AGENDA

8:00  Registration
8:30  Welcome
   Jude Boucher, UConn Cooperative Extension
   Who is your CSA customer? – Monique Basch

8:45 - 9:15  Traditional CSA Vegetable Share
   Paul Bucciaglia, Fort Hill Farm, New Milford
   Key elements of the CSA model

9:15—9:45  Multi-farmer CSA
   Brad Isnard, Bishop’s Orchard CSA
   Working with other farmers, using CSA share add-ons

9:45 – 10:00  BREAK

10:00 – 11:00  Multi-season CSA/Partnering with Chefs
   Fred and Stacia Monahan, Stone Garden CSA, Shelton
   Deciding to shift to CSA business and impact on farm income, layering CSA shares, aspects of managing large # of members

11:00 – 11:30  Meat CSA
   Rick Hermonot, Ekonk Hill Turkey Farm, Sterling
   Unique aspects of operating a meat CSA, share options, aggregating product from other farmers

11:30 – 12:15  LUNCH

12:15 – 1:00  Tips & Tools for CSA business management
   Jiff Martin, UConn Cooperative Extension
   Model CSA contract, share prices, communicating with members, case studies and snapshots, innovative aggregation models
1:00 – 1:30  
**Insuring a CSA**  
Joe Bonelli – UConn Cooperative Extension

1:30 - 2:30  
**Getting Started – What I learned my first year running a CSA**  
Farmer Panel:  
◊ Michelle Collins – Fair Weather Acres, Rocky Hill  
◊ Bruce Gresczyk Jr. – Gresczyk Farms, New Hartford  
◊ Steve Munno – Massaro Community Farm, Woodbridge  
*Moderated by Jude Boucher, UConn Extension Center*

2:30 – 3:30  
**Breakout Groups**

Co-coordinated with CT NOFA – *Select a breakout group to discuss one of the following three topics:*

Group A – Getting Bigger – more members, products, income  
Led by Steve Munno

Group B – Getting Better – what do customers really want?  
Leader to be determined

Group C – Regulating the CSA – CSA farm businesses and issues with town and state government  
*Led by Joan Nichols, CT Farm Bureau Association*

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Registration For
CSA School: By Farmers, For Farmers
November 28, 2012

Please pre-register by November 26th by sending a check for $25 to:
UCONN, CES
24 Hyde Avenue
Vernon, CT, 06066
Make checks payable to UConn and put “CSA” in reference line

Name: ___________________________________________________________
Address: _________________________________________________________
__________________________________________________________________
Phone: ___________________________________________________________
Email: ___________________________________________________________