

2022 ANNUAL REPORT



**FAIRSHARE**

**CSA COALITION**



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“FairShare has grown tremendously in size and impact during the six years I’ve served on the board. The support we receive from donors and grantmakers improves food systems, agricultural job opportunities, and communities—and provides nutrition for hundreds of limited-income households. Every dollar and hour of staff time is spent with integrity and a focus on our mission.”

**-LIZ GROSS, FAIRSHARE BOARD PRESIDENT**

## DEAR FAIRSHARE CSA COALITION FARMERS, FRIENDS, AND SUPPORTERS,

In 2022, FairShare celebrated 30 years of supporting the connection between farmers and eaters! Back in 1992, a group of consumer activists came together to bring Community Supported Agriculture to our local area. Originally known as the Madison Eaters Revolutionary Front, our goal was to find better ways to support local organic farms and increase consumer access to the food they produce. We collaborated with eight area farms to try out CSA...and the rest is history. The Madison area is now known as a national leader in CSA and small-scale diversified vegetable farming, and thirty years later many of our early partners are still going strong and remain a vibrant part of FairShare.

The world certainly looks different now than it did thirty years ago, and many of those changes are reflected in our work today. In the last few years, we grew from a small Madison-based staff of four to a geographically-diverse group of ten. FairShare now has a team of grower experts serving farmers in Madison, Milwaukee and Ohio. We also spearhead two farm support networks with regional and national focus, and have grown from a group of 8 farms in 1992 to a coalition of 75 at the end of 2022. The nature of our grower support has evolved over the years too, as technology has allowed us to reach a wider range of farmers across the Midwest. We now offer virtual grower gatherings, a very active farmer-to-farmer listserv, social media marketing support, and more.

With this expanded reach and impact, 2022 kept us busy as we worked hard to develop new program areas. Building on our history of founding a national CSA network in 2018, and leveraging the expertise in virtual community building we developed during the pandemic, we used new grant funding to launch the Midwest Vegetable Growers Network (MVEG). This new network allowed us to return to our “roots” - developing a coalition by and for the people involved, but with a modern twist.

The new collaboration is a virtual, region-wide farmer support network focusing on the farmer-to-farmer skill building that FairShare is known for. MVEG is grounded in equity, with a focus on including more female and BIPOC-led farms. The network also supports a broad range of farm types, including small and urban farms selling locally, and larger farms selling into distribution. As an essential part of our work in 2022, FairShare also launched a grower support program in the Madison area focused on facilitating new sales opportunities for HMoob (Hmong) farmers.

In addition to all our new activities, we continued to support the core programs that FairShare is known for. We were able to bring back our beloved in-person event, Bike the Barns, in record numbers for both participants and fundraising! We continued to offer our highly in-demand Partner Shares program, which provides subsidies for CSA to low-income families. Meanwhile, our apprenticeship and farm training programs expanded, and we kept on connecting CSA farms with happy eaters.

However we continue to evolve over the next thirty years, our heart is with our incredible community of farmers and supporting a robust and vibrant local food ecosystem!

On behalf of the entire FairShare team and Board,



**CLARE STONER FEHSENFELD**  
*Executive Director*

### BOARD MEMBERS

Liz Gross, Board President

Amber Middleton

Ben Jackle

Carol Ridderbusch

Kay Schwichtenberg


Megan Costello

Rick Klemme

Sarah Larson

Sarah Leong

Scott Laeser



**75 FARMS 7 STATES**  
**10,681 HOUSEHOLDS**  
**13,107 CSA SHARES**  
**\$4.7 MIL IN CSA SALES**

## OUR IMPACT

### OUTREACH

- **6,500+** Facebook, Instagram, and E-newsletter followers
- **49,000+** unique website visitors
- **200,000+** reach of the 2022 CSA Awareness Campaign
- **805** registered Bike the Barns riders, **61** registered Bus the Barns participants, and **106** total volunteers supporting Bike the Barns
- **\$50,776** raised directly through Bike the Barns fundraiser riders & additional registration donations

