

# 2008



**CISA**  **community**  
involved in sustaining  
**agriculture**

Strengthening farms and communities since 1993



Community Involved in Sustaining Agriculture  
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CISA is an equal opportunity  
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Community Involved  
in Sustaining Agriculture  
(CISA) links farmers and  
communities to strengthen  
agriculture and enhance  
the economy, rural  
character, environmental  
quality, and social  
well-being of western  
Massachusetts, and partners  
with other organizations in  
its region and around the  
country to sustain  
agriculture.



### From Succession Planning to New Leadership

Last year marked a time of change for everyone. For CISA, change came at the beginning of 2008 with the departure of Annie Cheatham and the arrival in March of Philip Korman, CISA's new executive director.

CISA was well-prepared for its executive transition, in large part because of succession planning led by Annie as the outgoing executive director, with strong support from the Board, the staff and talented consultants. Our transition plan provided a road map for leading the organization through a period of interim management to the hiring and arrival of new leadership. The transition period was also a time to embrace new beginnings fueled by a renewed sense of value and purpose.

We are ready to move forward, and, as Phil acknowledges in his letter, thriving local farms will play a central role in the health and well-being of our local economy, food systems and landscapes. We know that CISA's progress would not be possible without your enthusiasm and interest. Thank you for your continued support.



Russell Peotter, Chair





## Letter from the Executive Director

What began fifteen years ago as a small project with a large vision has become the tremendously successful and vibrant CISA you see today. The path CISA follows was built by many hands; we are a community effort involving thousands of farms, businesses, advocates, community groups, and residents. That's how we were able to stand strong during a year of transition, as we said goodbye to veteran CISA leaders and welcomed new leadership on the board and staff.

CISA's vision for how we grow, purchase, and bring agricultural products into our homes is as vital today as it was in 1993. This past year, we saw the nation move in the direction promoted by CISA. National questions regarding the importance of local agriculture, carbon footprint reduction, food safety, and the strength of local economies were examined by the media and discussed throughout the blogosphere. As a state, regional, and national participant in efforts to sustain local agriculture, CISA has led the local food movement that seeks to address these issues and provide sustainable solutions.

In 2008 we had many successes. Most notable were a 20% increase in the number of farms and businesses enrolled in our Local Hero program and the launch of a community membership program.

During our initial ten-week drive more than one hundred of you became community members of CISA.

As we look back over the past fifteen years in preparation for our next fifteen, we have taken steps to position ourselves for continued success. We are changing

the "look & feel" of CISA to communicate the scope of our work, and will be providing even more opportunities for community involvement through our membership activities and the introduction of a re-designed web site.

Where do we go from here? To put it simply, we want more local foods and agricultural goods available, more of the time, to more of the people. A strong, local, agricultural economy is part of the answer to the big questions facing our nation and our valley, from protecting the environment and stunning landscapes to ensuring health and food security.

With your involvement we will continue to do what we do best: linking farmers and communities to strengthen agriculture. Join us as we celebrate our 15th year into 2009, and help us to build the path we will travel together!

Philip Korman  
Executive Director



Over the past fifteen years CISA has developed an array of initiatives to build a thriving agriculture economy. By far our greatest success is CISA's *Be a Local Hero, Buy Locally Grown*® public awareness campaign. This program has expanded to include more than 270 area farms, restaurants, and related businesses, and is a national model for the hundreds of buy-local groups sprouting up around the country.

The Local Hero concept is simple: create a network of farms and businesses that work together to raise the visibility of local agriculture. And it works! Research has shown that eighty percent of consumers recognize the Local Hero brand and are twice as likely to shop at their local farm stand or farmers' market, or to choose local products at their grocery store.

CISA has been successful in helping farmers respond to new demands from institutional buyers and individual consumers. We have worked with farmers, buyers, and distributors to increase sales of locally grown products to restaurants, growers,

schools, hospitals, and other institutions and to deliver a range of workshops for farmers on everything from marketing to new business opportunities. CISA has also brought locally grown food to urban residents by setting up pre-paid distributions of farms products to workplace sites (workplace CSAs).

