



Benefits and Requirements of Endorsement

Benefits

- **Listing on the FairShare Website**
Receives over 270,000 hits each year. <http://www.csacoalition.org>.
- **Participate in the NEW Statewide CSA Promotion Campaign**
In 2019 this campaign will use various outreach approaches statewide to raise awareness about CSA with a goal of filling all FairShare endorsed farms' shares.
- **Listing in the Annual CSA Guide**
32,000 print copies are distributed through the Isthmus in Madison, used as a program for CSA Open Houses, and handed out at events throughout WI.
- **Table at the Annual Madison CSA Open House**
Attended each year by over 1,500 people and publicized in statewide media including WPR, Wisconsin State Journal, Isthmus, and more.
- **Health Plan Partner Reimbursements for Your Members**
Health plan partners offer [incentives](#) for members purchasing CSA shares from FairShare endorsed farms. Partners distribute publicity to over 120,000 subscribers. *Currently, insurance companies only offer rebates for fruit & vegetable shares.*
- **Financial Assistance for Members with Low Incomes**
FairShare will process SNAP payments for any CSA member who wishes to use SNAP to pay for their share. Also, the [Partner Shares Program](#) can assist members by paying up to 50% of the cost of a share for members who meet the income requirements.
- **Member Services by FairShare Staff**
FairShare responds to thousands of general emails and calls each year; assists workplaces and farms in setting up workplace pickup sites; fundraises for and administers the Partner Shares program; organizes events and promotes CSA broadly; educates consumers; and guides new members through choosing a CSA farm.
- **Opportunities to Promote CSA and Your Farm**
FairShare provides a farmer toolkit including template presentations, neighborhood mailers, and more that can be tailored to promote your farm and CSA in general. FairShare also organizes events that feature FairShare farms throughout the year.
- **Farmer-to-Farmer Education and Support**
Grower gatherings, workshops, field days, assistance with on-farm research, communication with other CSA farmers, and the annual Organic Vegetable Production Conference.

Requirements

- **Produce at Least 85% of Farm's Main CSA Share**

Endorsed farms must produce at least 85% of their main CSA share on-farm and derive at least 51% of their gross sales related to CSA from shares produced primarily on-farm. These percentages are calculated based on the dollar value of the crops or shares.

- **Attend the Annual Meeting**

The annual meeting is typically held in December. It is an opportunity for all FairShare farms to learn about FairShare's work, provide direction to the organization, and talk shop with other farmers. Farmers who cannot attend this meeting in person may send a proxy who can speak for the farm.

- **Pay Annual Dues**

Dues are self-determined by each farm. Invoices are available at the Annual Meeting. At least half of the total dues must be paid by January 31 with the remainder due by May 31.

- **Complete the Annual Survey**

The survey is an opportunity to provide input on FairShare's direction and priorities. It also collects important farm data that FairShare uses to promote CSA, demonstrate organizational impact, apply for grants, and inform endorsed farms about the state of CSA throughout the coalition. Data is used only in the aggregate and is not associated with any individual farm. Survey input is generally due before the annual meeting..

- **Support Partner Shares**

Farms that wish to sign up members through the [Partner Shares Program](#) must contribute to the fundraising efforts of the program. There are a number of ways to contribute, all of which are detailed in the "Farm Support for Partner Shares" section of the Farm Manual. Farms will be able to sign off on the ways they support the program annually in December at the time of the annual meeting.

- **Adhere to all FairShare Policies and Sign-off on Those Policies Annually**

The FairShare Organic Policy and the CSA Integrity Policy are the only two policies that currently apply to endorsed farms. Both are detailed in the [Farm Manual](#). Policies may outline additional requirements beyond this list. Endorsed farms should review and must sign off on these policies annually, typically in December at the time of the annual meeting.

- **Respond to Essential Communications from FairShare Staff in a Timely Manner**

Essential communications are those requesting specific information from your farm by a specific deadline. Generally these communications are related to events and publications promoting your farm and for which FairShare staff are themselves working under deadline.

Farms that are formally endorsed by FairShare are ENCOURAGED (and not required) to:

- Communicate information about FairShare programs to CSA members including the Partner Shares Program, Health Insurance Reimbursements, A-Z and Farm-Fresh & Fast cookbooks, and events
- Share farming knowledge with other coalition farmers through the FairShare google group, workshops, field days, and other FairShare grower education events
- Participate in at least one FairShare committee (Board of Directors, Finance/Development, Governance, Farm Endorsement, Grower Education, Marketing/Promotions, Food Access, or Special Events)

Compliance with Requirements

FairShare staff will clearly communicate deadlines and details for all organizational requirements at least two weeks before the deadline. If a farm does not meet a requirement deadline, FairShare staff will send a personal reminder to that farm and extend the deadline by one week. If a farm still does not fulfill the requirement, FairShare staff will take the following actions in order.

Step 1:

- FairShare staff will communicate the requirement and the past-due deadline to the farm a third time through both e-mail and phone.
- Staff will take the farm's name and profile down from FairShare's website and inform the farm that it has been taken down and will be reinstated when the requirement is fulfilled.
- If the farm does not meet the requirement within 1 week of the Step 1 communication, staff will proceed to Step 2.

Step 2:

- FairShare staff will communicate the requirement and past-due deadline to the farm a fourth time through both e-mail and phone.
- Staff will inform the farm that they are suspended from all FairShare benefits until the requirement is met, including but not limited to tabling at the annual open house, accepting Partner Shares members or payments, being featured at FairShare events such as Bike the Barns, etc.
- If the farm does not meet the requirement within 2 weeks of the Step 2 communication, staff will proceed to Step 3.

Step 3:

- FairShare staff will ask the Endorsement Committee to review the situation and make a decision about how to proceed, including possibly revoking the farm's endorsement.

Specific FairShare policies such as the FairShare Organic Certification Policy or the CSA Integrity Policy may include additional or alternate follow up steps.