



# CISA

community  
involved in sustaining  
agriculture

20 years of strengthening  
farms and communities



## 2012 ANNUAL REPORT







Springfield Winter Market, CISA photo

## Doubling our amount of local food

### Letter from CISA's Executive Director and Board Chair

CISA has just finished its first generation of work, and we are proud of what we all have done together as farmers, owners of food-related businesses, elected officials, and community members.

#### Who would have thought 20 years ago that:

- ✓ CISA's Local Hero program would be the longest running and most successful "buy local" campaign in the nation?
- ✓ There would be 50 farmers' markets in Franklin, Hampden, and Hampshire counties—including seven winter markets and 58 Community Supported Agriculture (CSA) farms—many offering shares in every season?
- ✓ Local apples, barley, fiber, greens, maple syrup, meat, and wine could be purchased almost year-round at farmers' markets, CSAs, and food retail outlets?
- ✓ Our farmers would be growing 10,000 farm shares that feed more than 40,000 people with sustainably grown produce?

Here in the Pioneer Valley, CISA has helped to create a breathtaking cultural shift that is worthy of celebration.

Not surprisingly though, some of the challenges facing our farms in 1993 at CISA's beginning are still with us today: unprecedented competition in a global economy, rising energy and labor costs, and increasingly unpredictable weather, including more violent storms and changes in hardiness zones created by climate change. In 1993, CISA founders began a conversation about how to save small, family farms. Now, our community is working to increase the number of thriving farms and strengthen the local food system in our region, Massachusetts, and New England.

In our 20th anniversary year, we are more convinced than ever that buying locally enables our community to keep its farmers farming, provides the freshest, tastiest food in our diet, strengthens the local economy, keeps vistas open, and reminds us why we call the Pioneer Valley home.



Special Collections,  
UMass Amherst Libraries



1863

Massachusetts College of Agriculture (now University of Massachusetts) is founded in Amherst.

1972

Wholesale farmers' market begins in 1934 in Springfield and opens to the general public in 1972.

Greenfield Farmers' Market,  
Rachel Chandler-Worth photo



1977

Massachusetts' model farmland preservation program, the Agricultural Preservation and Restriction (APR), is launched.

1987

Montague Food Co-op, the first incarnation of the Franklin Community Cooperative, opens in Turners Falls.

1993

Pioneer Valley Alliance for Sustainable Agriculture (PVASA), precursor to CISA, begins regular meetings.

We also believe that a healthy regional agricultural economy is part of the solution to many national challenges, from shrinking oil reserves and a changing climate to diet-related health problems. We need to make more locally grown food available to more residents of our region wherever they live, shop, and eat. As we look ahead, we are hopeful that the seeds we plant will be worthy of celebration a generation from now. Our goal is to *double the amount of local food in our diets, to 25 percent, over the next 20 years.*

To accomplish this, we will need new and expanded farm and food businesses to fill the current gaps in our food system along the path from farm to plate. CISA will inspire and support entrepreneurs who start businesses with a commitment to local ownership and local products, through creative financing, technical assistance, and building marketplace demand.

Maintaining CISA's core work of expanding the number of committed local eaters and enhancing existing farms and food businesses is critical to this goal.

*Our goal is to double the amount of local food in our diets, to 25 percent, over the next 20 years.*

If we succeed, the next generation will be surprised to learn that most of what people ate in 2013 was processed and shipped from thousands of miles away! We will be healthier, our food will be safer and more secure, and our local economy will be more resilient. Our children, and our children's children, will thank us for acting on our values to support and strengthen our local farms, our communities, and our planet. Our example will serve as a model for other communities around the world.

Now is the time to look down at your plate and around at the people at your table and make a commitment together to change the world. CISA will be there every bite of the way!