CISA's Senior FarmShare program is a great example of our work creating demand, building new markets, and fostering community. In 2008, 344 low-income seniors in western Massachusetts became shareholders at local farms and received a portion of the farms' bounty free of charge. The seniors receive fresh and nutritious produce, the farmers receive payment for their work, and often, when the elders and the farmers meet, another bond in the community is forged.

CISA has been strengthening farms and communities since 1993—connecting neighbor to neighbor to ensure that local agriculture is a growing part of all of our lives.





## Creating a stronger brand

In the fall of 2007, CISA launched a positioning study to evaluate how local residents perceive the organization. What did we discover?

1

Large numbers of people are aware of the Local Hero public awareness campaign, but either don't connect it with CISA or don't know that CISA has a mission beyond Local Hero.

2

Many people do not know that there are more ways to get involved in sustaining agriculture in addition to buying locally grown products.

3

A lot of people do not feel the urgency inherent in saving and growing local agriculture.

CISA's goal for 2009 is to significantly increase community support of, and involvement in, the work of sustaining local agriculture. To prepare, we worked to clarify our mission and create a stronger "brand identity" in the marketplace that would better reflect CISA's maturity and sophistication as a leader in the local agriculture movement.

We began by developing a new look that would visually link CISA and its Local Hero public awareness campaign. Revised logos, with updated fonts and colors, were introduced in the 2008 Farm Products Guide and later rolled out through re-designed Local Hero materials as well as community membership materials, event invitations, and letterhead. In June 2009 we will unveil a completely revamped web site to provide more content and easy-to-access resources for farmers, community members, and supporters.



New materials designed over the past year include: logos, t-shirt, farm products guide, invitation to the annual party, and bumper sticker.

A well-designed logo can serve as visual shorthand for the messages and the meanings behind an organization. For CISA, it's about community: farmers, community members, and supporters coming together to build and sustain a thriving local agricultural economy. Events over the past year have shown that the case for community-supported local agriculture has never been stronger, and our new logos go a long way toward positioning CISA for greater visibility and recognition in the years ahead.





## Building the infrastructure of local agriculture

Agriculture in our region has many strengths, including the great diversity of our production and the creative, entrepreneurial spirit of farmers and business owners. That creative energy, coupled with soaring demand for locally grown products, has resulted in many strong new businesses, including on-farm milk processing and local delivery and the resurrection of a regional meat processing facility. In addition, new market outlets, such as a busy cooperative market and many CSA farms, are providing a growing array of farm products each year.

Like the creators of these successful ventures, CISA is working to shape the future of agriculture in our region. Our infrastructure projects share the broad goal of nurturing agricultural business innovation so that locally grown food is available to more people in western Massachusetts for more of the year. Through these projects, we've asked a number of questions: What bottlenecks or gaps in our infrastructure prevent sales of locally grown products from keeping pace with demand? What do we need, in terms of processing and storage facilities, clear and reasonable health and safety regulations, and distribution networks, to achieve our goal?

In 2008 we worked with growers, business owners, and buyers interested in ready-to-eat salad greens, local dairy products, grass-fed meat, and winter storage crops. Our work on these projects included assessing equipment costs and financing options, understanding shifting regulatory environments and strong community

sentiments, and looking closely at interwoven requirements related to production and scale.

One of the most important areas of exploration in this work is the potential role of the larger community in the creation and success of new ventures. That involvement could take many forms, including working to influence the regulatory environment governing farm and food businesses, speaking up about the benefits of these businesses for local communities, or sharing the risk of new ventures through large or small investment. We know that the future of agriculture is important to many, many people, and we're learning how to work together to build that future. CISA's community, farm, and business members, and our colleagues at other organizations and agencies in the region, will be important partners in achieving our shared goals.



