

# CSA 2013

The purpose of the 2013 CSA is to provide customers with a year-round supply of amazing vegetables, create the best CSA experience for them, while ensuring a profit for KFF. Our goal is to make it easy for us to grow and transfer vegetables to our members with a minimum of hassle for both farmer and member.

## Shares, Pickup, Pricing and Payments

**Share Types** - *The following blurbs can be used for marketing shares*

### **The Year-round Share**

A CSA share that lasts all year! Sign up once in the spring and don't worry about it again until the following year. The Year-round share begins the first Saturday in May and runs for 12 months. Your weekly choices will be the same as what Summer, Fall, or Winter members have to choose from that week. During the month of January we may skip a few markets. If that happens, we will provide you with an overloaded share to keep you eating through our break.

### **The Summer Share**

The Summer Share is our most popular share, it runs from the beginning of May through the end of October for a total of 26 weeks. This share allows you to experience the best of three seasons. It will include spring greens, summer tomatoes and peppers, fall root crops, and much, much more. The micro share takes this share and slims it down for a single person or veggie-lite couple.

### **The Fall Share**

The Fall share encompasses the wonderful cornucopia of fall vegetables such as Brussels sprouts, hardy greens, and winter squash. We'll help you keep your kitchen stocked through November and December, including the busy holiday season.

### **The Winter/Spring Share (2014)**

Members will experience the winter bounty of our root cellar and high tunnels. Choose your share from a wide assortment of winter vegetables, root crops, and at least one type of greens each week. This share runs from January/February to April including 4 to 6 items per week (micro 2 to 4 items).

## **Share Calendar**

- **Year-round Share:** May 4, 2013, through April 26, 2014 (52 weeks) \*
- **Summer Share:** May 4, 2013, through Oct. 26 (26 weeks) \*
- **Fall Share:** Nov. 2 through Dec. 28 (9 weeks)

- **Winter/Spring Share:** Jan. 4, 2014, through April 26, 2013 (17 weeks) \*\*

\* Shares may be picked up at Wednesday markets May 8 through Oct. 30. **There will be no CSA pick up Wednesday, May 1**, although the outdoor market begins that day.

\*\* Dates and number of weeks subject to change before signup begins.

## Share Prices

Share	2012 Price (early signup)	2013 Price per week	Weeks	2013 Price			
Year-round	\$1,274	\$24.50	52				
Micro	\$858	\$16.50	52				
Summer	\$650	\$25	26				
Micro	\$442	\$17	26				
Fall	\$225	\$25	9				
Micro	\$153	\$17	9				
Skidmore	\$700	\$25	28				
Micro	\$476	\$17	28				
Winter/Spring	\$425	\$25	17				
Micro	\$289	\$17	17				

## Share Management Schedule

### Overview

Signups will start concurrently about Jan. 1 for both existing and new members. All members will be required to make the \$100 downpayment for their spot to be held.

Existing Year-round members received an email Dec. 26 offering a 5% (1 week) discount if they signed up and paid in full by Jan. 1. No other discounts will be offered.

(Note: 6 members took advantage of this offer)

Member must pay in full or sign up for a payment plan by April 29. Missy will send out an email reminding delinquent members to pay two weeks before the share starts. We will also remind members who haven't paid their \$100 deposit to do so, and once we have a waiting list, we will let them know we can no longer hold their spot without a deposit.

Share	Signup Starts	Launch to Members	Launch to General Public	Share Starts	Payment Due By	Send Payment Emails	Share Start Email
Full Year	Jan. 1	Jan. 1	Jan. 1	May 4	April 29	April 22	May 1
Summer	Feb. 1	Feb. 1	Feb. 1	May 4	April 29	April 22	May 1
Fall	Sept. 16	Sept. 16	Sept. 16	Nov. 2	Oct. 21	Oct. 14	Oct. 30
Winter/Spring	Dec. 1	Dec. 1	Dec. 1	Jan. 4	Jan. 4	Dec. 31	Dec. 31

### Working Shares

Working shares will be handled on a case by case basis and will not be advertised.

### Food Pantry Donations

We will have a bin available at market for members to donate any part of their share they will not use that week.

### Payment Plans

Members will be able sign up for a payment plan option. Each share will have its own monthly payment plan and only one plan. There will be no additional charge for payment plans. Each share's plan will be set up so all payments will be finished at least one month before the end of the share.

Payments will be managed through Authorize.net and will be completely automatic. Members will receive a reminder email several days before the amount is deducted. The first payment will be deducted the month following the member's sign up.

### Tentative Payments

Share	Price	Less Down	No. of	Payment Amount
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		Payment	Payments	
<b>Full Year</b>	\$1,274	1,174	11	\$106.73
<b>Micro</b>	858	758	11	\$68.97
<b>Summer</b>	650	550	4	\$137.50
<b>Micro</b>	442	342	4	\$85.50
<b>Winter</b>	425	325	2	\$132.50
<b>Micro</b>	289	189	2	\$94.50

*Note: There will not be a payment plan for the Fall Share.*

### Number of Shares

Will offer 175/200 shares contingent on the same ratio of Full Shares to Micro Shares. If the ratio changes we'll change the number of shares offered. See table below summer share numbers.

### Micro Share vs. Full Share Ratio Calculations

**\*\*below is the ration for last year\*\***

	2012		2012
	# of shares	Ratio	# of shares
Full Shares	125	1	
Micro Shares	162	1.3	
Total Shares	287		200
			enter total # of desired shares above to determine # of each type of share we can offer

### Cancellation Policy

#### (Listed as part of the member agreement in Member Assembler)

A 2-week trial period is offered to confirm the suitability, as we understand a CSA Membership is not for everyone and every situation. We will give a prorated refund during the first or second week of that specific CSA Season (Summer, Fall, Winter or Year-Round). Please allow two to four weeks for your refund. After two pickups refunds will be granted if we have a waiting list and can find a new member to take your place. Thank you for your understanding.

