

# THE PENNSYLVANIA WOMEN'S AGRICULTURAL NETWORK

PRESENTS

## CSA: FROM GREENHOUSE TO FIELD TO PLATE

### VILLAGE ACRES

229 CUBA MILLS ROAD, MIFFLINTOWN, PA 17059  
(JUNIATA COUNTY)

OCTOBER 17, 2012

10:00 A.M. —4:00 P.M.



As local food becomes more popular, more farmers are moving to the Community Supported Agriculture (CSA) model of distribution. This creates more competition and the need for farmers to distinguish their farm, their products and their service from that of other CSAs. Village Acres in Mifflintown has been a leader in Central PA as one of the first certified organic CSAs & they have worked with other local farms to offer their customers additional products. Join PA-WAgN as we visit their newly established "FoodShed," a beautiful timber-framed building that allows them to offer on-farm events, meals and value-added products. Village Acres owners, managers & employees will share some of their strategies for how they choose what to plant, when to plant and how to package their CSA products. They will also discuss the value of the "FoodShed" and how they are reaching out to the community. Brian Moyer and Tianna Dupont of Penn State Extension will discuss planting schedules and customer communication. Learn how to attract customers and keep them coming back year after year.

### AGENDA

- 10:00 a.m. Welcome & Introductions
- 10:15 a.m. *The logistics of planning what to grow, when to start it and consecutive planting for the CSA season* - Deb Brubaker and Dave Ruggiero
- 11:30 a.m. *Resources for CSA Planning* - Tianna Dupont
- 11:45 a.m. *The FoodShed* - Julie Hurst
- Noon Networking Lunch, prepared on site using farm-fresh ingredients
- 1:00 p.m. *Adding Value Continued: Working with Other Local Farms* – Dave Ruggiero
- 1:30 p.m. *Communication with Your Customer and How to Keep Them* – Brian Moyer
- 3:00 p.m. Question & Answer Session
- 3:45 p.m. Evaluation
- 4:00 p.m. Adjourn

### REGISTRATION

Registration Fee: \$15  
(includes lunch & materials)  
Online Registration:  
<http://bit.ly/Oct17Reg>

For additional details contact:  
Patty Neiner at  
[pm103@psu.edu](mailto:pm103@psu.edu) or 814-865-7031

All are welcome to participate in events  
sponsored by PA-WAgN.

### DIRECTIONS

<http://bit.ly/Oct17Directions>



College of  
Agricultural  
Sciences



United States  
Department of  
Agriculture

National Institute  
of Food and  
Agriculture

Pennsylvania Women's Agricultural Network is a partnership of Penn State Cooperative Extension & Outreach, Penn State College of Agricultural Sciences, PA Association for Sustainable Agriculture, PA Certified Organic, PA Department of Agriculture, PA Department of Environmental Protection, Natural Resources Conservation Service, and The Rodale Institute.

Penn State is committed to affirmative action, equal opportunity, and the diversity of its workforce.