### GROWER EDUCATION & FARMER SUPPORT

- **42** endorsed, **28** affiliated, and **5** connected farms from **7** Midwest States
- **1,299 acres** in production on FairShare Endorsed farms
- **1** new employee in Ohio hosting **2** inaugural events serving **46** growers
- **1** new employee in Milwaukee, WI making connections with **42** growers for events planned in 2023
- **1** new bi-cultural/bilingual employee in Madison, WI building sales for HMoob farmers
- **2** new farm labor training programs serving **250+** participants - Becoming the Employer of Choice (BTEC) and Training & Education for Aspiring Managers (TEAMS)
- **215** total participants from **20 states** states and Canada at the 5th Annual Organic Vegetable Production Conference, held online
- **10** additional events, including presentations and field days with **405** participants
- **13,750** farmer hours spent training and mentoring **11** apprentices enrolled in the Organic Vegetable Farm Manager Apprenticeship program

“Without the Partner Shares Program, we would not have been able to afford fresh and local produce in 2022. This program gave my children and me the luxury to enjoy fresh, local, and diverse produce - eating healthy, learning about new-to-us items, and exploring new cooking techniques. The Partner Shares Program didn't just put food in our bellies, but gave us an opportunity to eat healthy, learn about new foods, support our local farmers, bond as a family, and have a sense of normalcy during a hard economic time”

- SARA A., 2022 PARTNER SHARES MEMBER

## PARTNER SHARES & COMMUNITY PARTNERSHIPS

- **\$110,000+** in farm-fresh food to limited-income households
- **162** households participating in Partner Shares
- **550** households participating in **8** Community Partnerships
- **1,280** individuals accessed fresh produce
- **\$62,000+** in direct assistance toward CSA membership for limited-income households
- **75** households used SNAP benefits to purchase CSA

## NETWORKS

### CSA INNOVATION NETWORK

- **6** national CSA Ideas Lab webinars focused exclusively on topics of interest to CSA farmers and farmer support organizations
- **6,400+** Facebook, Instagram, and E-newsletter followers
- **2,375+** CSA farmers and farmer support organizations served through CSA Week
- **154** CSA farmers received CSA Renewals Campaign content

### MIDWEST VEGETABLE GROWERS NETWORK

- **12** organizational partners and **8** farm partners involved in network launch
- **4** topical working groups created: Climate Change, Farmer Resiliency & Health, Farm Labor, and Technical Skills Attainment

# 2022 NEW GROWER PROGRAMS



## Milwaukee

Sam Oshwald Tilton, our Direct Market Vegetable Educator who focuses on the Milwaukee market, spent many months building relationships with the diverse vegetable growers who sell into the city. Meeting with farmers helped Sam understand the main vegetable farmer demographics serving Milwaukee and the different needs of each type of farmer (conventional multi-generational market farms, HMoob farmers, established mid-size organic market farms, and beginning and experienced market gardeners).

Sam's position is housed within UW-Madison Extension and co-funded by FairShare. Sam is planning events for 2023 focusing on farm financials and farmer quality of life, weeding tools, and permanent raised beds and season extension. The goal of the events is to help farmers strengthen their networks, share ideas about farm financial goals, improve weed control, and increase sales through season extension.



## Ohio

As part of FairShare's Regional Food System Partnership grant to establish the Midwest Vegetable Growers Network, we hired an Ohio Program Manager (Beth Knorr) as our first non-Wisconsin based position. This role provides technical assistance to Ohio's diversified vegetable growers and CSA farms, and aims to extend FairShare's services to growers across the state, including programs such as Partner Shares and Workplace CSAs.


Since establishing a presence in Ohio in May 2022, we have added 2 FairShare Endorsed farms and 9 FairShare Affiliated farms across the state. We hosted two on-farm grower gatherings last fall attracting 46 farmers for peer-to-peer discussions on production techniques, labor challenges, marketing outlets, cover crops and more.



## HMoob Grower Program

The Covid-19 pandemic underscored the need for alternative markets for underserved growers across Wisconsin. As part of FairShare's Local Food Promotion Program grant, we hired Aggregation Coordinator Chiang Rai Lor. Chiang Rai's role is to support HMoob growers in becoming more resilient in the face of market and climate disruptions. Chiang Rai will be conducting preliminary research throughout WI to determine the needs of HMoob growers and the feasibility of selling into different market avenues.





“2022 was our 30th year growing vegetables for CSA. While times may have changed, the basic concept of CSA has not. It continues to be a model that feeds and enriches communities, builds relationships and connection, and serves both farmers and eaters at a time when support and nutritious food is paramount. Perhaps CSA could also stand for Community Sustained Agriculture!”

