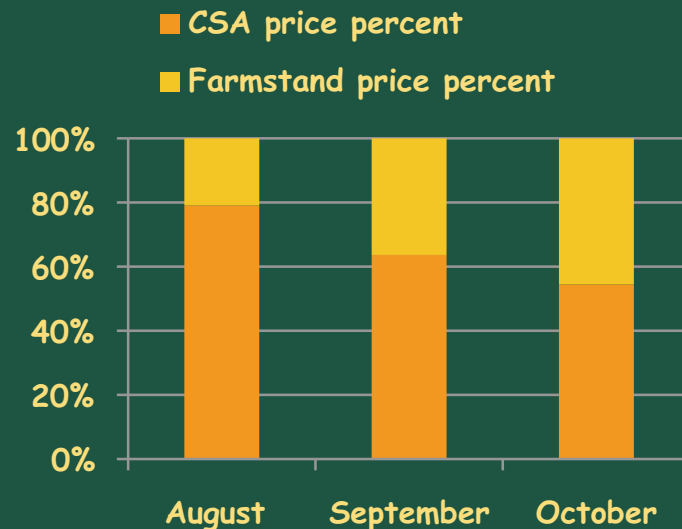


CSA Value:

Farm Stands and Farmers' Markets



Farmstand price difference



Farmers' market price difference

