As the nation continues to climb out of its worst recession in 75 years, we witness a glowing light on the horizon—the continued upsurge in involvement and commitment to growing, buying, and investing in local farms and farm products. As we have for 17 years, CISA, and this region of the country, continue to serve as a model of hope and action for these farmers and communities can deepen their connections for the benefit of all.

We are focused on ensuring that more local food and farm products reach more people across the Pioneer Valley...

Some wonderful examples of the growing movement for local food and farm products include the 2,000 people who attended our one-day winter markets in Springfield and Northampton. Our fall benefit, Taste the View, welcomed more than 500 guests in celebration of the beauty and bounty of the local harvest. Community membership in CISA grew by 188 households, an increase of 42% from 2009, and the number of farms, retailers, and related food businesses participating in CISA's Be a Local Hero, Buy Locally Grown® program increased by 10% to over 300.

We are focused on ensuring that more local food and farm products reach more people across the Pioneer Valley, a central theme in our strategic plan. In cooperation with many groups across the state, we helped pass legislation that established a statewide food policy council and a school nutrition bill that will increase the ability of school districts to access and purchase local food. We expanded our network of partners to address gaps in the local food system that prevent all of us from getting more locally grown farm products into our homes, and identified some of the key elements of building a robust local food system, including:

• New entrepreneurial projects that address the holes in the agricultural infrastructure;
• Access for residents living in the food deserts of our state; and,
• A community committed to financially supporting local food enterprises.

We know that a challenging economy often forces us to make tough decisions about what is important to our families, our communities, and our quality of life. Yet the prospect of an abundant supply of locally grown food and farm products, growing people we know and bringing us through a system that works to create and maintain, remains important to us all—farms and food producers, community members and donors, volunteers and program partners alike. Encouraged by your continued support, CISA is optimistic about its path and the future of local agriculture. Please invite your family, friends, and neighbors to join us!

Sincerely,

Philip Korman Russell Peotter
Executive Director Chair, Board of Directors

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

www.buylocalfood.org

CISA is an equal opportunity service provider and employer.

strengthening farms and communities since 1993
Growing Local Food System: Infrastructure at the forefront

The rising consumer demand for locally grown food, sparked by a desire for greater food security, has led to increasing demands and opportunities to reconnect with the food system. The more the public becomes aware of local food systems, the more they seek to play a part. Community-supported agriculture (CSA) farms, farmstands, and local farmers markets are challenging the traditional food system by offering healthful, locally grown and prepared food, while providing the opportunity to learn more about the food we eat.

Growing Community Involvement: CSA Volunteers

Each one of us can have a meaningful part in restoring our local food system. Whether we’re working to improve the availability of local food or directly serving the food system, there are a lot of ways to get involved. Overall, the effort is sometimes a lot of small efforts come together to make a big difference.

- Community involvement has made markets available in more places for farmers, who are working to increase the availability of local and seasonal food products.
- In Northampton, the city health department and agricultural committees are working together to increase the availability of local food.
- High school students document the path of food grown on the Norman Minas Farm and used in the cafeteria.

Each of us can make a meaningful part in restoring our local food system.

Thankfully, some of the infrastructure and services required to bring more locally grown food curbside to a place. Growers and chefs are creating these businesses and services, and in particular, food safety is a focus. As a tool for small farmers, websites like buylocalfood.org can provide financing to infrastructure businesses. Within the past few years, Farmers to Farmers have been community-oriented community organizers of the Land Trust.

Individuals and organizations across the state worked together to create the Massachusetts Food Network, which provides financing to infrastructure businesses. Within the existing effort, Farmers to Farmers has been community-oriented community organizers of the Land Trust.

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2010 Financial Summary

| Internal Donations | $11,461.25  |
| Grant and Membership Dues | $83,265.00  |
| Advertising, Consulting, etc. | $2,412.14  |
| Interest | $1,170.62  |
| Total Revenue and Support | $866,364.44  |
| Grants and Government Contracts | $446,971.83  |
| Advertising and Merchandise Sales | $13,100.00  |
| Total Expenses | $830,693.30  |
| Program Expenses | $532,039.11  |
| Administration | $162,940.51  |
| Total Costs | $758,446.85  |

### Fundraising

- **In-Kind Donations:**
  - Stump Sprouts Guest Lodge
  - Spoleto Group
  - Sam's Pizzeria and Cafe
  - Roberto's Roadhouse Cafe
  - Paul & Elizabeth's
  - Northampton Brewery
  - Monarchs Restaurant
  - Hope & Olive
  - Hillside Pizza
  - Fitzwilly's
  - Earthfoods Cafe
  - Carmelina's at the Commons
  - Blue Heron Restaurant
  - New England Wild Flower Society
  - Hadley Garden Center
  - Frances K. Pekala Horticulturist
  - Amherst Nurseries and Landscape Centers
  - Winterberry Farm
  - Wheel-View Farm
  - West County Cider
  - Warm Colors Apiary
  - Walnut Hill Farm

### Administration

- **Total Revenue and Support:** $866,364.44
- **Program Expenses:** $532,039.11
- **Administration:** $162,940.51
- **Total Costs:** $758,446.85