We studied 305 CSAs from across the United States and Canada that used Member Assembler to manage their CSA and this is what we learned.

**Growth and income**

- **Average CSA Income in 2014**: $30,342
- **Average CSA Income in 2015**: $35,443
- **Average CSA Growth in memberships sold in 2015**: 28%

**Growth of CSAs with more than 100 members**
- **2014**: 13.8%
- **2015**: 7.63%

**Growth of CSAs with fewer than 100 members**
- **2014**: 55.3%
- **2015**: 156%
When do people sign up for CSA shares?

- **February 28th**
  - Most popular day to sign up for a CSA share (856 signups)

- 46.1% Average Retention Rate
  - 45.2% in 2014

- 77% Of farms have a member agreement
  - 72% in 2014

What’s in the box?

- **$25.74**
  - The goal value of boxes ($24.45 in 2014)

- **$47.21**
  - The real value of products in the box ($36.39 in 2014)

www.memberassembler.com
Top 10 products in CSA boxes


Sales numbers

- Max # of memberships for one farm: 10,021
- Avg # of memberships per farm: 400
- Total # of memberships: 76,317
- Average invoice total: $465.75
- Largest invoice: $6,830
- Of farms used e-commerce to sell extra items or for customization: 51%
- Average amount sold via e-commerce: $13,383
- Total payments in 2015: $36,071,393

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All about pickup locations

Is on-farm pickup offered?

- 56.3% Yes
- 43.7% No

Average Retention Rate of farms with on-farm pickup:
- 45.2% (44.67% in 2014)

Average Number of pickup locations:
- 9.88 (10.18 in 2014)

Biggest pickup location:
- 744 Members

Payment option offered by farmers

<table>
<thead>
<tr>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Check</td>
<td>41%</td>
</tr>
<tr>
<td>PayPal</td>
<td>14.3%</td>
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<tr>
<td>Credit Card</td>
<td>35%</td>
</tr>
<tr>
<td>Cash</td>
<td>0.005%</td>
</tr>
<tr>
<td>Dwolla</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>4.65%</td>
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</tbody>
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