



Caulder took part as both a presenter and as a CSA owner looking to learn new ideas. Of the program, Caulder said, “There were people who were learning about CSAs, and it was all about CSAs. It touched on the financing, how to do your books, and then the actual nuts and bolts of the CSA – how to grow and how to market.”

One of the beneficial aspects of the program for Caulder was a presentation on how to organize his finances. “There was a guy who came in and did all the financials – how to set up your bookwork, how to break everything down, how to do your spread sheets. You know, we were doing that but the way he presented it was a much simpler format than what I was doing, and so I found that to be very informative and very helpful.”

One reason for the success of this educational program, according to Caulder, was the fact that they had people with hands-on experience talking about their personal knowledge of running a CSA. “They had people who actually ran CSAs there, and they had a question and answer period so people in the audience could ask questions and you could glean a lot of information about what to do, where to go, and how to start.”

Thanks to the University of Maryland Cooperative Extension and the funding from the Northeast Center for Risk Management Education, Caulder is now well-equipped to start the process of expanding his CSA.

Maryland Growers Learn to Enhance and Expand CSAs

Right before retiring, Ken Caulder decided that he wanted to start a CSA. At first, because he was still working, he had to keep it small, but once he retired for good, he thought that the time was right to expand his CSA. To help with the expansion, he wanted to learn about marketing strategy and networking with other farms. That’s when he decided to take part in the University of Maryland Extension program, “Enhancing and Expanding the Community Supported Agriculture (CSA) Marketing Model.”

The program was directed by Ginger Myers and funded by a grant from the Northeast Center for Risk Management Education.

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Section 524(a)(3) of the Agricultural Risk Protection Act of 2000 authorized the Partnerships for Risk Management Education and provided \$5 million dollars annually to be administered by USDA-NIFA. Extension Risk Management Education is delivered through four regional centers that provide grant funding and leadership within their regions.

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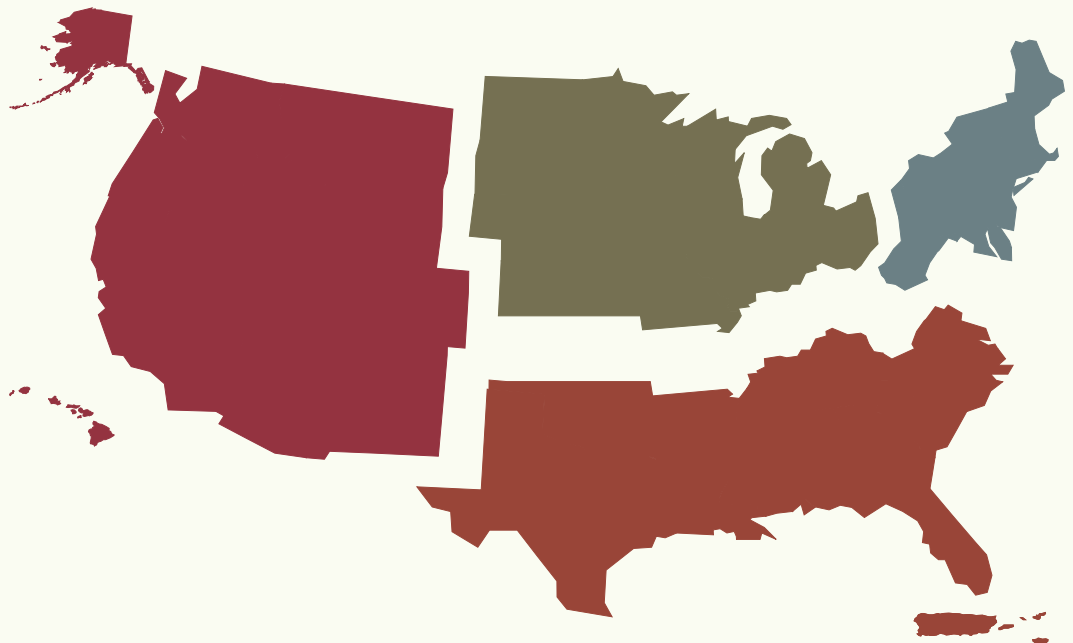
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