

# The 2015 CSA Farming

## Annual Report

Trends and Statistics in CSA Farming



**305**  
CSA FARMS

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

**\$30,342**

Average CSA  
Income in 2014



2014



2015

**\$35,443**

Average CSA  
Income in 2015

**28%**

Average CSA Growth in memberships sold in 2015

Growth of CSAs with more than  
100 members

Growth of CSAs with fewer than  
100 members

**13.8%**



2014

**7.63%**



2015

**156%**



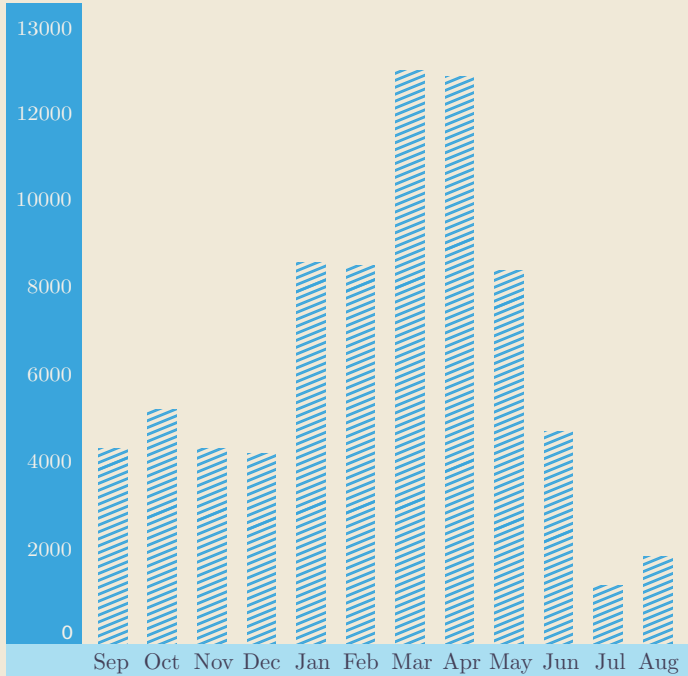
2014

**55.3%**



2015

## 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?



## Top 10 products in CSA boxes



1. Lettuce



2. Eggplant



3. Garlic



4. Carrots



5. Swiss chard



6. Kale



7. Green Beans



8. Broccoli



9. Cabbage



10. Cucumbers

## Sales numbers

10,021

Max # of memberships  
for one farm

400

Avg # of memberships  
per farm

76,317

Total # of memberships

\$465.75

Average invoice  
total

\$6,830

Largest invoice

51%

Of farms used e-commerce  
to sell extra items or for  
customization

\$13,383

Average amount sold  
via e-commerce

\$36,071,393

Total payments in 2015

## All about pickup locations

Is on-farm pickup offered?		<b>45.2%</b> 44.67% in 2014	Average Retention Rate of farms with on-farm pickup
		<b>9.88</b> 10.18 in 2014	Average Number of pickup locations
<b>56.3%</b> Yes	<b>43.7%</b> No	<b>744</b> Members	Biggest pickup location

## Payment option offered by farmers

