

## Letter from the Board Chairperson and CISA's Executive Director

In every aspect of our work this year we have seen increased interest, commitment and passion on the part of our members, supporters, friends, and partners in the "buy local" community at large. The 2009 *Farm Products Guide* was warmly received in more than 50,000 households in the three counties and our annual benefit—*Eat the View*—was a spectacular success, with more than 400 attendees enjoying the magic of an agricultural village created by 100 dedicated CISA volunteers.

*Through its innovative programming, CISA has served as a model for the buy local movement nationally.*

For 16 years, CISA has been instrumental in helping local farms thrive in the Valley. Through its innovative programming, CISA has served as a model for the buy local movement nationally. As consumer interest in local food continues to grow and communities' connection to agriculture extends to every sector of society, farmers face a number of challenges. Many are forced to travel outside their areas to find markets for their goods. Regulations do not fit the size or challenges of our farms. Agricultural lands are under pressure to be developed and continue to be the most expensive in the nation. And on the demand side, consumers with fewer resources and food access options are facing even more diminished choices.




In 2009 CISA initiated a three year strategic planning process. Its intention was to engage the community—farmers, consumers, organizations, and residents—in addressing these challenges by:

- Expanding markets for local food and farm products by reaching more consumers who will buy local.
- Educating and inspiring more people to become involved in local agriculture.
- Fostering excellence in farm businesses and advancing sustainable farm business models.
- Ensuring that local food and farm products are accessible to more people, more of the time.

As we begin the work of the Strategic Plan, we know that there is much to do—all of it critical to the future of local farms. In this annual report you will learn about some of the ways in which we are already moving forward. We know that positive change can come from building stronger farms and communities and we are looking forward to rebuilding the local and regional food system with your continued creativity and support.