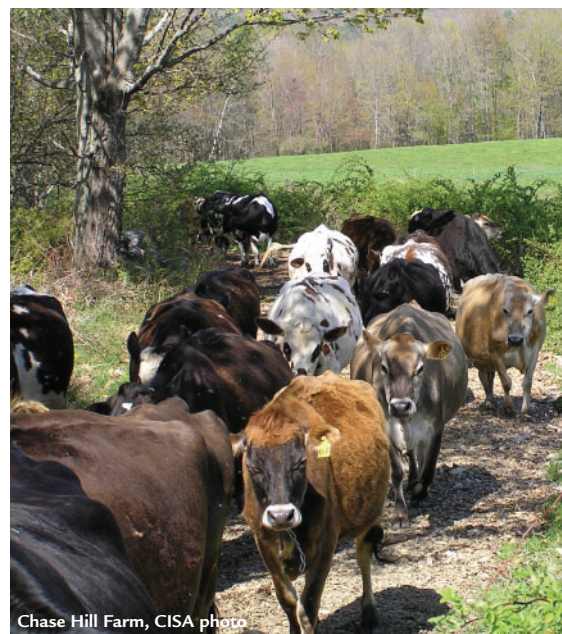
Sincerely,

  
Philip Korman  
Executive Director

  
Rachel F. Moore  
Chair, Board of Directors



Northampton Winter Fare, Jason Threlfall photo



Chase Hill Farm, CISA photo

1994

CISA receives a \$1 million Kellogg Foundation grant for PVASA and six partner organizations: Hampshire College, University of Massachusetts, the New England Small Farm Institute, Nuestras Raíces, the Institute for Interdisciplinary Studies, and Earth Arts Institute.

1996

CISA launches FarmNet Information and Referral service.

1995

CISA brings together nearly 100 people for discussion and action on the challenges to agriculture in the Pioneer Valley.

CISA establishes eight volunteer Action Groups to work on challenges to local farms: marketing, labor, land, sustainable practices, dairy, education, sustainable communities, and finance.

1998

Our Family Farms-brand milk successfully debuts, produced by a cooperative that began among members of CISA's Dairy Action Group. Shows strong consumer interest in 'buy local' message.



Our Family Farms, Rachel Chandler-Worth photo





Senior FarmShare, Riverland Farm, CISA photo



Annie's Garden & Gift Store, CISA photo



McKinstry Farm, CISA photo

## Thanks to YOU, 2012 was a smashing success!

### A share of the local harvest for people in Franklin, Hampden, and Hampshire Counties

More than 350 low-income elders received farm shares through our Senior FarmShare program, and CISA matched the first \$10 in Supplemental Nutrition Assistance Program (SNAP, or food stamp) purchases at our Winter Fare Farmers' Markets. CISA helped Hampden County farmers' markets and farm stands participate in a USDA study examining whether a 30 percent rebate on purchases of produce encouraged SNAP recipients to buy more produce (and early results indicate that it did!).

### Keeping our farm businesses strong and thriving

Our survey of more than 200 member farmers indicates that the Local Hero program has had a positive impact on 92 percent of participating farms. CISA offered 44 workshops and one-on-one technical assistance consultations in 2012, with more than 600 participants.

### The CISA Emergency Farm Fund

CISA and partners made no-interest loans to 11 farms impacted by Hurricane Irene. Thanks to overwhelming community support, the fund has reserves available, and we have opened it up for farms that suffered damage from the severe snowstorm of February 8, 2013. The fund has become a vital part of our safety net for small farms.

### Seeding a new generation of farmers

Seventeen women participated in the Whole Farm Planning workshop series for new women farmers. Topics in this ten-class series ranged from financial planning and marketing to soil fertility and grazing practices. Participants in our workshops and farm tours include both experienced and new farmers.

### Scaling up the local food system

CISA's "Scaling up Local Food" report provides real-life, local examples of the successes, challenges, and opportunities in the Pioneer Valley food system. We provide information and referral services for start-up and expanding local food businesses, and are exploring new financing options through our participation in the Pioneer Valley Grows Loan Fund. CISA staffs the Pioneer Valley Grows Network, which held a Fall Forum focused on entrepreneurship in the food system attended by 120 people.



2000



Apelle Grill, CISA photo

Restaurants are added to CISA's Local Hero campaign.



Strawberry Festival, CISA photo

2002

CISA supports diverse food and farming events that connect Pioneer Valley farms and their communities, including a Strawberry Festival, Asparagus Social, Cabin Fever Farm Tour, and Fruit Loop Farm Tour.

1999

Be a Local Hero, Buy Locally Grown® campaign is launched at a kick-off event with farm and retail members at Nourse Farms in Whately.

