

2008 SURVEY RESULTS FROM CSA SHAREHOLDERS AT THE FARM

We received 39 responses, from a pool of 120 shareholders. Thank you for participating, as your input helps to guide our planning for the upcoming season. Survey results are summarized below.

What is your favorite thing about Picadilly Farm CSA?

Shareholders expressed over twenty different favorites about the CSA, and the most common themes were fresh vegetables, great variety of vegetables, friendly staff, having a pick-your-own garden, and supporting a local farm.

What would you change or improve?

Over half the respondents wouldn't change a thing. Other ideas included: fill in the parking lot pothole; find some plastic bags that are easier to open or stop providing them altogether; offer more fruit in the share, or asparagus, or artichokes, or mint; offer a smaller share size; extend the Monday pickup time to 7:30 and/or have another pick-up time on Friday evenings; improve the signage in the Pick-Your-Own garden; try to give away even more produce that would otherwise remain unharvested; publish the newsletter on Friday nights rather than Saturday mornings; and have more produce descriptions posted alongside the produce bins.

Were things clear enough when you picked up at the farm?

Yes, unanimously.

Overall, how would you rate the variety of produce?

Almost everyone felt the variety was excellent, or at least good. One respondent commented that there was less than the year before, which was understandable given the weather.

The quality of the produce?

Nearly everyone felt the quality was excellent; five said "good", and one qualified that the tomatoes weren't as good as the year before, which again was understandable given the weather.

How many people shared in your share each week (average)? 2 adults children

Adults	Children	# responses
2	0	13
2	1-3	13
3	0-1	4
4	0-2	8

Was the share too big, too small, or just right?

29 votes for just right, 10 votes for too big

Please estimate how many of the 25 pick-up weeks you missed.

Zero – 23 responses

One – 6 responses

Two – 7 responses

Three – 1 response

Six – 2 responses

When the garden was open, how often did you Pick Your Own? (indicate one)

every week – 17 responses
often -- 12 responses
about half – 4 responses
rarely -- 5 responses
never – 0 responses

The price of the share was (indicate one):

a bargain – 7 responses
just right or “reasonable” – 30 responses
too expensive – 2 responses

Is it important to you that our farm be Certified Organic by the USDA? (Our fields are eligible for certification in 2009) Half said yes, half said no.

If you are not planning to renew your share for next season, why not?

Over half were already planning to renew. For those who weren't, or weren't sure, reasons cited included: moving away; too far to travel for pickups; finances; planning for a home garden; too big for two people; disliked our choice to use municipal compost from Keene.

Please add any additional comments, and indicate if you would like a response to this survey

Many of the comments here echoed responses to the first two survey questions. Additionally, five or six people especially liked the newsletters with recipes, one person thought the social events were great, and one thought we should start a recipe “blog” on the internet.