## Community membership: strength in numbers

When CISA launched its Community Membership program this past fall, it signaled a shift in how we think about accomplishing our mission. With farmers facing increased challenges, including the cost of land operating in a global marketplace, we knew that we needed to expand the ways in which we approached sustaining local agriculture. We needed to learn what aspects of our work resonate with the Valley community. We needed to build a network of informed consumers. And we needed more people to become advocates for local food and local farms.

The Community Membership initiative provides a clear and direct way for people to act on their values and to financially support CISA. It provides a platform for people to connect the act of eating with supporting family farms and participating in decisions about their local food supply.

By helping people move along a succession of everyday, consciousness-raising actions—buying, eating and building with locally grown agricultural products; displaying the bright yellow bumper sticker; attending a farm festival; asking their grocery store manager where their food comes from; joining together with like-minded people to preserve family farms and the community legacies they represent—CISA provides a channel for individual involvement in local agriculture.

Enrollment in the Community Membership program is open to individuals and families, beginning at just \$35. Benefits include the new *Be a Local Hero, Buy Locally Grown*® bumper sticker, a subscription to the print newsletter *Field Notes*, a monthly e-newsletter, and invitations to various CISA events throughout the year. And all community members will be offered special training opportunities to learn how to broaden CISA's voice throughout the Pioneer Valley. For more information, please visit [www.buylocalfood.org](http://www.buylocalfood.org).



**“Providing the structure of an annual membership program inspired me to make a larger donation than I have made before.”**

**Mary Williamson,**  
newly enrolled community member

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CISA is pleased to acknowledge the individuals, businesses, foundations, and government agencies whose generous financial contributions in 2008 provided critical support for our programs and outreach efforts.

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Whole Foods Market  
WGBY  
Wright Builders

Foundation Grants

Berkshire-Pioneer Resource  
Conservation and Development  
Frank Stanley Beveridge Foundation  
Bridge of Flowers Community  
Grant Program  
Community Foundation  
of Western Massachusetts  
Harry Chapin Foundation  
Irene E. & George A. Davis Foundation  
Farm Aid, Inc.  
Jane's Trust  
WK Kellogg Foundation  
Northeast Farm Credit  
AgEnhancement Program  
Lawson Valentine Foundation  
The Women's Fund  
of Western Massachusetts  
Wellspring Fund of the Peace  
Development Fund  
Xeric Foundation

Government Grants

Massachusetts Department  
of Agricultural Resources  
Massachusetts Executive  
Office of Elder Affairs  
Mass Highways:  
UMass Transportation Center  
Northeast Center for  
Risk Management Education  
Northeast Sustainable Agriculture  
Research and Education  
United States Department  
of Agriculture/Agricultural  
Marketing Service  
United States Department of  
Agriculture Rural Development



## Local Hero Members



In 1999 CISA launched the *Be a Local Hero, Buy Locally Grown*® campaign. Nine years later, it has become the longest running and most comprehensive “buy local” program in the country. We are pleased to recognize our 2008 members who, with CISA, have joined together to raise awareness and sales of locally grown farm products.