Sincerely,

  
Russell J. Peotter  
Chair, Board of Directors

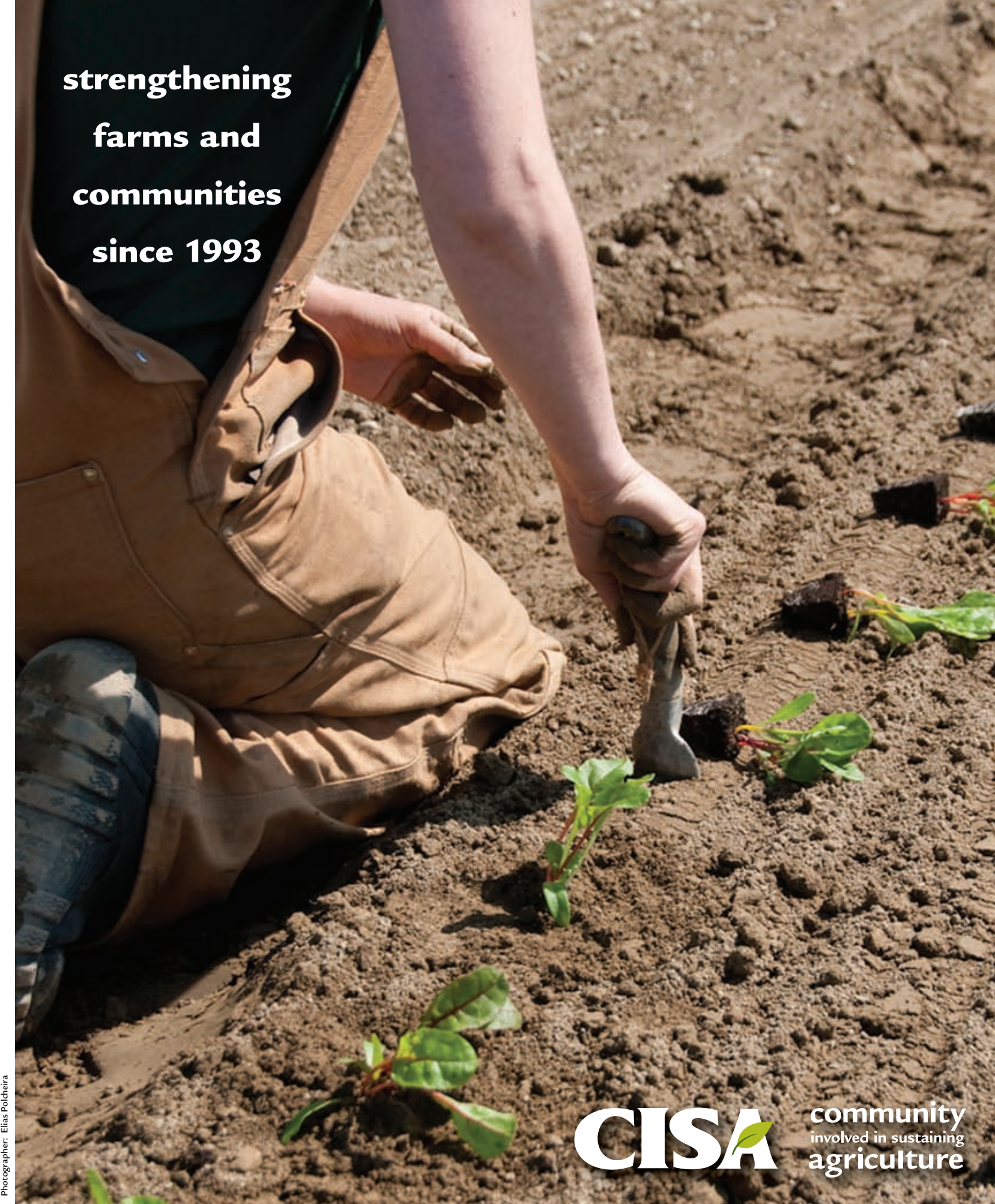
  
Philip Korman  
Executive Director

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involved in sustaining  
agriculture

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since 1993**



**CISA strengthens  
local agriculture  
by building  
connections  
between farmers  
and the community.**

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



Photographer: Jason Threfall

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Photographer: Elias Polcheira

CISA is an equal opportunity service provider and employer.

**CISA** community  
involved in sustaining  
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**2009 ANNUAL REPORT**



## Growing the Local Food System: PVGrows

In the early 90s, a group of individuals and groups focused on agriculture in the Pioneer Valley began meeting to share their work and to explore opportunities for joint projects. Out of those early discussions came the creation of CISA. Nearly 20 years later, CISA is pleased to be part of the launch of a similar effort to encourage collaboration among the many organizations here in the Valley working to strengthen local agriculture. Pioneer Valley Grows (PVGrows) will serve as an umbrella for groups interested in building on the strengths of Valley agriculture to create solutions to the challenges farmers and related businesses face.

CISA is hosting this collaborative effort and is providing staff time, thanks to foundation funding from the Lydia B. Stokes Foundation and the Frances Fund. PVGrows' first active working group is focused on agricultural infrastructure and financing as a means to bring more local food to local markets. Early in spring 2010, the Infrastructure group intends to issue a Call for Plans, asking entrepreneurs in need of financial or technical assistance with a post-harvest agricultural infrastructure project to come forward. Selected projects will receive support for pre-development financing. Some of the groups involved in this working group to date include the New England Small Farm Institute, the Western Massachusetts Enterprise Fund, the Franklin County CDC, and the Massachusetts Department of Agricultural Resources.

### Our Local Strengths and Challenges

The Pioneer Valley is especially rich agriculturally. It has fertile soil, uplands suited for orchards and grazing, and a mix of urban and rural communities with residents who value the local produce brought to market. And the area has farmers—old and young, experienced and new—who devote their lives to the hard work of planting, harvesting, animal husbandry, and the marketing and business planning necessary to make a living. We benefit from a



Photographer: Elias Polcheira

great diversity of locally grown products—vegetables and fruits, dairy products, maple syrup and honey, meats, eggs, wood and fiber, and specialty products made from locally grown ingredients.

Some products grown here are hard to bring to local markets, however. Farmers who wholesale washed salad greens are increasingly challenged by market regulations designed for industrial-scale operations shipping product to dozens of states. Meat and dairy producers have limited options for processing their products for sale, and we lack a robust array of businesses turning local raw ingredients into processed products.

These gaps in the network that brings food from farm to table present challenges for farmers—but they also pose problems for consumers. Residents in the Valley are eager for locally grown products of all kinds, and some of

them are hard to find. We've seen evidence of the community's willingness to invest time and resources in our food system in such ventures as River Valley Market (a food cooperative with over 4,000 members) and the efforts of artisan bakeries to work with farmers to grow grains. PVGrows will explore additional opportunities for channeling community capital into new ventures that benefit farmers, residents and the communities in the Pioneer Valley.

We know that our ability to solve problems comes from our collective strength and common interests. As we continue to grow the agricultural bounty in our area, PVGrows provides an opportunity for networking and partnerships for residents, farmers, and organizations.

