“FairShare is an essential connector in our community. They connect us with other farmers for peer-to-peer learning, connect us with members by assisting with marketing, connect us to resources and support, and connect us with important social issues such as racial equity and food access. The small but mighty team makes a big impact in our community. We’re proud and grateful to be an endorsed farm.”

- CHELSEA CHANDLER, PLOWSHARES & PRAIRIE FARM
DEAR FAIRSHARE CSA COALITION FARMERS, FRIENDS, AND SUPPORTERS,

When thinking about the year 2021, it is impossible to leave out the trajectory of the global coronavirus pandemic, as it continued to significantly impact our work. While the world around us settled into a more predictable rhythm, our team was able to proactively address the enduring impacts that this massive disruption had wrought on our local food and farming systems. And we were able to do so by building on the nearly 30 years of experience FairShare has in focusing on the top needs of the growers and consumers within our network.

For example, our Partner Shares Program provides critical financial support for limited-income households to access fresh CSA produce. In the decades of operating the program, we never experienced demand as high as it was in 2021, due primarily to the economic impacts of employment instability. Our Partner Shares Program Manager, Liv Froehlich, secured key federal and private pandemic-related support to provide assistance to three times the number of households than we had ever served before. It was no small feat to scale our operations to provide financial assistance for over 450 CSA shares. That work was only possible due to the ingenuity of our staff and by drawing on the deep, long-standing knowledge that has been woven into the FairShare fabric over the years.

Similarly, while farm employee training has long been an area of need for farmers, the pandemic accentuated the need for a more consistent and skilled farmer workforce, for food is a necessity, not a perk. It was perfect timing for new FairShare staff member, Sarah Janes Ugoretz, to step into the role of Apprenticeship Program Manager at the beginning of the year. By building off of a solid programmatic foundation laid by long-time staff member, Claire Strader, Sarah is building a sustainable pathway for new farmers to enter (and stay) in the farming world, while simultaneously strengthening pre-existing farm operations with access to skilled workers.

Finally, the scale and severity that this disruption had on the food and farming world underscored the need for more connection and collaboration between farming technical support organizations, such as FairShare. For a united network can have a much stronger and agile response to current and future disruptions. Accordingly, we applied for and received a $1,000,000 USDA Regional Food System Partnership grant to form the Midwest Vegetable Growers Support Network (MVEG), a network connecting direct market vegetable growers to the production, marketing, and financial planning services of farmer technical support organizations in the region so that they may have wrap-around support for all of their top needs.

Last year, I wrote in the annual report letter that the core values and tenets of the CSA model shine in a landscape of disruption, and that we don’t expect to see that appreciation fade anytime soon. As evidenced above, this sentiment still could not be more true.

In community,

CARRIE SEDLAK
Executive Director
OUR IMPACT

OVERALL CSA
13,941 CSA shares sold
11,414 households purchased shares
$5.9 million in CSA share sales
1,959 acres in production on FairShare Endorsed farms

PARTNER SHARES
$176,000+ in farm-fresh food to low-income families
1,300+ individuals accessed fresh produce through Partner Shares
205 participating households and 9 community partners
$94,000+ in direct assistance toward CSA membership for limited-income households
77 households used SNAP benefits to purchase CSA
$76,050 of grant funding received

GROWER EDUCATION & FARMER SUPPORT
40 Coalition-endorsed farms
1,700 organic growers at the new, “Growing Stronger”, online conference. Produced in partnership with 5 organizations.
11 workshops and grower gatherings with 251 participants.
10 invited presentations on farm production, labor, and marketing topics with 380 participants.
3 new major grant-funded projects supporting vegetable farm apprentices, HMoob farmers & Midwest vegetable growers.
7,500 farmer hours spent training and mentoring apprentices enrolled in the Organic Vegetable Farm Manager apprenticeship program

OUTREACH
1,000+ website visitors to the virtual Find Your Farm event
16,000+ Facebook, Instagram, and E-newsletter followers
45,000+ unique website visitors
280,000+ Reach of the 2020 CSA Awareness Campaign
42 WPR and WORT radio spots
10 tours included in Routes to Roots, featuring 22 farms
“My motivations for joining FairShare were twofold. I of course wanted access to the invaluable grower education and training that FairShare provides, but almost as important, I wanted to be able to tap into a community of my peers - smaller scale vegetable growers who have so much to learn from and teach one another.” - LIZ GRAZNAK, HAPPY HOLLOW FARM
"With the pandemic continuing to make steady employment difficult to find this year, the Partner Shares Program made a huge difference in our family’s ability to include fresh, organic vegetables in our daily diet."

-TAD P., 2021 PARTNER SHARES MEMBER

2021 PARTNER SHARES

2021 was a big year for the Partner Shares Program. In the program’s end-of-season evaluation, over 52% of Partner Shares recipients said that they experienced loss of income due to covid-19. Through a combination of increased grant and donor support, FairShare more than doubled the size of the Partner Shares program in 2021; serving over 450 households (1,300 individuals) during a time of great need.