### Farms

Apex Orchards	Enterprise Farm	Louise's Old
Apple Valley Galloways	Fairweather Farm	Glory Gardens
Atlas Farm	Fini's Plant Farm -	M & M Green Valley
Austin Brothers Valley	Agawam	Produce
Farm	Flavors of Cook Farm	Manda Farm
Australis Aquaculture	Food Bank Farm	Maple Corner Farm
Barstow's Long View Farm	Four Star Farms, Inc.	Mapleline Farm
Bashista Orchards	Foxbard Farm	Martin's Farm
Bear Swamp Orchard	Foxfire Fiber & Designs at	Massachusetts Woodlands
Bird Haven Blueberry	Springdelle Farm	Cooperative, LLC
Farm	Freeman Farm	Mayval Farm
Bloody Brook Farm	Funny Farm	McKinstry's
Blue Heron Farm	Garden of Delights	Market Garden
Bob's Everlasting	Glenbrook Gardens	Meadowbrook Farm
Bostrom Farm	Goat Rising/The	Moody Family Farm
Bree-z-Knoll Farm	Farmstead at	Moore's Maple
Brook's Bend Farm	Mine Brook	Grove Farm
Buckboard Veggies	Godard's Red Hen Farm	Mountain Orchard
Burnt Hill Berries	Golonka Farm	Mountain View Farm
Calabrese Farm	Gooseberry Farms	Mycotopia Farms
Carl Popielarz Pig Farm	Goosefoot	Natural Roots
Chase Hill Farm	and Garlic Farm	New England Wild Edibles
Chee Chee Mamook	Gran Val Scoop	New England Wild Flower
Chester Hill Winery, Inc.	Greenhorn Farm	Society
Chestnut Farms	Hager Bros. Farm	New Salem Preserves, Inc.
Chicoine Family Farm	Hamilton Orchards	North Hadley Sugar Shack
Ciesluk Farm Stand	Hardwick Sugar Shack	Northfield Country Corner
Clarkdale Fruit Farms	Hardwick Vineyard &	Northwoods Forest
Common Wealth CSA	Winery	Products, LLC
Cooleyville Farm	Hartman's Herb Farm	Nourse Farms
Couch Brook Farm	Harvest Farm of Whately	Nuestras Raíces
Cowls Lumber and	Heyes Forest Products	Old Friends Farm
Sawmill	Hickory Dell Farm	Our Family Farms
Coyote Hill Farm	Hillman Farm	Outlook Farm
Crabapple Farm	Intervale Farm	Paddy Flat Farm
Craigieburn Farm Alpacas	J & J Farms	Park Hill Orchard
Crescent Moon Farm	J.M. Pasiecznik Farm	Pine Hill Orchards
Czajkowski Farm	Johnson Hill Farm	Pine Nook Daylilies
Dancing Bear Farm	Justamere Tree Farm	Pioneer Valley Growers
Dave's Natural Garden	Kelso Homestead	Coop
Deerfield Farm	Kenburn Orchards Bed &	Pioneer Valley Organic
Devine Farms	Breakfast	Farm
Dickinson Farm	King Creek Farm	Pioneer Valley Vineyard
Diemand Farm	Koran's Farm & Gift Shop	Potash Hill Farm
Downhill Farm	LaSalle Florists	Randall's Farm
East View Farm	Linda M. Fuchs	Ravenwold Greenhouses, LLC
E. Cecchi Farm	Greenhouse	Raspberry Patch Farm
Echo Hill Orchards &	Little Brook Farm	Red Fire Farm
Country Market	Long Plain Farm	Rice Fruit Farm

River Maple Farm  
 Riverland Farm  
 River Rock Farm  
 Robert's Family Farm  
 Robinson Farm  
 Rock Ridge Farm  
 Sangha Farm  
 Sapowsky Farms  
 Seeds of Solidarity Farm  
 Sentinel Farm  
 Shattuck's Sugarhouse  
 Shoestring Farm  
 Sidehill Farm  
 Simple Gifts Farm  
 Smiarowski Farm Stand  
 and Creamery  
 Small Ones Farm  
 Sojourner Sheep  
 Songline Emu Farm  
 Spring Water Gardens  
 Steady Lane Farm  
 Stockbridge Farm  
 Stone Soup Farm  
 Sullie's Vegetable Farm  
 Sunset Farm  
 Swartz Family Farm,  
 Szawlowski Potato Farm  
 Tanstaafl Farm  
 Teddy C. Smiarowski Farm  
 The Atherton Farm  
 The Bars Farm  
 The Benson Place  
 The Kitchen Garden  
 Three Sisters Farm  
 Town Farm  
 Twenty Acre Farm  
 Twin Oaks Farm  
 Valley View Farm  
 W & W Farms  
 Walnut Hill Farm  
 Warm Colors Apiary  
 Warner Farm  
 West Country Cider  
 Wheel-View Farm  
 Whitney Acres  
 Wilder Brook Farm  
 Wilder Hill Gardens  
 Williams Farm, Inc.  
 Wine Ridge Farm  
 Winterberry Farm

