

Registration Form

\$20 per person fee

Checks payable to:

Rutgers The State University

Please Mail registrations and payment to meeting location you will attend:

CSA Conference C/O

Rutgers NJAES Warren County

165 County Rd 519 South

Belvidere, NJ 07823-1949

<OR>

CSA Conference C/O

Rutgers NJAES Gloucester County

Rutgers NJAES Gloucester Co.

1200 N. Delsea Dr., Clayton, NJ 08312

Name _____

Number of people attending _____

Address _____

Phone _____

E-Mail _____

CSA Conference Schedule

Morning

9:30 **Registration**

10:00 **Overview of CSAs, Types of CSAs, Differences, Responsibilities, Is a CSA Business Right for You?**

Steve Komar, Rutgers Sussex County

10:30 **SWOT Analysis for Direct Marketing of Agricultural Products**

Michelle Infante-Casella, Rutgers, Gloucester County

11:10 **Marketing Your CSA**

Kenessa Reynolds-Allie, Rutgers, Warren County

12:00 **LUNCH**

Afternoon

12:30 **Developing Budgets for Your CSA: Cost of Production, Determining Price/ Shares, Assessing Number of Members**

Kenessa Reynolds-Allie, Rutgers, Warren County

1:15 **Regulations Impacting Your Direct Marketing Operation: Right to Farm and Farm Market Assessment**

Brian Schilling, Rutgers Extension Specialist in Agricultural Policy

2:00 **Food Safety from a Direct Marketing Perspective**

Meredith Melendez, Rutgers, Mercer County

2:45 **Adjourn**



DIRECTIONS:

March 3rd Location:

**Rutgers NJAES Cooperative Extension Of Warren County
165 County Road 519 South
Belvidere, NJ 07823-1948**

DIRECTIONS

- 1. Route 287 North to Route 78 West**
- 2. Route 78 West to Exit 3, Route 22**
- 3. Route 22 to Third Traffic Signal, Turn Right onto Rt 519 North**
- 4. Route 519 North approximately 10 miles, Administration Building is on left, Large Blue "Warren County" Sign at Entrance**

March 10th Location:

**Rutgers NJAES Cooperative Extension of Gloucester County
1200 N. Delsea Dr., Bldg A
Clayton, NJ 08312**

DIRECTIONS:

- 1. From Rt. 55 Take Exit 50A (Rt. 322) Towards Glassboro (East) to Route 47 South (Delsea Drive)**
- 2. Make a Right onto Route 47 and go about 4 miles, Gloucester County Complex is on the Right, Building is First Building on the Left.**

CSA Marketing in New Jersey

As a farmer, having market diversity and customer loyalty may allow you to generate a more reliable income from farm products. Adding a "Community Supported Agriculture" marketing operation can be beneficial if managed properly. It can allow "up-front" payments to avoid pre-season loans for start up capital and can help build relationships with customers. However, owning and operating a CSA marketing farm is not for the "faint of heart". At this conference, new and experienced farmers will learn more about CSA marketing from Rutgers Agricultural Agents who have worked in this area for more than 50 years of combined professional experience. This conference is being offered at two locations at two different dates in order to serve both regions of the state.



For information contact:

Kenesha Reynolds-Allie, Agricultural Agent

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<OR>

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Clayton, NJ 08312

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Fax: 856-307-6476

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Registration forms can be downloaded at

<http://events.rutgers.edu/njaes>

(or use this brochure)

Coordinated by:

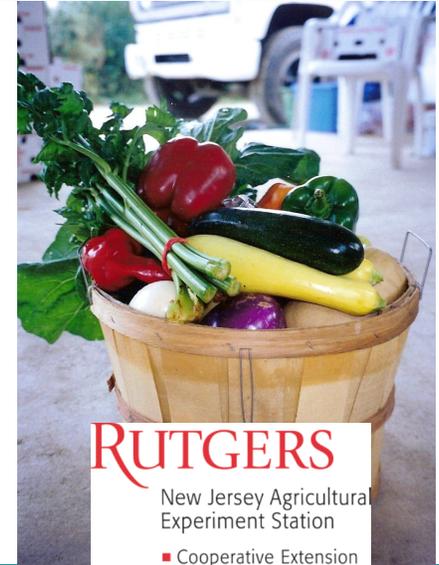
The Rutgers NJAES Agritourism Working Group

<http://sustainable-farming.rutgers.edu/agritourism-in-new-jersey/>

Cooperating Agencies: Rutgers, The State University of New Jersey, U.S. Department of Agriculture, and County Boards of Chosen Freeholders. Rutgers Cooperative Extension, a unit of the Rutgers New Jersey Agricultural Experiment Station, is an equal opportunity program provider and employer.

Rutgers NJAES 2016

**Community
Supported Agriculture
(CSA) Marketing
Conference**



**Offered at two locations and two
different Dates:**

**Thursday, March 3rd,
Warren County**

9:30AM-2:30PM

<And>

**Thursday, March 10th,
Gloucester County**

9:30AM-2:30PM