The program was also able to invest in large-scale Community Partnerships. These Partnerships allow community institutions to purchase a bulk number of subsidized CSA shares from FairShare farms and distribute them to households in their service area. Partnering with community organizations, including community centers, schools, and early childcare centers is a critical step in supporting a communities’ ability to dictate where their food comes from, and how it is distributed.

After two years of successfully operating the Partner Shares program at significantly higher assistance levels, we are working on new ways to sustain program growth, especially as demand for the program remains high.

"I love having veggies that I normally wouldn’t think to buy around for when I don’t know what to eat. My health is also deteriorating so being able to eat well with SNAP is a real weight off of my mind."

-2021 PARTNER SHARES MEMBER
FairShare closed out 2021 with the exciting news of being awarded two USDA Local Agriculture Marketing Program (LAMP) grants to expand our work supporting small-scale vegetable farmers across the Midwest.

The Regional Food Systems Partnership (RFSP) grant will allow FairShare to partner with farmers and farmer support organizations across the Midwest to build an expanded community of growers. This regional network - spanning Wisconsin, Minnesota, Iowa, Missouri, Illinois, Michigan, Ohio, and Indiana - will be a collaboration to ensure that farmers - including those who have been historically underserved - have access to the support and services they require to participate and thrive in the marketplace. The funding received from this grant will support: establishing a network of technical assistance (TA) providers serving direct market vegetable growers across the Midwest, connecting growers to the services of the newly established network, and providing growers with opportunities to add value to their products and improve financial stability through recognized certifications and endorsements.

The Local Food Promotion Program (LFPP) grant will provide funding for FairShare to explore the opportunities for aggregated CSA and other direct sales in Wisconsin - primarily for beginning and historically underserved growers. Partners in this work include: Marbleseed, Big River Farms, The Good Acre, Central Rivers Farmshed, The Hmong Institute, Wisconsin Hmong Association, Rooted, DATCP (Wisconsin Department of Agriculture, Trade, and Consumer Protection), and UW Madison Extension. In conjunction with project partners and working closely with HMoob (Hmong) growers in the state, FairShare hopes to determine which aggregated sales options may be feasible.

We are grateful to receive this support from the USDA to continue and expand our work in ensuring small-scale vegetable farmers can thrive.
INCOME
The continued uncertainty of the pandemic affected FairShare’s ability to hold Bike the Barns for a second year in a row, drastically reducing income in the events category. Income from several major grant projects, as well strong support from individual donors, corporate sponsors and endorsed farms, provided FairShare with a stable revenue stream and a positive close to the year. Thanks to individual, foundation, federal and county support, the Partner Shares Program was able to serve the largest number of households to date in the nearly 30 year history of the program.

EXPENSES
The year 2021 marked the beginning of an exciting new investment in Farmer Programs at FairShare, with the hire of a full-time Apprenticeship Program Manager. This critical program supports the training of the next generation of farmers, and complements the rest of FairShare’s robust grower programming. In addition, FairShare’s Outreach & Education and Partner Shares Program remain a significant part of our work to connect and support farmers and eaters.

### FINANCIALS

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<tr>
<th>CATEGORY</th>
<th>EXPENSES</th>
<th>% OF TOTAL</th>
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</thead>
<tbody>
<tr>
<td>1. Contributions</td>
<td>$224,524</td>
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<tr>
<td>2. Grants</td>
<td>$200,171</td>
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<td>3. Partner Shares Payments</td>
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<td>4. Farm Fees</td>
<td>$20,899</td>
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<td>5. Events</td>
<td>$17,588</td>
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<td>6. Foodbook/Other Merch</td>
<td>$15,660</td>
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<td>TOTAL</td>
<td>$565,268</td>
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<table>
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<tr>
<th>CATEGORY</th>
<th>EXPENSES</th>
<th>% OF TOTAL</th>
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<tr>
<td>1. Farmer Programs</td>
<td>$186,979</td>
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<td>2. Partner Shares</td>
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<td>3. Outreach &amp; Education</td>
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<td>4. General &amp; Administration</td>
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<td>5. Foodbooks &amp; Merchandise</td>
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<td>Cost of Sales</td>
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<tr>
<td>TOTAL</td>
<td>$555,194</td>
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PARTNERS
UW Madison Extension, Dane County
Dane County Food Council,
Joe Parisi, Dane County Executive
University of Wisconsin - Madison,
Division of Extension

FUNDERS
Private Foundation supporting the
Apprenticeship Program
Blooming Prairie Foundation
County of Dane
Department of Agriculture, Trade and
Consumer Protection
- Buy Local, Buy Wisconsin
- Specialty Crop Block Grant
  NeuGen, LLC
North Central Sustainable Agriculture
Research & Education (SARE)
Otto Bremer Trust
USDA Agricultural Marketing Service
- Farmers Market Promotion Program
- Regional Food System Partnerships
- Local Food Promotion Program