### Member Agreement

Members will have to sign a member agreement as part of the signup process. This agreement will serve to remind them of the commitment they are making as well as stressing the

responsibilities of Kilpatrick Family Farm. Members will have to acknowledge the agreement as part of the online signup process and will have to sign a copy of the agreement located on the back of any paper forms. The member agreement, updated December 2012 is located in the planning folder of the CSA 2013 Box folder.

### **Pickup Sites**

#### **Fall/Winter/Spring Shares:**

- Saratoga Winter Market 9 to 1 p.m.
- Glens Falls Winter Market 9 to noon
- The Farm Friday after 5 p.m. and all day Saturday

#### **Summer Shares**

- Saratoga Wednesday Market 3 to 6 p.m.
- Saratoga Saturday Market 9 to 1 p.m.
- Glens Falls Market 8 to noon
- The Farm Friday after 5 p.m. and all day Saturday

### **Farm Pickup**

On Farm Shares will not be publicly promoted. All past members who picked up on-farm will be grandfathered in and members of the general public who inquire will be allowed to join. See boxed shares below for more info. Anyone who signs up for On Farm pickup should be sent the document outlining the specifics. It is located in the CSA folder in Box.

### **Boxed Shares**

All boxed shares will be marketed as such and will include a greater quantity of produce to make up for the lack of selection.

### **Splitting a Share**

Members can split a share but we will not be involved in the process.

## **Member ‘Gifts’**

### **CSA Member T-Shirts**

We will be contracting with a local artist to design the artwork. The design will be a standard farm shirt and will not say “CSA Member” on it. We will print shirts using Keith’s II Sports in Rutland using organic shirts.

Members will not automatically receive a T-shirt this year. We will order about 100 shirts to be handed out randomly and/or as sporadic giveaways. We may also make shirts available through an online store, but they will be shipped from the farm rather than handed out a market. (Details yet to be determined)

Details on sizes to order are yet to be determined.

## CSA Member Bags

Each member will receive a nice canvas bag printed with our logo on each side. Who will order? All to collaborate on the artwork. Colors?

## Cookbooks

We will attempt to offer a recipe binder instead of a cookbook this year. Availability and pricing will determine the feasibility of this. A KFF cookbook is another option. Just year-round members? Or everyone?

## Welcome Packet

Inside their canvas bag, members will find the following:

- CSA Member Handbook (in a reduced format, which could be just the ID guide inside binder, with the rest available as an ebook only)
- Welcome Letter from Kris and Michael
- Farm Info Card (?)
- Business card (?)
- Recipe binder/cookbook if eligible

## CSA Member for a Week Program

Kris will run the CSA Member-for-a-week program, which allows prospective members to purchase one week's share and try out picking up a share. She will create a brief document which will overview the program and CSA sign-up options.

# CSA Member Events

## Dinners

We will host at least four farm dinners this year. Dinners will be available to our regular customers but CSA members may get first dibs at reservations. Reservations will be handled by the individual restaurant.

Michael and at least two of the following will attend each dinner: Erika, Keith, Philip, Jillian, Corrie.

Dinners will be held at the following locations and seasons (subject to change):

- Late Winter - Beekman St. Bistro
- Summer - Top of the World Restaurant
- Late September - Fifty South

## Farm Events

*(This section needs to be updated after we hold our meeting regarding farm events. What's here is 2012 information.)*

We will hold regular farm tours as well as allow members to do self-guided tours anytime 24 x 7. We will expand uppick events to include more crops as possible including peas, beans, cherry tomatoes, and of course raspberries.

We will also hold the following major events:

**Strawberry Festival** - same configuration as last year

**Fall Festival** - final details to be determined, but should include potluck, farm tours, hayrides and other kids events. It will be styled so members can come and go as they please.

## Operations

### Emails

All CSA emails should be sent from [csa@kilpatrickfamilyfarm.com](mailto:csa@kilpatrickfamilyfarm.com), to create consistency and ensure all responses go to that email address. CSA members will receive occasional emails as business needs dictate. The majority of farm news will be in the newsletter.

### Pickup

“Hot” items may be occasionally limited from the CSA. (ex. CSA members may only be allowed one pint of strawberries the first two weeks they are available). Michael will keep an updated spreadsheet of items available, and he and Erika will communicate limitations to the market crew via email. Market crew who are work will be required to read the emails with special instructions so that everyone has the correct information before they, and members, start arriving at market.

## Pay Ahead Cards

In addition to our CSA, we will begin offering a more free-form pay ahead option at a 5% discount. The 2013 season will be a trial run for the pay ahead card, and will be limited to 20 to 25 customers. Pay ahead cards will be offered in \$100 and \$500 increments, for a maximum total of \$10,000.

### Valid for everything

Customers who sign up for the Pay Ahead Plan, can use their cards to purchase any items at our stand, including eggs, chicken and prepared food. They may choose to purchase only the card, or the card may be in addition to their CSA.

### Expiration

Cards will be valid for the time period that coincides with our Year-round share season, May through April. Cards purchased for the 2013-14 season will expire April 30, 2014.

### How it works

Customers may sign up for the card the same way they would a CSA share, at Small Farm Central via our website. They will need to pay for their card at the same time they sign up. Cards will be available for customers to pick up May 1, and each Wednesday and Saturday Saratoga Farmers Market until all cards have been retrieved.

Each card will have various dollar amounts printed on it representing a total of either \$100 or \$500. (see below for a very rough example of what this would look like)

Each time the customer wishes to use her card, she will present it to one of the market crew and the correct dollar increments will be punched.

