

Round Right Farm: A Customizable Free Choice CSA Model

Maintaining a strong foothold in a changing market

Who we are & our philosophical approach to CSA



Our main pool of customers is located 1 hour from the farm--this demanded a model that was centered around delivery of prepacked shares rather than pickup on farm; no major competing farms at that time so the field was wide open.

We have always sought to partner with other local producers to strengthen the local food economy and expand our ability to meet our customers' food needs.

As CSA members in San Diego before we became farmers, our view has always been based on customer experience first.

Our evolving approach to CSA



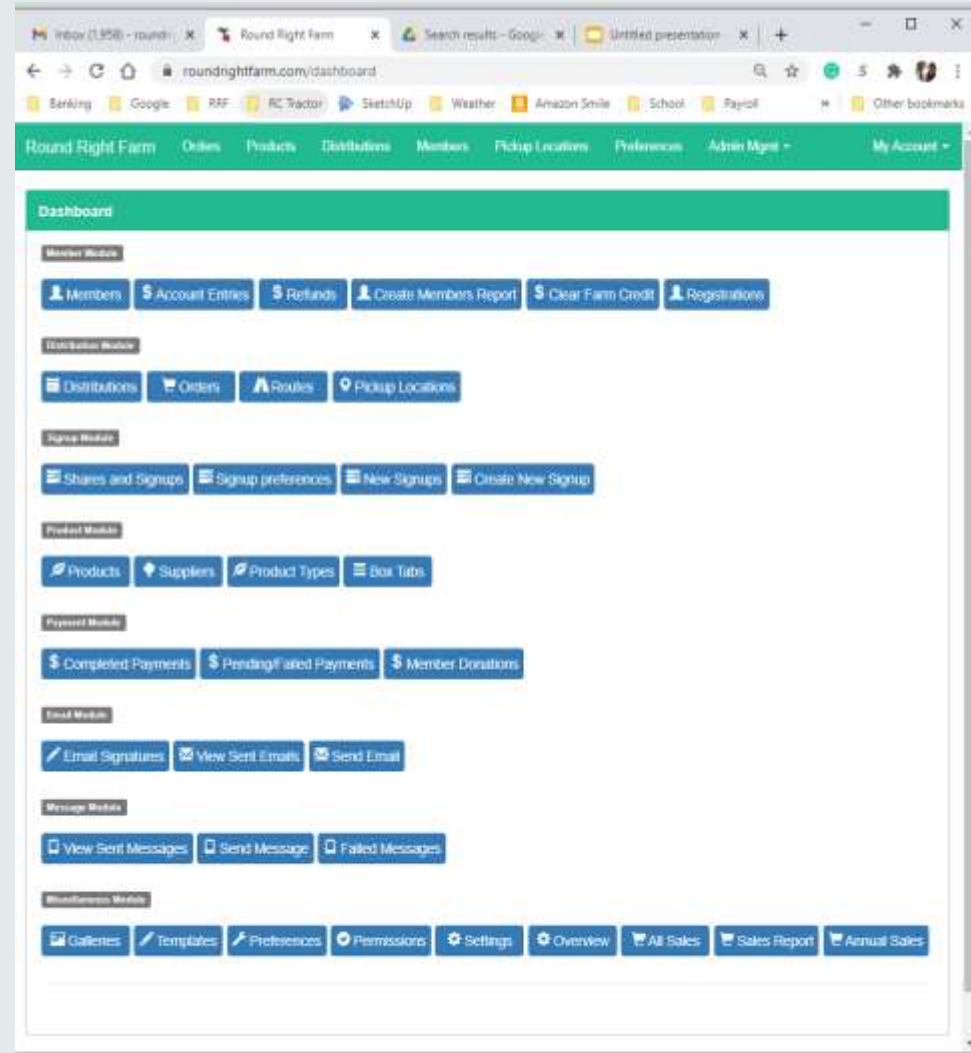
- 2007: began operations with 1/2 acre production, 20 CSA members, 20 week season.
- 2010: began a customizable approach
- 2014: began offering home delivery option
- 2018: monthly payment plan offered & began offering a year round share; also began expanding our reselling partners
- November 2019: began full free trade of all items offered on website
- 2020: 380 customers during summer, with 3 days of delivery. Began offering free home delivery for orders >\$45.