**-RICHARD DE WILDE, HARMONY VALLEY FARM**

“When I was first thinking about starting my farm, CSA made sense to me to be able to financially farm and market my produce. In a rural area, it was a great opportunity for me to feed my local community and get enough customers from around my farm. 13 years later, the reason I keep farming in the CSA model is because of the connection I have with the community, and the way it draws people in. CSA lets me be a valuable part of my local food system in Sauk County.”

**-LAURA MORTIMORE, ORANGE CAT COMMUNITY FARM**

“We love to eat in season, and having a CSA allows me to eat the freshest, local, in-season produce. I feel good about feeding myself, my family and my friends with the food we get from our farm. CSA also means that we are supporting a small family farm and knowing not only where our food comes from, but also who grew it.”

**- JENNIE M, WORKER SHARE, RED DOOR FAMILY FARM**

# FINANCIALS

## INCOME

We were energized and excited to be able to host Bike the Barns in person again - and so were our riders, who raised record funds for Partner Shares! Several major grants also provided a solid revenue foundation in 2022, supporting our education & outreach programs, and providing additional funding for Partner Shares subsidies. Individual donors, corporate sponsors and endorsed farms all contributed significantly to our income stream, closing the year at a positive change in net assets.

## EXPENSES

Our staff worked hard to successfully deliver our major grant programs, including facilitating two farmer networks, running many education and outreach programs, supporting historically underserved farmers, and training the next generation of farmers through apprenticeship and education programs. We continued to serve as many households as possible with the available funding for our Partner Shares program.



CATEGORY	EXPENSES	% OF TOTAL
1. Grants	\$464,455	51%
2. Contributions	\$177,391	20%
3. Events	\$116,486	13%
4. Partner Shares Payments	\$94,595	10%
5. Foodbook/Other Merch	\$30,132	3%
6. Farm Fees	\$19,893	2%
7. Other Income	\$2,576	<1%

**TOTAL**                      **\$905,528**    **100%**



CATEGORY	EXPENSES	% OF TOTAL
1. Outreach & Education	\$269,790	32%
2. Farmer Programs	\$269,602	32%
3. Partner Shares	\$142,772	17%
4. General & Administration	\$76,150	9%
5. Fundraising	\$53,578	7%
6. Foodbooks & Merchandise		
Cost of Sales	\$21,522	3%

**TOTAL**                      **\$833,415**    **100%**



## PARTNERS

- Community Alliance with Family Farmers
- Groundswell Conservancy
- Iowa State University, Extension and Outreach
- Marbleseed
- Ohio Earth Food
- University of Kentucky
- University of Wisconsin - Madison, Division of Extension
- UW Madison Extension, Dane County

## FUNDERS

- Anonymous Private Foundation
- Colorado State University
- Community Shares of Wisconsin
- County of Dane
- Dane County Food Council, Joe Parisi, Dane County Executive
- Department of Agriculture, Trade and Consumer Protection - Buy Local, Buy Wisconsin
- Department of Agriculture, Trade and Consumer Protection - Specialty Crop Block Grant
- Farmers Market Coalition
- Mycorrhizal Applications
- NCR-SARE University of Minnesota
- NeuGen, LLC
- Otto Bremer Trust
- USDA Agricultural Marketing Service
- \*\*Farmers Market Promotion Program
- \*\*Regional Food System Partnerships
- \*\*Local Food Promotion Program

## SPONSORS

### 2022 SUSTAINING PARTNERS

- AprilAire
- Schwinn
- Sitka Salmon Shares
- Willy St. Co-op

### 2022 SPONSORS

- American Wine Project
- Baer Insurance
- Bob's Copy Shop
- Calliope Ice Cream
- Community Shares of WI
- Davines
- Edible Madison
- Group Health Cooperative
- Heartland Credit Union
- Iconica
- Isthmus
- Just Coffee
- Madison Cheese Boards
- Madison Sourdough
- Metcalf's Market
- MG&E Foundation
- Pasture & Plenty
- REI
- Relish Realty
- Wisconsin Farmers Union
- Wisconsin Public Radio
- Working Draft Brewing Co.
- WORT

