

# The 2014 CSA Farming Annual Report

Trends and Statistics in CSA farming



# 248

CSA FARMS

We studied 248 CSAs from across the United States and Canada that used our software to manage their CSA and this is what we learned.

## Who did we study?



Total Members Analyzed

# 52,783

Largest CSA

# 6,826

Average CSA membership size

# 213

Smallest CSA

# 10

## How much did members spend for their CSA?

Most expensive  
CSA membership

# \$12,650

\$460.12

# 2013



\$3.13  
increase

\$463.25

# 2014



## Growth and Income

**\$26 million**

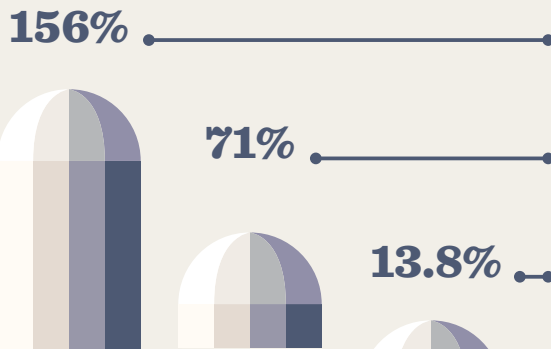
Total amount of money spent at these CSA farms.

**\$30,342**

Average CSA income in **2014**.

**79%** growth over 2013

## Average CSA growth, in memberships sold

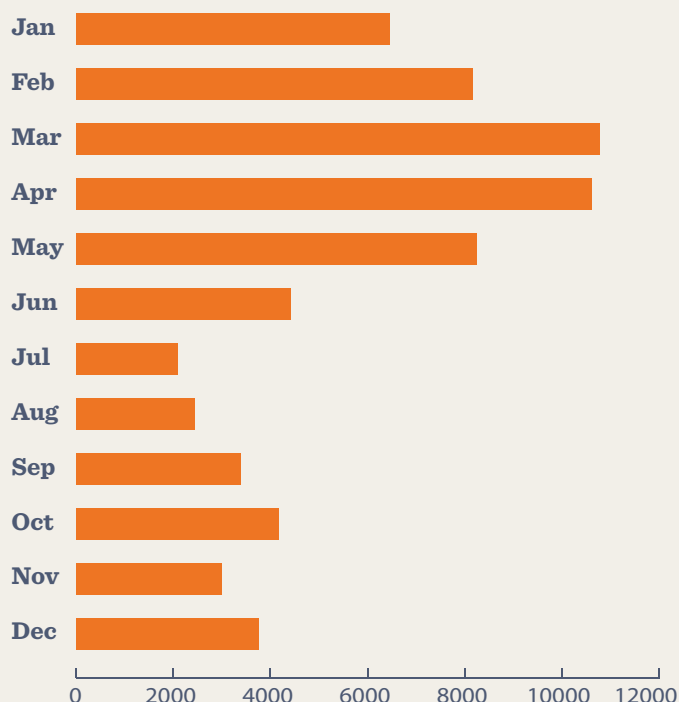


Growth of CSAs with fewer than 100 members.

Average CSA growth in 2014

Growth of CSAs with more than 100 members.

## When do people sign up for CSA shares?



Most popular day to sign up for a CSA share.

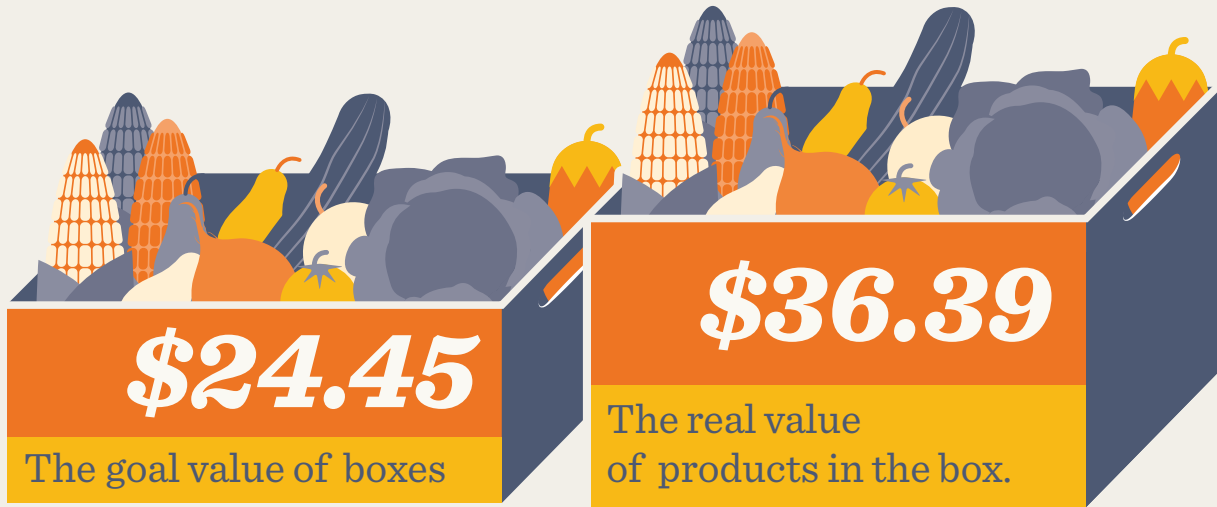
**45.2%**

Average Retention Rate

**72%**

Farms have member agreement

## What's in the box?



## Most common products in the box



**Lettuce**



**Kale**



**Swiss Chard**



**Summer Squash**



**Cucumbers**



**Carrots**



**Basil**



**Spinach**



**Broccoli**



**Beets**

## Selling extras

**44%**

Sold items on a weekly basis

**\$7,384**

Average total yearly sales

## All about pickup locations

The average farm has **10** pickup locations per season.

With an average of **20.9** members per pickup location.

The largest pickup location has **597** members!

**Is On-Farm Pickup Offered?**

**51% YES**

**49% NO**

## Payment options offered by farmers



**84%**  
Check



**59%**  
PayPal

DWOLLA

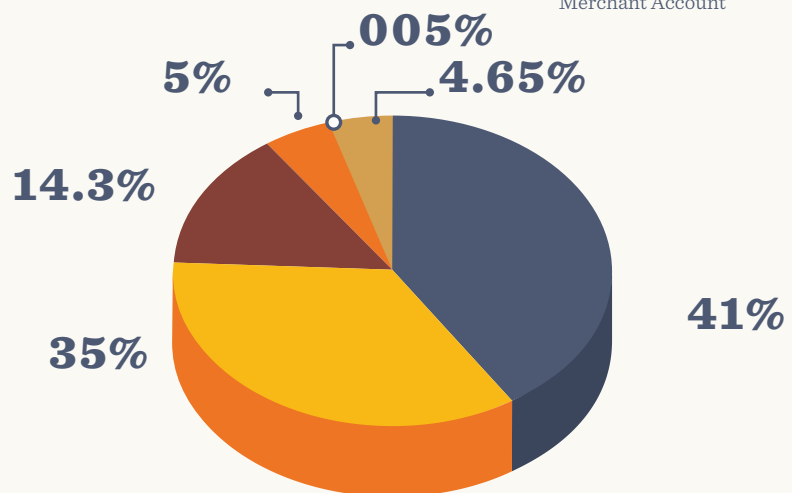
**21%**  
Dwolla



**19.6%\***  
Credit Card

\*Full Credit Card Merchant Account

## How Do People Pay?



Check 41%

Credit Card 35%

PayPal 14.3%

Dwolla 5%

Cash 0.05%

Other 4.65%