*PVGrows' first active working group is focused on agricultural infrastructure and financing as a means to bring more local food to local markets.*

## Growing Community Involvement: CISA Volunteers

If you ask Ann Pemberton what she learned from her 15 years in marketing and sales for the wine industry, she will tell you this: that wine is grown, not made.

"It's all about how you treat the plant, and the soil, and the micro-climates" she insists. The land puts its own particular stamp on the product, and a good deal of her work for the Robert Mondavi Winery, and later for the Wine Institute, involved educating buyers and distributors to this fact. "It was the growing part of the wine process that captured my imagination," Ann admits.

When she moved from California to the Pioneer Valley five years ago, she brought her curiosity for growing things along with her. She couldn't help but notice the plethora of *Be a Local Hero*, *Buy Locally Grown* bumper stickers on cars throughout the region and decided to visit the CISA website. As luck would have it, CISA was offering a volunteer training session, and Ann signed on as a volunteer and joined the new Community Member program.

"CISA wouldn't be as successful as we are without Ann and the other 130 volunteers who serve as our ambassadors at local food and farm-related events, help in the office, or assist with organizing and staffing our own events" says Tracie Butler-Kurth, who coordinates CISA's volunteer and community membership program.

Last year, volunteers contributed approximately 1,700 hours of time and talent to CISA, at an in-kind value of more than \$35,000. From service on the Board of Directors and special committees, to pulling off a mega-event or simply helping with the office filing, CISA relies on the varied skills and expertise of volunteers.

For Ann, the time she puts in to CISA is part of a larger effort to introduce new people to the importance of buying local



Photographer: Jason Threfall

and supporting family farms. She's joined a CSA and her local agricultural commission, and recently started a farmers' market in South Hadley. "Volunteering for CISA has been a great way for me to connect with the local food and farm community" she says, and for now is learning all that she can about local agriculture. Part student, part teacher, and wholly engaged—Ann and CISA's volunteers are helping grow the circle of people who want to ensure that local farms continue to thrive in our region.

**If you are interested in volunteering for CISA, please visit our website at [www.buylocalfood.org](http://www.buylocalfood.org) to find out about upcoming training sessions and opportunities, or contact the development office at 413-665-7100.**



Photographer: Rachel-Chandler Worth

## Growing Local Hero Successes: Austin Brothers Valley Farm

Transitions can be tricky, particularly when you have 130 years of a family business hanging in the balance. Doubly so when that business is dairy farming.

"I was always interested in the cattle as a kid. Growing up on the farm was fun for me; I liked what I did and I like being around the animals" says Michael Austin about the Belchertown dairy farm his family has operated for generations. Michael's great grandfather and great grandmother bought the land and established the dairy farm in 1889, and Michael learned the family business from his parents, Bill and Roxanne.

Milk production was the farm's mainstay until 2006, when the economy began to take its toll. As energy costs skyrocketed and milk prices fell to an historic low, the family began to consider doing something else with the farm. Michael recalls, "Everybody was tired. It's very physical work. We kept looking at our books, and each month the bills got higher and the milk checks lower." They had been raising their own beef and giving it as gifts to friends and family. "People always enjoyed it and commented on it, so we decided to give it a try."

*Their animals are raised on 130 acres of green pasture and the farm does not use hormones or feed additives.*

This past October the family started a meat CSA, a community supported agriculture venture. Like a typical vegetable CSA, individuals purchase annual "shares" in the farm up front, and receive meat throughout the year. "We sell everything from the nose to the tail. We sell every cut of steak, T-bone, tenderloin, chuck, ground beef, beef sausage, prime rib roast, pork, ribs, and much more. We have a great product, high quality" says Roxanne.



Photographer: Rachel-Chandler Worth

Their animals are raised on 130 acres of green pasture and the farm does not use hormones or feed additives. Twenty four members enrolled in the first few months the CSA was open. But, admits Roxanne, "Getting the word out has been a challenge." She has used her membership in CISA's Local Hero program to help expand her promotion skills and has taken part in workshops on business communications, pricing, reaching wholesale markets, and working with the media. "A recent survey revealed that 92% of our Local Hero members believe participating in the program has a positive impact on their farm businesses" says Devon Whitney-Deal, CISA's Local Hero membership coordinator. In addition, 66% of the membership reported increased sales over last year.

The family admits they still have much to learn about the complexities of market demand. "Everybody wants grass-fed. I've learned a fair amount about it, and I'm always trying to learn more" says Michael. And how does it feel to have made the transition from a dairy farm to raising animals for beef and pork? Michael's father, Bill, sums it up: "Meat is just as challenging as the dairy business was, although I'm finding it to be more rewarding. I do miss the girls out there in the pasture, though."