### Landscape Designer/ Garden Center

Amherst Nurseries  
 Andrew's Greenhouse  
 Annie's Garden and  
 Gift Store  
 Carol Pope  
 Fini's Plant Farm -  
 Feeding Hills  
 Hadley Garden Center

### Retail Members

Atkins Farms Country  
 Market  
 Big E's Super Markets  
 Big Y World Class Markets  
 Amherst, Chicopee,  
 East Longmeadow,  
 Greenfield Longmeadow,  
 Ludlow, Northampton,  
 Palmer, South Hadley,  
 Southampton, South-  
 wick, Springfield, Ware,  
 West Springfield,  
 and Westfield stores  
 Cornucopia Foods  
 Foster's Super  
 Market, Inc.  
 Green Fields Market  
 Greenfield Farmers  
 Cooperative  
 Hardwick Farmers Co-Op  
 Exchange  
 Keystone Market  
 Leverett Village Coop  
 McCusker's Market  
 Millstone Farm Market  
 Stop & Shop  
 East Longmeadow,  
 Greenfield, Hadley,  
 Northampton, and  
 Springfield stores  
 Maple Farm Foods  
 River Valley Market  
 Serio's Market  
 State St. Fruit Store/  
 Cooper's Corner  
 Squash, Inc.  
 The Old Creamery  
 Valley Green Feast  
 Whole Foods Market  
 Williamsburg Market

### Specialty Food Producers

Appalachian Naturals  
 Bart's Homemade  
 Hedge's Hot Stuff  
 Ponders Hollow Custom  
 Moulding & Flooring  
 Real Pickles  
 Richardson's  
 Candy Kitchen

### Restaurant/ Caterer Members

Apollo Grill  
 Bistro Les Gras  
 Black Sheep Deli  
 Blue House Café  
 Bottega Cucina  
 Bridgeside Grille  
 Butternuts Eatery  
 Café Martin  
 Caminito Steakhouse  
 Carmelina's  
 Chandler's Restaurant  
 Chez Albert  
 Cup and Top Café  
 Deerfield Inn  
 Earthfoods Café  
 Eastside Grill  
 Europa Restaurant  
 Fitzwilly's  
 Great Wall Restaurant  
 Hillside Pizza  
 Holy Smokes  
 Monarchs Restaurant  
 Northampton Brewery  
 Paul & Elizabeth's  
 Ristorante DiPaolo  
 Roadhouse Café  
 Side Street Café  
 Sienna  
 Sylvester's Restaurant  
 Tabella Restaurant  
 The Night Kitchen  
 The People's Pint  
 Union Station Restaurant  
 Wagon Wheel Drive-In

### Institutional Members

Amherst College  
 Baystate Hospital Dining  
 Services  
 Baystate Mary Lane  
 Hospital  
 Cooley Dickinson  
 Hospital  
 Franklin Medical Center  
 Lathrop Retirement  
 Communities  
 Loomis Communities  
 Northfield Mt. Hermon  
 Rockridge Retirement  
 Community  
 Smith College  
 UMASS Amherst  
 Dining Services

## Program Collaborators



CISA's work is accomplished in collaboration with a number of program partners. We thank them for their continued interest in sustaining local agriculture.

