2008

CISA
community involved in sustaining agriculture

Strengthening farms and communities since 1993
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
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.
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.

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.

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.

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

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.

“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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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.

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Little Brook Farm
Long Plain Farm
Louise’s Old Glory Gardens
M & M Green Valley Produce
Manda Farm
Maple Corner Farm
Mapeline Farm
Martin’s Farm
Massachusetts Woodlands Cooperative, LLC
Mayval Farm
McKinstry’s Market Garden
Meadowbrook Farm
Moody Family Farm
Moore’s Maple
Grove Farm
Mountain Orchard
Mountain View Farm
Mycotopia Farms
Natural Roots
New England Wild Edibles
New England Wild Flower Society
New Salem Preserves, Inc.
North Hadley Sugar Shack
Northfield Country Corner
Northwoods Forest Products, LLC
Nourse Farms
Nuestras Raíces
Old Friends Farm
Our Family Farms
Outlook Farm
Paddy Flat Farm
Park Hill Orchard
Pine Hill Orchards
Pine Nook Daylilies
Pioneer Valley Growers Coop
Pioneer Valley Organic Farm
Pioneer Valley Vineyard
Potash Hill Farm
Randall’s Farm
Ravenwood Greenhouses, LLC
Raspberry Patch Farm
Red Fire 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, Sawlowski Potato Farm
Tanstaaff 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 County Cider Wheel-View Farm
Whitney Acres
Wild Brook Farm
Wild Hill Gardens
Williams Farm, Inc.
Wine Ridge Farm
Winterberry Farm
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, Southwick, Springfield, Ware, West Springfield, and Westfield stores
Comucopia 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
Cammino Steakhouse
Carmelina’s
Chandler’s Restaurant
Chez Albert
Cup and Top Café
Deerfield Inn
Earthfoods Café
Eastside Grill
Europa Restaurant
Fitzwill’s
The Great Wall Restaurant
Hillside Pizza
Holy Smokes
Monarchs Restaurant
Northampton Brewery
Paul & Elizabeth’s Ristorante DiPaolo
Roadhouse 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
Looms Communities
Northfield Mt. Hermon Retirement
Rockridge Retirement Community
Smith College
UMASS Amherst Dining Services
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
www.buylocalfood.org
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
Glynnwood 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 Program
### 2008 Financial Summary

#### Revenue and Support

<table>
<thead>
<tr>
<th></th>
<th>2008</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants and Government Contracts</td>
<td>569,300</td>
<td>476,867</td>
</tr>
<tr>
<td>Donations</td>
<td>192,630</td>
<td>183,302</td>
</tr>
<tr>
<td>In-Kind Donations</td>
<td>32,300</td>
<td>41,278</td>
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<tr>
<td>LH Membership Dues</td>
<td>52,700</td>
<td>47,550</td>
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<tr>
<td>Rental, etc.</td>
<td>26,900</td>
<td>48,402</td>
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<tr>
<td>Interest</td>
<td>3,020</td>
<td>4,984</td>
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<tr>
<td>Advertising and Merchandise Sales</td>
<td>24,700</td>
<td>38,736</td>
</tr>
</tbody>
</table>

**Total Revenue and Support**

<table>
<thead>
<tr>
<th></th>
<th>2008</th>
<th>2007</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>901,550</td>
<td>841,118</td>
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</table>

#### Expenses

<table>
<thead>
<tr>
<th></th>
<th>2008</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program</td>
<td>561,000</td>
<td>502,291</td>
</tr>
<tr>
<td>Marketing and Communications</td>
<td>90,700</td>
<td>72,364</td>
</tr>
<tr>
<td>Fundraising</td>
<td>75,000</td>
<td>91,987</td>
</tr>
<tr>
<td>Administration</td>
<td>160,600</td>
<td>153,618</td>
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</tbody>
</table>

**Total Expenses**

<table>
<thead>
<tr>
<th></th>
<th>2008</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>887,300</td>
<td>820,260</td>
</tr>
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</table>

#### Change in Net Assets

<table>
<thead>
<tr>
<th></th>
<th>2008</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>14,250</td>
<td>20,858</td>
</tr>
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</table>

**Net Assets, Beginning of Year**

<table>
<thead>
<tr>
<th></th>
<th>2008</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>321,247</td>
<td>300,389</td>
</tr>
</tbody>
</table>

**Net Assets, End of Year**

<table>
<thead>
<tr>
<th></th>
<th>2008</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>335,497</td>
<td>321,247</td>
</tr>
</tbody>
</table>

(1) 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
2008 Board of Directors
Rus Peotter, Chair
Mark Tanner, Vice Chair
Ryan Voiland, Clerk
Greg Melnik, Treasurer
Faye Omasca, Past Chair

Do-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 Emanathan
Joel Feldman
Gail Fuller
Katie George
Ann Gibson
Maida Goodwin
Nate Greenspan
Margie Hafer
Jim Hafner
Mary Haigis
Hendrix
JB Hebert
Marlyn Hebert
Ron Hebert
Mary Hennen
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