**To learn more about the Austin Brothers Valley Farm, go to [www.austinsfarm.com](http://www.austinsfarm.com).**





## 2009 Staff

Philip Korman Executive Director
Pamela Barnes Development Director
Tracie Butler-Kurth Community Membership Coordinator
Margaret Christie Special Projects Director
Kelly Coleman Program Director
Jessica Cook Program Coordinator
Gina Gigante Bookkeeper
Claire Morenon Program Coordinator
Devon Whitney-Deal Local Hero Member Services Coordinator
Jennifer Williams Office Manager

## 2009 Board of Directors

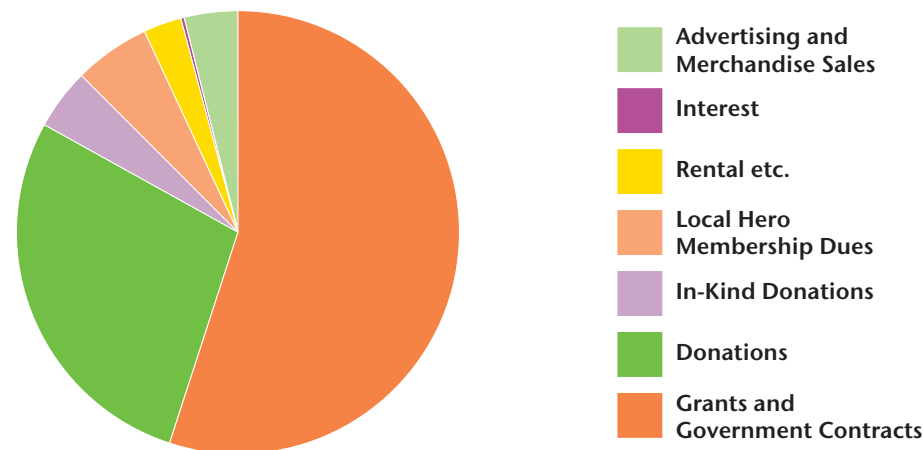
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## 2009 Financial Summary

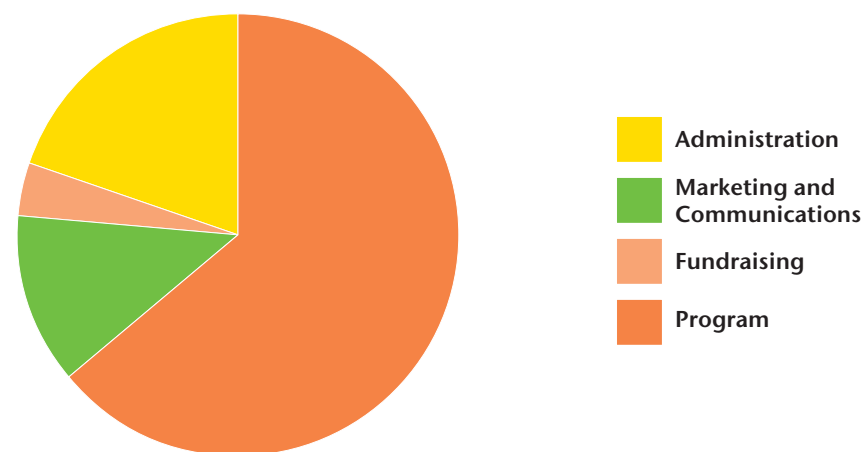
	2009*	2008
<b>Revenue and support</b>		
Grants and Government Contracts	\$464,871.93	\$535,605.00
Donations	\$236,302.71	\$196,548.00
In-Kind Donations	\$37,982.63	\$32,301.00
LH Membership Dues	\$45,755.25	\$52,703.00
Rental, etc.	\$24,168.40	\$26,904.00
Interest	\$1,170.00	\$3,026.00
Advertising and Merchandise Sales	\$32,852.16	\$24,714.00
<b>Total Revenue and support</b>	<b>\$843,103.08</b>	<b>\$871,801.00</b>
<b>Expenses</b>		
Program	\$532,039.11	\$672,795.00
Marketing and Communications	\$102,968.73	\$74,390.00
Fundraising	\$32,744.95	\$33,370.00
Administration	\$162,940.51	\$106,044.00
<b>Total expenses</b>	<b>\$830,693.30</b>	<b>\$886,599.00</b>
<b>Change in Net Assets</b>	<b>\$12,409.78</b>	<b>\$(14,798.00)</b>
<b>Net Assets, beginning of year</b>	<b>\$306,449.00</b>	<b>\$321,247.00</b>
<b>Net Assets, end of year</b>	<b>\$318,858.78</b>	<b>\$306,449.00</b>

\*Unaudited figures. Audited figures are available upon request.

