Priority 1
CSA farmers continue to improve growing and marketing practices because of FairShare programming.

Goal: Help CSA farmers grow the best food (so that the food speaks for itself)

Key Strategies & Tactics
1. Facilitate grower to grower production learning opportunities including field days, grower gatherings, the Organic Vegetable Production Conference, on-farm research, and the farmer listserv.
2. Create marketing templates for farms to do CSA outreach including boilerplate messaging, social media templates, and member word-of-mouth promotions.
3. Conduct and compile market research that helps CSA farmers better understand the needs of member and other eaters.

Priority 2
FairShare links people with CSA farms.

Goal: Increase the number of CSA member households

Key Strategies & Tactics
1. Rebrand the image of CSA to appeal to a more diverse, wider set of consumer groups by working with professionals and partner organizations.
2. Expand CSA consumer education through regional farm guides, a broader-reaching CSA Open House, and enhanced website and media outreach.
3. Promote CSA to large user groups, including workplaces, hospitals, religious institutions, and others.
4. Develop a consumer communication strategy to educate members about farmers and farm happenings by identifying media best-practices, maximizing the effectiveness of Bike the Barns, and exploring additional outreach events across Wisconsin.
5. Conduct research around consumer preferences and test new models that keep committed members, with the ultimate goal of enhancing the consumer experience of CSA.

Priority 3
Develop innovative initiatives to expand access to, and diversity within, CSA.

Goal: Expand CSA membership to include greater ethnic, geographic, and income diversity

Key Strategies & Tactics
1. Sustain the Partner Shares program by aligning the program budget with the staff time required for administration and targeted outreach.
2. Work with partners and community leaders to understand and evaluate FairShare's role in addressing racial equity in food systems work.
3. Incorporate health, health equity, and wellness in outreach initiatives, branding and messages.
4. Re-establish relationships with area health plans to enhance effectiveness of the HMO rebates, increase uptake among lower income households, and evaluate health benefits of incentives.
5. Emphasize Rural Outreach as an area for geographic expansion by focusing on outreach, promotion and education through regional farm guides and events.

Priority 4
Build the organization's capacity to facilitate growth in staffing, programming, and board functionality.

Goal: Build sustainable funding to attract and retain an inspired staff and board

Key Strategies & Tactics
1. Develop sustainable funding for the organization to include a fund development strategy, diversified revenue streams, donor engagement, and farm contributions.
2. Use the annual budgeting process to reflect strategic priorities including partnership building and grant writing, new and innovative program development, program administration and professional development.
3. Facilitate effective board and staff communication by ensuring meetings are focused on decision making and strategy and improved financial reporting.
4. Build the board capacity through effective on-boarding, training, board mentorship and committee participation.

Priority 5
Assure the future of CSA and member farm viability by engaging research and conversation about consumer preferences, farm economic sustainability, changing landscapes for CSA, and evolution of the CSA model.

Goal: Position the organization to respond to emerging issues in the CSA movement

Key Strategies & Tactics

1. Envision the future for CSA: Engage research and conversation to understand farm economic sustainability, changing landscapes for CSA, and evolution of the CSA model.
2. Enhance the consumer experience of CSA.
3. Leverage partnerships and engage a larger effort to address racial equity in food systems work.
4. Develop and test innovations in the CSA model.