



# GREAT PLAINS VEGETABLE GROWERS CONFERENCE

St. Joseph, Missouri

January 7, 2010

Community Supported Agriculture(CSA) Mini-School  
Fulkerson Center, Spratt Hall Classroom 205

- 8:30 **Welcome**  
Introduction - Tom Ruggieri  
Opening Remarks - Rusty Lee  
Introductions from Panel Participants (all)
- 9:30 **The CSA Model – Is it Right For You?**
- The assessment process - Emily & Mike
  - CSA as an alternative marketing approach - Rusty
  - CSA & risk - Tom
  - Scale and getting started - Emily & Mike
- 10:00 **Break**
- 10:15 **Getting Started**
- Finding land - Emily & Mike
  - Finding members - Rusty
  - Organizational structure & core group - Rebecca
  - Legal structures & insurance - Emily & Mike
- 11:00 **‘Preliminary Findings from Consumer Survey in the KC Area’ – Dr. Hikaru Peterson**
- 11:15 Keeping members connected: online, newsletters, events - Rebecca & Tom  
Distribution (all)
- 12:00 **Lunch**
- 1:00 **Growing the Food**
- Crop planning: what to grow and how much – Emily & Mike
  - Succession planting - Rebecca
  - Harvest, post-harvest handling - Rusty
  - Apprentices – Rebecca & Tom
  - Employees - Rusty
- 2:00 **Break**
- 2:15 **The Share**
- What is a share? (all)
  - Pricing & budgets – Emily & Mike
  - Cooperating with other farms - Rusty
  - Other markets, institutions - Rusty
- 3:00 **Closing**
- 3:10 **Questions & Answers**
- 4:00 **Minischool adjourns**

**WORKSHOP INSTRUCTORS/FACILITATORS:**  
**Rebecca Graff & Tom Ruggieri** established Fair Share Farm , Kearney, MO, in 2003 after apprenticing on CSA farms in the northeast and Midwest. Situated on Graff family land, the farm grows a wide variety of vegetable, herbs, flowers and small fruit for its CSA members.

**Mike Appel & Emily Oakley** own and operate Three Springs Farm, a diversified, certified-organic vegetable, fruit, and herb farm in Cherokee County, OK. They cultivate over fifty different crops and more than 150 individual varieties on five acres of land. Their goal is to maintain a two-person operation not dependent on hired labor that demonstrates the economic viability of small-scale farming. Emily and Mike sell their produce directly to their customers through two area farmers' markets and a 100-member Community Supported Agriculture program.

**Rusty Lee** is a conventional vegetable grower who uses sustainable methods on his farm east of St. Louis near Truxton, MO. He wholesales a diversity of produce to supermarkets and restaurants in eastern Missouri.

**Hikaru Hanawa Peterson,** Agriculture Economist with Kansas State University. Hikaru earned her M.S. and Ph. D. degrees in Ag. Econ. from Cornell University. She is interested in local food and just completed a survey measuring the demand for CSAs in Kansas City area.

Come enjoy refreshments & snacks in the Trade Show Area during breaks and also a special wine reception from 4-6:30 pm.