American Farmland Trust  
 Baystate Organic Certifiers  
 Berkshire Grown  
 Berkshire/Pioneer  
 Resource Conservation  
 and Development Council  
 Buy Fresh, Buy Local Cape Cod  
 Center for Self-Reliance  
 Chesterfield Council on Aging  
 Chicopee Council on Aging  
 CitySeed  
 Community Action Brattleboro Area  
 Cooperative Development Institute  
 Deerfield Land Trust  
 Edible Pioneer Valley  
 Environmental League of MA  
 Farm Credit  
 Farm Fresh Rhode Island  
 Federation of Massachusetts  
 Farmers' Markets  
 Field to Table  
 First Pioneer  
 Food Bank of Western Massachusetts  
 Target Hunger/Food Bank Farm  
 FoodRoutes  
 Franklin County CDC/  
 Western Massachusetts  
 Food Processing Center  
 Franklin Land Trust  
 Frontier Senior Center  
 Gardening the Community  
 Glynwood Center  
 Greenfield Senior Center  
 Holyoke Council on Aging  
 Holyoke Food and Fitness  
 Huntington Council on Aging  
 Island Grown Initiative  
 Land for Good  
 Live Well Springfield/Partners  
 for a Healthier Community  
 Lutheran New Farmer Project  
 Maine Organic Farm and  
 Gardening Association  
 Mason Square Senior Center  
 MassGrass  
 Massachusetts Department  
 of Agricultural Resources  
 Massachusetts Farm Bureau  
 and county chapters  
 Massachusetts Farm to School Project  
 Massachusetts Public  
 Health Association  
 New England Small Farm Institute

New Entry Sustainable Farming Project  
 Northeast Harvest  
 Northeast Organic Farming  
 Association, Massachusetts  
 Northeast Organic Farming  
 Association, Vermont  
 Northeast Sustainable  
 Agriculture Working Group  
 Nuestras Raíces  
 Palmer Senior Center  
 Pioneer Valley Local First  
 Pioneer Valley Planning Commission  
 and the PV Sustainability Network  
 Powertown Apartments  
 Red Tomato  
 Second Harvest  
 Seeds of Solidarity Education Center  
 Shelburne Senior Center  
 Solidago Foundation  
 Southeastern Massachusetts  
 Agricultural Partnership  
 Southern New England  
 Sustainable Foods Working Group  
 Stone Soul, Inc.  
 Town Agricultural Commissions  
 Trust for Public Land  
 UMass Cooperative Extension  
 Urban League  
 USDA Rural Development Office  
 Vermont Grass Farmers' Association  
 Western Massachusetts  
 Enterprise Fund  
 Worcester Advisory Food





## 2008 Financial Summary

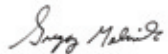
	2008 <sup>(1)</sup>	2007
<b>Revenue and Support</b>		
Grants and Government Contracts	569,300	476,867
Donations	192,630	183,302
In-Kind Donations	32,300	41,278
LH Membership Dues	52,700	47,550
Rental, etc.	26,900	48,402
Interest	3,020	4,984
Advertising and Merchandise Sales	24,700	38,736
<b>Total Revenue and Support</b>	<b>901,550</b>	<b>841,118</b>
<b>Expenses</b>		
Program	561,000	502,291
Marketing and Communications	90,700	72,364
Fundraising	75,000	91,987
Administration	160,600	153,618
<b>Total Expenses</b>	<b>887,300</b>	<b>820,260</b>
<b>Change in Net Assets</b>	<b>14,250</b>	<b>20,858</b>
<b>Net Assets, Beginning of Year</b>	<b>321,247</b>	<b>300,389</b>
<b>Net Assets, End of Year</b>	<b>335,497</b>	<b>321,247</b>

<sup>(1)</sup> Unaudited figures. Audited figures are available upon request.

