Trends and Statistics in CSA farming

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.

Total Members Analyzed
52,783

Largest CSA
6,826

Average CSA membership size
213

Smallest CSA
10

Who did we study?

How much did members spend for their CSA?

Most expensive CSA membership
$12,650

$460.12
2013

$3.13 increase

$463.25
2014
Total amount of money spent at these CSA farms: $26 million

Average CSA income in 2014: $30,342

Average CSA growth in 2014:
- Growth of CSAs with fewer than 100 members: 156%
- Average CSA growth with more than 100 members: 79% growth over 2013

Growth and Income

Average Retention Rate
- 45.2%

Farms have member agreement
- 72%

When do people sign up for CSA shares?

Most popular day to sign up for a CSA share: Feb 28th
**What’s in the box?**

- **#1** Lettuce
- **#2** Kale
- **#3** Swiss Chard
- **#4** Summer Squash
- **#5** Cucumbers
- **#6** Carrots
- **#7** Basil
- **#8** Spinach
- **#9** Broccoli
- **#10** Beets

**The goal value of boxes** $24.45

**The real value of products in the box.** $36.39

**Most common products in the box**

**Selling extras**

- **44%** Sold items on a weekly basis
- **$7,384** Average total yearly sales

www.memberassembler.com
The largest pickup location has 597 members!
The average farm has 10 pickup locations per season.
With an average of 20.9 members per pickup location.
Is On-Farm Pickup Offered? 51% YES 49% NO
Payment options offered by farmers
Check 84% PayPal 59% Dwolla 21% Credit Card 19.6% Other 4.65%
How Do People Pay?
Check 41% Credit Card 35% PayPal 14.3% Dwolla 5% Cash 0.05% Other 4.65%