



Naked Acre Farm Hyde Park, VT *at a glance*

- 2.5 Acre OG Veg production
- 2021: 5 acres w/ cover crops
- Raw land 3 years ago
- 1 FTE, 1 part-timer 16-20 hours per week
- CSA, Wholesale, Restaurants
- 1/3 A under cover
- 3rd location, 8 seasons



The Catalyst for Change

I received a call in early March from a frantic chef saying the world was going to be shut down

Spoke with a couple close chef friends who advised me to ramp up CSA sales

Chef Owners not sure they could even open, one chef opened an additional restaurant

Restaurant Sales in 2019 = 70% total Revenue = YIKES



The Change

During the initial COVID crisis, demand for local food was unprecedented

Little to no marketing for members, cold calls from community members

Wholesale accounts saw similar demand so WS revenue increased significantly

Restaurants opened slowly or not at all in the beginning

Increased CSA, added several Wholesale Accounts, reduced or eliminated small order restaurants



Big Changes



- CSA Revenue increased 260% from 2019
- Small-scale - needed to ensure produce availability for restaurant accounts in case they opened
- Capped CSA but did not want to turn people away
- Created CSA “Light” - essentially custom weekly availability ordering system for “partial” members
- Coincided with CSA pick-ups and drop-offs
- WS increased 30% from 2019, Restaurant sales fell off 10% due to COVID
- total revenue increased 54% from 2019