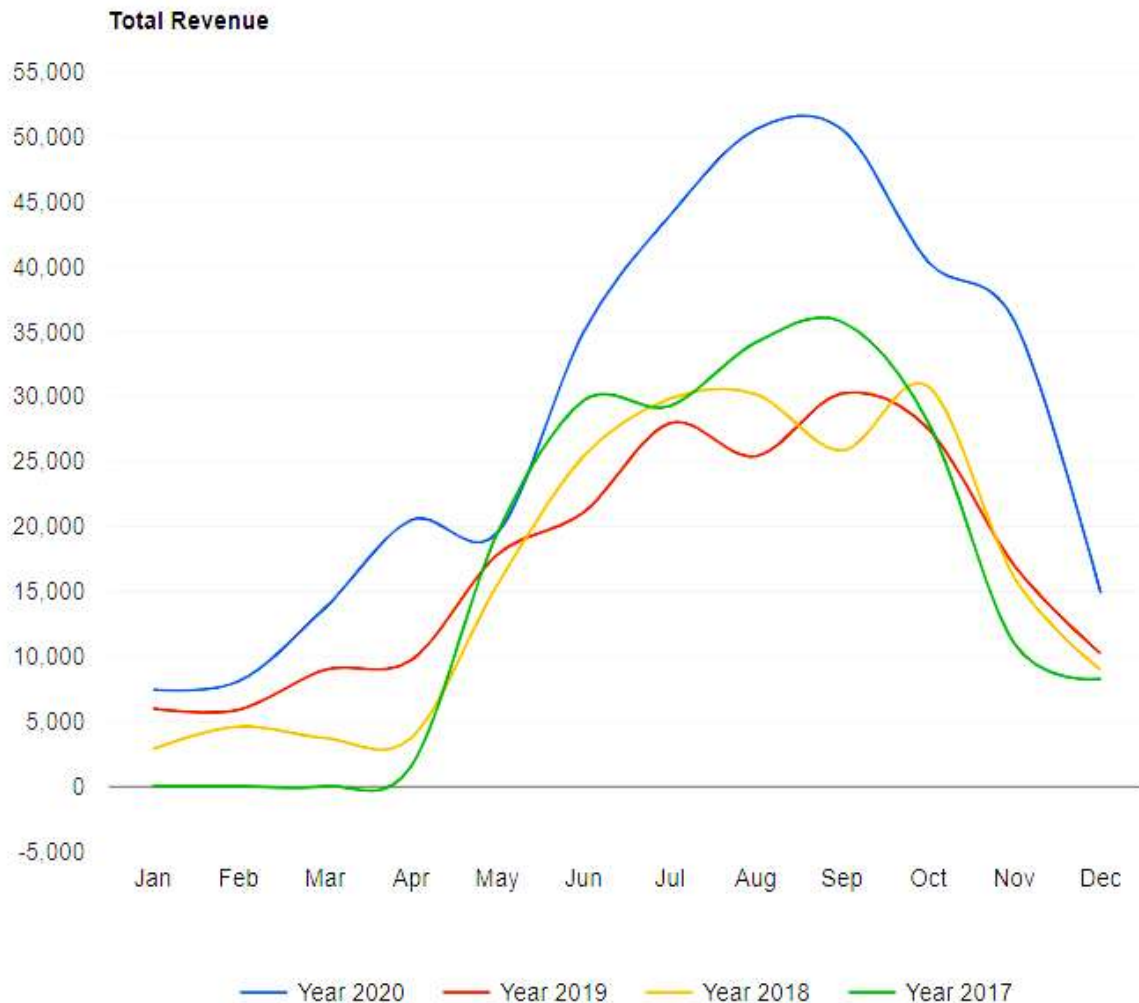
The software we developed

We began developing software in 2010 to allow us to approach customizable CSA offering.

This software has changed over the years, but now allows us to:

- Sign members up seamlessly for a new season
- Accept online payments through Paypal
- Create ordering periods which include CSA members and a la carte members
- Email and text our members in a moment
- Track our sales
- Manage our delivery routes





The blue line represents 2020, the first full year that we offered a full trade on all the items we offer to our CSA; even taking a COVID bump into consideration, the growth & customer satisfaction is clear.

Round Right Farm	Orders	Products	Distributions	Members	Pickup Locations	Preferences	Admin Mgmt
TOTAL REVENUE:		\$3,154.45					
TOTAL PRODUCT SALES:		\$3,133.95					
FARM PRODUCT SALES:		\$1,677.10					
FARM VEGGIE SALES:		\$1,409.25					
FARM MEAT SALES:		\$253.35					
FARM OTHER SALES:		\$14.50					
RESOLD PRODUCTS:		\$1,456.85					
Orr's Orchard:		\$345.00					
Phoenix Bakery:		\$310.25					
Brookside Farm:		\$297.00					
Goot Essa:		\$237.75					
Firsthand Coffee:		\$101.35					
Backbone Mtn Maple:		\$76.00					
Country Parson Honey:		\$27.00					
Wellness Living:		\$22.00					
Spring Gap Mtn:		\$21.00					
The Vegetable Garden:		\$11.00					
Firefly Farms:		\$8.50					
HOME DELIVERY FEES:		\$60.50					
TOTAL CSA MEMBER SALES:		\$2,746.10					
TOTAL A LA CARTE MEMBER SALES:		\$387.85					
TOTAL OLD FARM CREDIT USED		\$162.18					
TOTAL NEW FARM CREDIT ADDED		\$126.60					
FINAL FARM CREDIT USED		\$130.18					

This is the sales report automatically created by our software for our final delivery of 2020 on December 17th.

Key takeaways:

- 45% of the sales was resold products
- 12% of sales were generated by non share members
- This delivery included 85 individuals-- this sets the average box value at \$36.87. This is pretty good considering $\frac{2}{3}$ of our members are half share members who pay \$48/month for their share.

Main advantages to a customizable CSA approach

- Immediate real time feedback from customers about what products they actually want--we average 85-93% participation in customization.
- The move to include more reselling partners has allowed us to enroll more members while reducing the amount of ground on which we produce. 6 acres of production sustained 380 members this summer. Smarter production means we only grow what we absolutely need.
- We can seamlessly offer our products to a la carte members side by side with CSA members.





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