## FUNDRAISERS

### 2022 BIKE THE BARNS TOP FUNDRAISERS

- John Kovalic
- Sarah Johnson
- Claire Gervais
- Mary Mussey
- Barb Brown



# THE FAIRSHARE TEAM

## STAFF

**Carrie Sedlak** *Executive Director*  
**Claire Strader** *Organic Vegetable Educator*  
**Liv Froehlich** *Program Manager*  
**Sarah Janes Ugoretz** *Apprenticeship Manager*  
**Tess Romanski** *Communications & Development Manager*  
**Sadie Willis** *Network Coordinator*  
**Beth Knorr** *Ohio Program Manager*  
**Jill Groendyk** *Administrative Coordinator*  
**Sam Oshwald Tilton** *Organic Vegetable Educator*  
**Chiang Rai Lor** *Aggregation Coordinator*  
**Savannah Holt** *Partner Shares Intern*  
**Grace Puc** *Partner Shares Intern*  
**Kelsey Morrisson** *Events Intern*

## VOLUNTEERS

We are grateful for our highly committed volunteers, event support staff, and committee members who contribute more than 20 hours annually to support FairShare!

**Ruth Miller** *Merchandise support*  
**Gigi Godwin** *Office support & Bike the Barns Site Captain*  
**Jacy Whitehead** *Bike the Barns Site Captain*  
**Kat Becker** *Grower Education & Farm Endorsement Committee*  
**Katie Bishop** *Grower Education & Farm Endorsement Committee*  
**Liz Graznak** *Grower Education Committee*  
**David Bachhuber** *Farm Endorsement Committee*  
**Andrew Hanson-Pierre** *Farm Endorsement Committee*  
**Kristen Kordet** *Farm Endorsement Committee*  
**Elizabeth Minich** *Farm Endorsement Committee*  
**Laura Mortimore** *Grower Education Committee*  
**Kyle Thom Farm** *Farm Endorsement Committee*  
**Bethanee Wright** *Grower Education Committee*



# FAIRSHARE IS COMMUNITY SUPPORTED

A gift to FairShare CSA Coalition is a direct investment in your community. Gifts to FairShare support small-scale farms that provide families with fresh, organic food through Community Supported Agriculture. Act today by making a gift at [www.csacoalition.org](http://www.csacoalition.org). For information about sponsorship or volunteering, please contact

[clare@csacoalition.org](mailto:clare@csacoalition.org) or call (608) 226-0300.