### Revenue and support



### Expenses



### Farms/Growers continued

Warm Colors Apiary  
Warner Farm  
Wells Tavern Farm  
West County Cider  
Wheel-View Farm  
Whitney Acres  
Wilder Brook Farm  
Samantha Guilbert  
Williams Farm Inc.  
Winterberry Farm

### Landscapers and Nurseries

Amherst Nurseries  
Andrew's Greenhouse  
Annie's Garden and Gift Store  
Glenbrook Gardens  
Hadley Garden Center  
New England Wild Flower Society

### Restaurants

Apollo Grill  
Bistro Les Gras  
Black Sheep Deli  
Blue Heron Restaurant  
Bottega Cucina  
Bridgeside Grille  
Bub's BBQ  
Butternuts Eatery  
Café Martin  
Caminito Steakhouse  
Carmelina's at the Commons  
Chandler's Restaurant  
Chez Albert  
Circa Restaurant  
Cup and Top Cafe  
Deerfield Inn  
Earthfoods Cafe  
Eastside Grill  
Eighty Jarvis  
Esselon Cafe  
Europa  
Fitzwilly's  
Great Wall Restaurant  
Hillside Pizza  
Hope and Olive  
La Casita Azteca  
Local Burger  
Monarchs Restaurant  
Northampton Brewery  
Paul & Elizabeth's  
The People's Pint  
Roadhouse Cafe  
Side Street Cafe  
Spoleto Group  
Stump Sprouts Guest Lodge  
& X-Country Ski Center  
Sylvester's Restaurant  
Tabella Restaurant  
The Night Kitchen  
Union Station Restaurant  
Wagon Wheel Restaurant

### Institutions

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

### Retailers

Atkins Farms Country Market  
Big E's Super Markets  
Big Y World Class Markets  
(Amherst, Greenfield, Northampton  
and Southhampton)  
Comucopia Foods  
Foster's Super Market Inc.  
Green Fields Market  
Greenfield Farmers Cooperative Exchange  
Hardwick Farmers Co-Op Exchange  
Keystone Market  
Leverett Village Coop

M & M Green Valley Produce  
Maple Farm Foods  
McCusker's Market  
Millstone Farm Market  
Portabella Fine Foods & Catering  
River Valley Market  
Serio's Market  
Squash, Inc.  
State St. Fruit Store  
Stop & Shop Supermarket  
(East Longmeadow, Greenfield,  
Hadley, Northampton and Springfield)  
The Old Creamery  
Valley Green Feast  
Whole Foods Market  
Williamsburg Market

### Specialty Foods

Appalachian Naturals  
Green River Ambrosia, LLC  
Hedgie's Hot Stuff  
Real Pickles  
Richardson's Candy Kitchen

### Volunteers

Therese Fitzsimmons  
Gail Fuller  
Katie George  
Alex Gheslin  
Ann Gibson  
Ann Gillard  
Steve Goodwin  
Leah Graves  
Samantha Guilbert  
Margie Haffer  
Jim Hafner  
Maggie Haigis  
Marilyn Hebert  
Mary Hocken  
Ali Hunsberger  
Rubina Husain  
Nicholas Jones  
Deb Lapaire  
John Lapaire  
Lisa Laprade  
Greg Lauzon  
Jim Levey  
Jeffrey Lipton  
Susan Lindgren  
Andrea Love  
Michele Marotta  
Mike Marotta  
Lara McCallum  
Christine McCarthy  
Mike McCusker  
Don Michak  
Kiera Milewski  
Catherine Nagel  
Faye Omasta  
Vanessa Palomo  
Robin Pangakos  
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Judith Seelig  
Robin Silva  
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Connie Steckel  
Kristen Strange  
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Joan Tabachnick  
Fran Volkman  
Lily Walter  
Jessica Waters  
Erin Williams  
Thomas Williams  
Ben Winter  
Susan Worgaftik  
Sue Zegarra

