



Western RC&D Success Story:
CSA Utah

Great Salt Lake RC&D Council, Inc.
6782 South 1300 East
Cottonwood Heights, UT 84121
www.greatsaltlakercd.org
www.csautah.org

Jeff Williams, RC&D Coordinator
801-524-4254
jeff.williams@ut.usda.gov



The GSL RC&D continued their work in *Community Supported Agriculture (CSA)* in 2009 with public outreach events, advocating, and capacity building of farms along the Wasatch Front. Several CSA farms were created or expanded this year. The GSL RC&D received a grant from the Agriculture Marketing Service, Farmers Market Promotion Program to promote community supported agriculture along the Wasatch Front. CSA Utah was created from these funds which facilitated the annual CSA open house with farmers and consumers. Outreach efforts to educate the public about community supported agriculture were held at farmers market, PSAs aired on KUER, KRCL, KCPW, and KPCW and other media outlets; a logo was created that captured the essence of the purpose of CSA Utah. In addition, a website was designed and has been frequently maintained to keep the public up to date on CSA issues around the state. CSA Utah purchased advertising in newspapers in Davis, Tooele, Weber and Salt Lake counties as well as a local Hispanic newspaper. Further, advertising space was contracted with the ReDirect Guide, Buy Local First directory, Catalyst, City Weekly, and Q Salt Lake. The Council also used funds to reimburse farmers who participated in business plan training at the annual Utah Diversified Agriculture Conference that was held in Delta in 2009. Other funds were used to partially reimburse farmers who purchased CSA-related equipment that contributed to building the capacity of their CSA operation, average cost-share was 25%. Other items purchased with these funds included banners and 1,000 reusable bags. In addition, CSA Utah facilitated the production of CSA photos and videos that were posted on the CSA Utah website to educate the public about CSA in Utah. The Council also sent representation to the National Small Farm in Springfield, IL and gave a presentation about CSA Utah and was selected for publication in the Western Rural Development Center's Rural Connections in November.