



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.