### 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.

Agricultural Commissions (towns)  
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  
Cooperative Development Institute  
Deerfield Land Trust  
Edible Pioneer Valley  
Environmental League of Massachusetts  
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  
Green Northampton  
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 Farmers  
and Gardeners Association  
Mason Square Senior Center  
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  
Pioneer Valley Sustainability Network  
Powertown Apartments  
Pioneer Valley GROWS  
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.  
Trust for Public Land  
UMass Cooperative Extension  
Urban League  
USDA Rural Development Office  
Vermont Food Venture Center  
Western Massachusetts Enterprise Fund  
Worcester Advisory Food

**CISA is pleased to acknowledge the following individuals, businesses, foundations and government agencies whose generous financial contributions in 2009 provided critical support for our programs and operations.**

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a Division of People's United Bank  
Bart's Homemade  
Baystate Health System  
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Blue Heron Restaurant  
Borawski Insurance, Inc  
Coldwell Banker/Upton-Massamont Realtors  
Cooley Dickinson Hospital  
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Fazzi Associates  
First Pioneer Farm Credit  
Foster's Super Market Inc.  
Florence Savings Bank  
Franklin Community Cooperative  
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Greenfield Cooperative Bank  
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Hillside Plastics  
Hot Mama's Foods  
Innovative Business Systems, Inc.  
Law and Mediation Office of Oran Kaufman  
Lightlife Foods  
New England Farmers Union  
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## Matching Gift Companies

Aetna Foundation, Inc  
Citizens Bank–Corporate Giving  
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Select Equity Group, Inc

Anonymous (2)  
Community Foundation  
of Western Massachusetts  
Florence Savings Bank  
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The Food Bank of Western Massachusetts  
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The Silver Tie Fund  
The Vervane Foundation  
Third Sector New England  
Wellspring Fund of the  
Peace Development Fund

## 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 Farm Credit Ag Enhancement  
Northeast Regional Center  
for Rural Development  
Northeast Sustainable Agriculture  
Research and Education  
United States Department of  
Agriculture/Agricultural Marketing Service  
United States Department of  
Agriculture/Risk Management Agency  
United States Department of  
Agriculture/Rural Development

## Community Members

*By joining CISA as a Community Member individuals received access to more information about efforts to strengthen local agriculture, and learn about opportunities to get personally involved with local food and farms throughout the year. Enrollment is open to individuals and families, beginning at \$35. For more information, please visit CISA's website at [www.buylocalfood.org](http://www.buylocalfood.org).*

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*CISA's Be a Local Hero, Buy Locally Grown® public awareness campaign has resulted in increased sales of local farm products at supermarkets and food stores, farmstands, farmers' markets, restaurants and institutions. Look for CISA's Local Hero logo and display materials at the following member establishments:*

## Farms/Growers

Apex Orchards  
Apple Valley Galloways  
Astarte Farm  
The Atherton Farm  
Atlas Farm  
Austin Brothers Valley Farm  
Australis Aquaculture  
Balley Farm  
Barstow's Dairy Store  
& Bakery at Longview Farm, Inc  
Bashista Orchards  
Bear Path Farm  
Bear Swamp Orchard  
Bird Haven Blueberry Farm  
Bloody Brook Farm  
Bob's Everlasting  
Bostrom Farm  
Bree-z-knoll Farm  
Brook's Bend Farm  
Brookfield Farm  
Buckboard Veggies  
Bug Hill Berry and Flower Farm  
Burnt Hill Farm, LLC  
Calabrese Farm  
Carl Popielarz Pig Farm  
Chase Hill Farm

Chee Chee Mamook Farm  
Chestnut Farms  
Chicoine Family Farm  
Emily Wade  
Clarkdale Fruit Farms, Inc.  
Common Wealth CSA  
Cooleyville Farm  
Couch Brook Farm  
Cows Lumber and Sawmill  
Coyote Hill Farm  
Crabapple Farm  
Mark Watts Farm Alpacas  
Crescent Moon Farm  
Czajkowski Farm  
Dancing Bear Farm  
Dave's Natural Garden  
Davenport Maple Farm  
Deerfield Farm  
Devine Farms  
Dickinson Farm  
Diemand Farm  
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East View Farm  
Echo Hill Orchards & Winery  
Enterprise Farm  
Fairweather Farm  
Falls Brook Farm  
Fini's Plant Farm—Feeding Hills  
Flavors of Cook Farm  
Food Bank Farm  
Four Star Farms, Inc.  
Foxbard Farm  
Foxfire Fiber & Designs at Springdelle Farm  
Freeman Farm  
Funny Farm  
Garden of Delights  
Goat Rising/The Farmstead at Mine Brook  
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Open View Farm Educational Center  
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Sivery Moon Farm  
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