

# Example of CSA Communications Plan

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*This is the 2014 CSA Communication Plan for Aprilaire/Research Products in Madison. It was their 2<sup>nd</sup> year of CSA.*

## Timeline

February 11<sup>th</sup> begins the first in a series of communications.

1. Subject: New Farm/New CSA
  - a. 2014 Farm Partnership with Wholesome Harvest
  - b. Info on Wholesome Harvest and link to website
  - c. Egg share
  - d. Meal planning

February 18<sup>th</sup>

2. Subject: Buy Fresh: Weekly Menu Planning Service
  - a. Wholesome Harvest providing value
  - b. Local Thyme

February 20<sup>th</sup>

3. Subject: Summer Produce: what you get and when
  - a. Produce Chart
  - b. Emphasize bountiful shares

February 24<sup>th</sup>

4. Subject: Meet the Farmers
  - a. Info on the Farmers
  - b. Announce Introductory Meeting with Farmers
    - i. Will transition from a presentation style format to a meet/greet in a casual, informal setting
  - c. Facebook Link to Wholesome Harvest

February 27<sup>th</sup>

5. Meeting with Farmers
  - a. Booth: set up in lunch areas
  - b. Distribute information on membership options and cost
  - c. Supplemental material on nutrition and sign-up give away (cookbooks or dish towels)
  - d. Sign up begins

March 3<sup>rd</sup>

6. Subject: CSA Sign Up and Membership Options
  - a. Sign Up: How/Timeline
  - b. Membership Options and Cost

March 14<sup>th</sup> - Sign up Ends