### FROM THE TREASURER

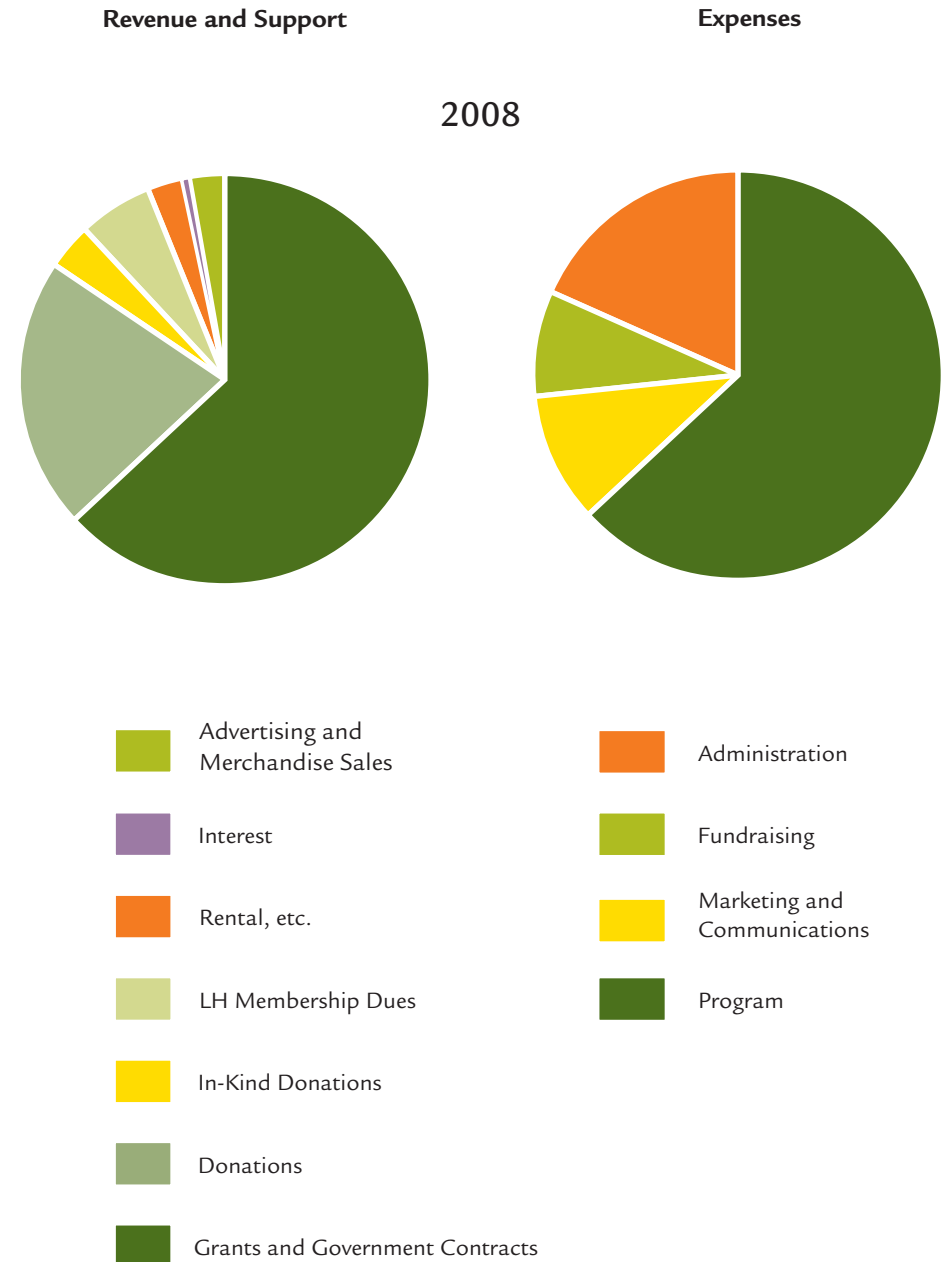
The financial results of Community Involved in Sustaining Agriculture, Inc., for fiscal year 2008 reflect the health and vibrancy of the organization and the strong and expanding support of all our constituents. After fifteen years, CISA's financial stability is due to the generosity of our supporters, the skills and passion of our staff and volunteers, and the responsible fiscal management exercised by our board. CISA also continued to receive strong support from grants and government contracts. Expenses remained in line with our budget. The overall result for FY2008 was a modest growth in net assets.