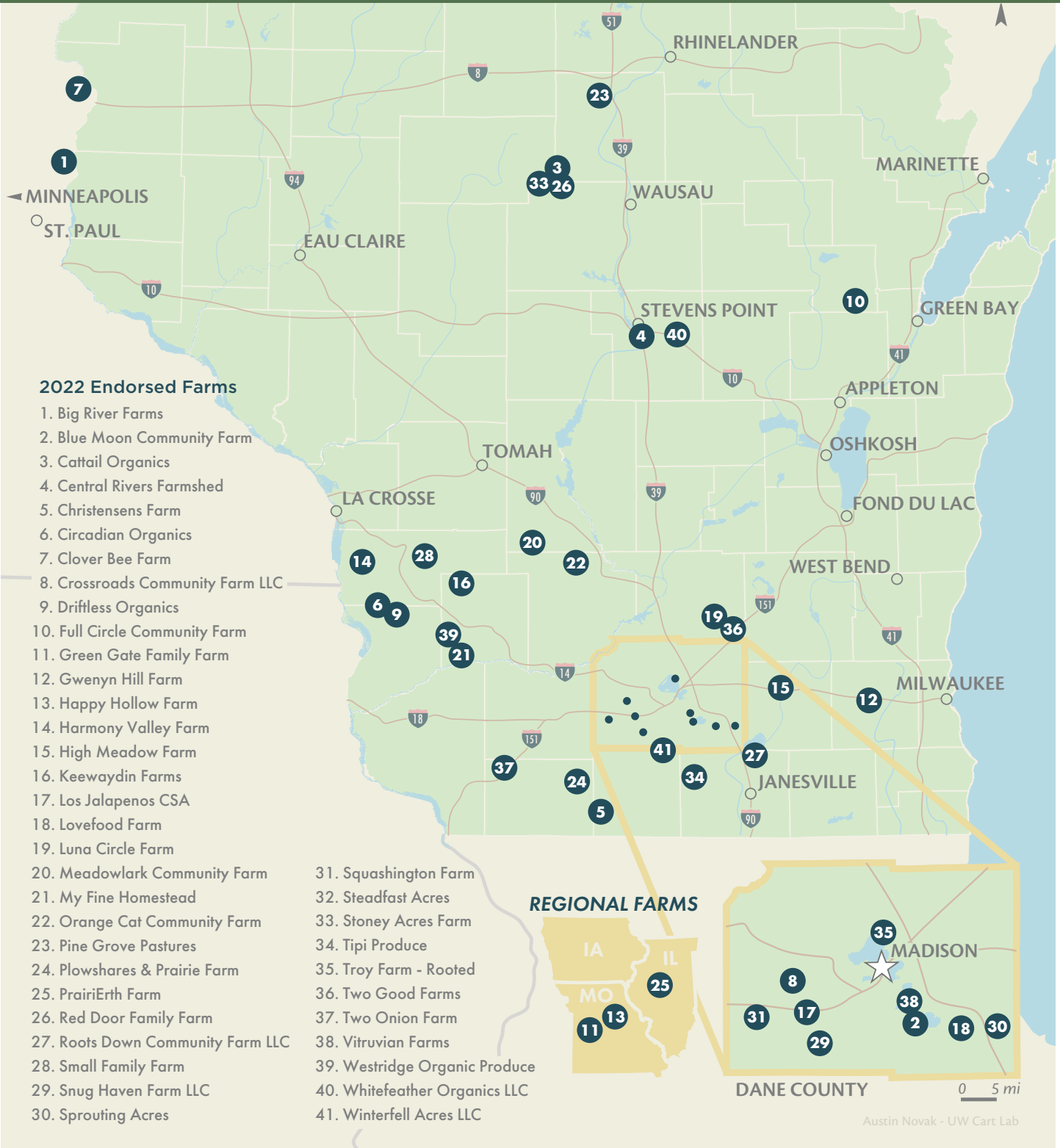
## **FAIRSHARE CSA COALITION**

211 S. Paterson St. Suite 280 Madison, WI 53703  
(608) 226-0300 • [www.csacoalition.org](http://www.csacoalition.org)

# 2022 CSA FARMS



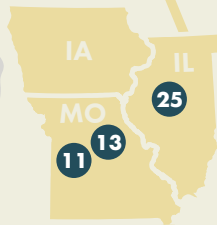
ALL FAIRSHARE FARMS ARE CERTIFIED ORGANIC OR IN TRANSITION.



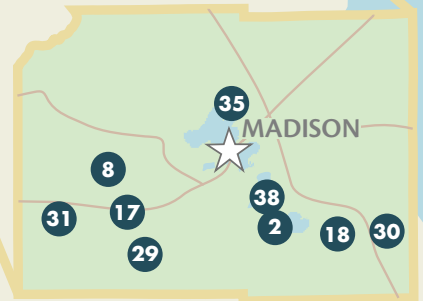
## 2022 Endorsed Farms

1. Big River Farms
2. Blue Moon Community Farm
3. Cattail Organics
4. Central Rivers Farmshed
5. Christensens Farm
6. Circadian Organics
7. Clover Bee Farm
8. Crossroads Community Farm LLC
9. Driftless Organics
10. Full Circle Community Farm
11. Green Gate Family Farm
12. Gwenyn Hill Farm
13. Happy Hollow Farm
14. Harmony Valley Farm
15. High Meadow Farm
16. Keewaydin Farms
17. Los Jalapenos CSA
18. Lovefood Farm
19. Luna Circle Farm
20. Meadowlark Community Farm
21. My Fine Homestead
22. Orange Cat Community Farm
23. Pine Grove Pastures
24. Plowshares & Prairie Farm
25. PrairiErth Farm
26. Red Door Family Farm
27. Roots Down Community Farm LLC
28. Small Family Farm
29. Snug Haven Farm LLC
30. Sprouting Acres
31. Squashington Farm
32. Steadfast Acres
33. Stoney Acres Farm
34. Tipi Produce
35. Troy Farm - Rooted
36. Two Good Farms
37. Two Onion Farm
38. Vitruvian Farms
39. Westridge Organic Produce
40. Whitefeather Organics LLC
41. Winterfell Acres LLC

## REGIONAL FARMS



## DANE COUNTY



0 5 mi