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## CSA DAY 2016 DRIVES FARM SALES, CELEBRATES FARM-TO-TABLE MOVEMENT

Pittsburgh—November 10, 2015 – Small Farm Central, a Pittsburgh-based technology company focused on providing web services to direct-market farms, announced plans for the second annual Community-Supported Agriculture (CSA) Sign-Up Day. This internationally branded day will be held on Friday, February 26, 2016, and encourages members to sign-up for their CSA shares and celebrates CSA as an important part of the farm-to-table movement. Highlighting the work of CSA farmers, Small Farm Central looks to educate consumers on CSAs and explain the value of the CSA business model for communities.

“CSAs are the most authentic connection between a farmer and eater,” said Simon Huntley, the creator of CSA Day and founder of Small Farm Central. “For people who want to directly support local farms, CSAs are one of the best options because 100 percent of the dollars spent go to the farm.”

Community-supported agriculture is a direct-to-customer business model for farmers, providing them with an operating budget used to maintain their farms. In return, CSA members receive weekly boxes of fruits and vegetables throughout the harvesting season playing a pivotal role in the farm-to-table movement, a local food trend where consumers receive food directly from farms, skipping a market or store. CSAs were first introduced in the United States during the 1980s but have since grown to over 12,000 farms, according to the USDA 2012 Agriculture Census.

“The CSA model was what allowed me to start my own farm business at age 23,” said Laura Olive Sackton, owner of First Root Farm in Concord, M.A. “Access to capital in the off-season, the meaningful connections between farmers and CSA members, the sense of ownership and pride members feel about their CSA farms—all these things add up to healthy farms, businesses and communities. The CSA model is good for everyone.”

Small Farm Central held the inaugural CSA Sign-Up Day on Friday, February 28, 2015, after identifying the date as the most popular day for member share sign-ups. A media kit with shareable images and a sample press release for farms to use as well as a directory of participating CSAs will be available on [csasignupday.com](http://csasignupday.com).

“CSA Day gives us the chance to celebrate these farms contribution to the farm-to-table movement and create a promotion for them to use to sell CSA shares,” said Huntley.

**About Small Farm Central:**

Small Farm Central serves the technology needs of small business farmers, including websites, ecommerce, CSA member management and marketing tools. Since 2006, Small Farm Central has worked with over 1,000 farms across the U.S. and Canada. For more information, please visit <http://www.smallfarmcentral.com>.

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