SPONSORS

2021 SUSTAINING PARTNERS
AprilAire
Davines
Heartland Credit Union
Sitka Salmon Shares
Willy Street Co-op

2021 SPONSORS
Baer Insurance
Bob’s Copy Shop
Center for Integrated Agricultural Systems
Compeer Financial
Edible Madison
GoMacro
Group Health Cooperative of South Central Wisconsin
High Mowing Organic Seeds
Just Coffee Cooperative
Metcalf’s Market
MGE Foundation
Midwest Organic & Sustainable Education Service (MOSES)
North Central Sustainable Agriculture Research & Education (SARE)
Ohio Earth Food
Ohio Ecological Food and Farm Association (OEFFA)
Osborne Quality Seeds
Purple Cow Organics
Schwinn
Vermont Compost
Viroqua Food Co-op
Wisconsin Department of Agriculture, Trade and Consumer Protection
Wisconsin Farmers Union
WORT
WPR

FUNDRAISERS

2021 ROUTES TO ROOTS
TOP FUNDRAISERS
John Kovalic
Sarah Johnson
Claire Gervais
Barb Brown
Mary McCutcheon
Mary Mussey
We are deeply grateful for the volunteers who showed up in-person or virtually, and supported FairShare throughout 2021.

“Farming, for me, is a wonderful confluence of science, art, laboring, and nurturing. Nurturing not only our crops, but also the nurturing of the land, water, air, our family, and hopefully the families of our members, patrons, and community. Becky and I never feel more rich than when we are sharing a great meal and conversation with family and friends. We hope that in a small way we can provide some of the ingredients for those rich times for the people of our community.”

-TIM ZANDER, TWO GOOD FARMS

THE FAIRSHARE TEAM

STAFF

Carrie Sedlak Executive Director
Claire Strader Organic Vegetable Educator
Liliana Teniente Network Coordinator, CSA Innovation Network
Liv Froehlich Program Manager
Sarah Janes Ugoretz Apprenticeship Manager
Tess Romanski Communications Coordinator
Emma Waldinger Partner Shares Intern
Hawthorn McCracken Partner Shares Intern
Megan Spielbauer Sandate Routes to Roots Intern

BOARD OF DIRECTORS

Amber Middleton
Bethanee Wright Board President, Winterfell Acres
Bill Herman
Briana Krantz Secretary
Cheri King Treasurer
Chris Glueck
Kristen Kordet Blue Moon Community Farm
Laura Mortimore Orange Cat Community Farm
Liz Gross
Megan Costello
Rick Klemme
Scott Laeser Plowshares & Prairie Farm

COMMITTEE MEMBERS

Kat Becker Grower Education & Farm Endorsement
Katie Bishop Grower Education & Farm Endorsement
Liz Graznak Grower Education
David Bachhuber Farm Endorsement
Andrew Hanson-Pierre Farm Endorsement
Kristen Kordet Farm Endorsement
Elizabeth Minich Farm Endorsement
Laura Mortimore Grower Education
Kyle Thom Farm Endorsement
Andy Watson Farm Endorsement
Bethanee Wright Grower Education
FAIRSHARE IS COMMUNITY SUPPORTED

A gift to FairShare CSA Coalition is a direct investment in your local community. Gifts to FairShare support small farms who provide fresh, organic food to families through Community Supported Agriculture. Act today by making a gift at www.csacoalition.org. For information about sponsorship or volunteering, please contact carrie@csacoalition.org or call (608) 226-0300.

“I LOVE BEING A CSA MEMBER BECAUSE IT MAKES ME FEEL MORE CONNECTED TO MY FOOD AND MY LOCAL COMMUNITY. IT CAN BE TOUGH TO FIND TIME TO COOK THROUGHOUT THE WEEK, BUT BECOMING A CSA MEMBER HAS HELPED ME PLAN OUR MEALS IN ADVANCE WHILE GETTING MORE CREATIVE IN THE KITCHEN! BIG THANKS TO ALL OUR LOCAL FARMERS WHO HELP FEED OUR FAMILIES.”

—LILIANA T, CSA MEMBER OF LOS JALAPENOS FARM
1. Big River Farms
2. Blue Moon Community Farm
3. Cattail Organics
4. Central Rivers Farmshed
5. Clover Bee Farm
6. Christensens Farm
7. Crossroads Community Farm LLC
8. Driftless Organics
9. Full Circle Community Farm
10. Gwenyn Hill Farm
11. Happy Hollow Farm
12. Harmony Valley Farm
13. High Meadow Farm
14. Keewaydin Farms
15. Los Jalapenos CSA
16. Lovefood Farm
17. Luna Circle Farm
18. Meadowlark Community Farm
19. My Fine Homestead
20. Orange Cat Community Farm
21. Pine Grove Pastures
22. Plowshares & Prairie Farm
23. PrairiErth Farm
24. Raleigh's Hillside Farm
25. Red Door Family Farm
26. Roots Down Community Farm LLC
27. Small Family Farm
28. Snug Haven Farm LLC
29. Sprouting Acres
30. Squashington Farm
31. Steadfast Acres
32. Stoney Acres Farm
33. Tipi Produce
34. Troy Farm - Rooted
35. Two Good Farms
36. Two Onion Farm
37. Vitruvian Farms
38. Westridge Organic Produce
39. Whitefeather Organics LLC
40. Winterfell Acres LLC

Austin Novak - UW Cart Lab