



## Designing a postcard, rack card or brochure for your CSA program?

**Provide this questionnaire to the designer of your choice as the first step to promote your CSA.**

**Who?** What is the name of your farm business and location of your farm? Do you have a logo? If so, provide the best quality version you have (.eps, .ai).

**What?** Are you offering a vegetable or meat CSA? Do you offer any add-ons like eggs?

### **When, Where and How Much?**

What is your delivery season? Do you offer a winter share?

Describe your pick-up options, locations and times.

Do you offer whole shares, half shares, market shares or another type of structure?

What is your pricing structure?

**Tell your story:** Describe your farm operation, your family, your farming practices, the duration that you've been farming, land use ethics...anything that a potential customer would want to know about the uniqueness of your CSA.

**Images:** Gather a few pictures of your farm, you and your family, vegetables or a CSA box, etc. Utilize your best high resolution pictures. Unique imagery is best, something to draw customers in visually.