Sincerely,



Greg Melnik

## Revenue and Support / Expenses





2008 Board of Directors

Rus Peotter, Chair  
Mark Tanner, Vice Chair  
Ryan Voiland, Clerk  
Greg Melnik, Treasurer  
Faye Omasta, Past Chair

Dō-Han Allen  
Bob Antil  
Charles Barker  
Sheila Dennis  
Warren Facey  
Steve Goodwin  
Ann Hallstein  
Pauline Lannon  
Diane Roeder  
Gary Schaefer  
Brian Schultz  
Tim Smith  
Barry Steeves  
MA Swedlund  
Mike Wissemann

2008 Staff

Philip Korman  
Executive Director

Pamela Barnes  
Development Director

Tracie Butler-Kurth  
Membership &  
Development Associate

Margaret Christie  
Special Projects Director

Kelly Coleman  
Program Director

Jessica Cook  
Program Coordinator

Gina Gigante  
Bookkeeper

Claire Morenon  
Program Coordinator

Allison Neher  
Program Assistant

Devon Whitney-Deal  
Local Hero Member  
Services Coordinator

Jennifer Williams  
Office Manager

Volunteers

The following individuals have generously contributed their time and talent this year to assist CISA in accomplishing our mission.

Mitch Anthony  
Christine Arcese  
Nancy August  
Rick Bean  
Lisa Bertoldi  
Rachel Besserman  
Damon Blanche  
Kirsten Bonanza  
Koren Butler-Kurth  
Megan Butow  
Justine Bertram  
David Carlson  
Cate Carulli  
Justin Cascio  
Annie Cheatham  
Court Cline  
Cris Coffin  
Sarah Coleman  
Henry Compton  
Regina Curtis  
Heather Damon  
Joan Dickson  
Laura Dinwiddie  
Larry Dixon  
Robin Dizard  
Erin Donnally Drake  
Charles Dougherty  
Jack Eisenstadt  
Michele Emanatian  
Joel Feldman  
Gail Fuller  
Katie George  
Ann Gibson  
Maida Goodwin

Nate Greenspan  
Margie Haffer  
Jim Hafner  
Mary Haigis  
Hendrix  
JB Hebert  
Marilyn Hebert  
Ron Hebert  
Mary Hocken  
Kim Holloway  
Maria Horvath  
Greg Kline  
Deb Lapaire  
Scott LaRochelle  
John LaSalle  
Jim Levey  
Robin Levine  
Michele Marotta  
Callie Millington  
Joe O'Rourke  
Patrice Pare  
Rosie Pearson  
Dave Perlmutter  
The Pioneer  
Valley Symphony  
Chamber Players  
Mary Clare Powell  
Linda Prokopy  
Suzanne Rataj  
Ginger Sajiera  
Becca Schoen

Judith Seelig  
Brian Schultz  
Pamela Schwartz  
Roy Scott  
Risa Silverman  
Jen Smith  
Alex Swetland  
Joan Tabachnik  
Gail Thomas  
Anna Welch  
April Williams  
Josh Williams  
Thomas Williams  
Susan Worgaftik

Design/Production:  
Radwell Communication by Design

Photography:  
Ben Barnhardt, Rachael Chandler-Worth,  
CISA Staff, and Jason Threlfall

Printing: Hadley Printing



# Ee-i ee-i oh!

## Top 10 reasons to become a CISA member

10. Cows smell better than cars
9. Try growing veggies on tarmac
8. Food security = “social” security
7. Chickens don’t roost in McMansions
6. The road less traveled stays that way
5. “Factory farm” is an oxymoron
4. Local economies look good in green
3. Farm policy should benefit... farmers
2. Eating well is the best revenge
1. Old McDonald keeps her farm



[www.buylocalfood.org](http://www.buylocalfood.org)

Community Involved in Sustaining Agriculture  
One Sugarloaf Street  
South Deerfield, Massachusetts, 01373

Non-Profit Org.  
U.S. Postage  
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Permit No. 8

**CISA**  community  
involved in sustaining  
agriculture