2001

CISA's "buy local" campaign becomes a nationwide model; CISA staff and board share knowledge by speaking at conferences, as consultants, and with a written manual, Harvesting Support for Locally Grown Food: Lessons from the Be a Local Hero, Buy Locally Grown® Campaign.

2003

CISA holds its first large fundraising dinner, sourcing all food locally.



CISA photo





Amherst Winter Market, Jason Threlfall photo

## Join us in 2013, our 20th anniversary year!

### The launch of the “Local Hero Challenge”

Throughout its 20th anniversary year, CISA will issue fun challenges to help people connect to more local farms, put more local food on their table, and share their stories about growing, buying, and eating local. Sign up to play the Local Hero Challenge at [buylocalfood.org](http://buylocalfood.org) and begin the fun!

### Increase the value of your gift

Thanks to several key supporters, CISA has set up the \$100,000 *Anniversary Fund*. Every new dollar (a new gift from a new donor or a bigger gift from a current donor) that comes into CISA will be matched by two dollars from the Match Fund, up to \$50,000! If we reach our goal, CISA will have \$150,000 in new resources to use to support beginning farmers, expand our work in Hampden County, and scale up the local food system to provide more local food to more residents of our region.

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



Clarkdale Fruit Farms, Rachel Chandler-Worth photo



Senior FarmShare program begins, paying farmers to grow produce for hundreds of low-income elders in Franklin, Hampden, and Hampshire counties.

2006

CISA fosters connections between farms and large employers, as colleges, hospitals, and retirement homes are welcomed into the Local Hero program.

2008

Winter Fare, the first winter farmers' market in Massachusetts, is launched in Greenfield by a volunteer committee, with CISA support.



Women in Agriculture Network is established, adding to CISA's array of workshops, consulting, and print and online information for farms and food businesses.

2007

CISA intensifies its focus on infrastructure for the local food system, contributing to feasibility studies for a regional slaughterhouse and dairy processing facility, and a food safety program for salad greens.



# From blueberries to baked goods

## Kosinski Farm

“Agriculture is not a stagnant business,” says Sue Kosinski—and she has reason to know. Sue grew up on a farm, and she has operated Kosinski Farm with her husband, Gene, since 1983. They have built a diverse farm operation by responding to new opportunities and trends. Today, the many dimensions of their farm business reflect the growth of consumer interest in fresh, locally grown food over the past 20 years.

Sue and Gene Kosinski literally met in a blueberry field. Both grew up on farms, and the two got to know each other when Sue was hired to pick blueberries by Gene’s father. In 1983, the couple purchased their own farm on Russellville Road in Westfield, and today they specialize in blueberries among a wide range of fruits and vegetables. They sell their products through a stand on the farm, a new CSA, and other local farm stands.

Over the years, Sue and Gene have continually adapted their crop mix and marketing venues to new opportunities and demands, and in the process they have created a forward-thinking and diverse farm. In the early 1980s, the Kosinskis sold their crops through the wholesale market in Boston, which required nightly trips to the city after full days on the farm, and Sue and Gene had little control over pricing.

“Sometimes the wholesale market was in the pits,” Sue remembers, “and what could we do? I remember my grandfather filling up his truck and going around to the other small businesses and peddling his products. We were known for our blueberries, so we offered to deliver them to the local farm stands. It was an old-fashioned idea, but no one else was doing it, so we were welcomed with open arms.”

Throughout the 1990s, Gene and Sue focused on farm stand deliveries, freeing them from dependence on the volatile wholesale market.



Gene and Sue Kosinski, Kosinski Farm photo

In 1999, Sue and Gene opened their own stand at the farm in Westfield. “After all those years of making deliveries to farm stands, we thought that maybe we could do it, too. We knew it had to be more sophisticated than a picnic table under a tree.”

Today, the farm stand includes a deli, a full-service bakery, and plants from the farm’s greenhouse, in addition to blueberries and other produce. More recently, the farm has begun offering pick-your-own apples and blueberries, and hosting school trips for children. In 2012, Kosinski Farm added a CSA option, and Sue says that CSA share sales are already up fourfold for its second year.

The transition from a wholesale business into a farm with multiple markets, including several direct sales outlets, is huge. It requires ongoing development of new skills and comfort with a certain amount of risk. Perhaps most importantly, it requires a clear sense of what customers are seeking, and an ability to anticipate how that changes over time.

Reflecting on the changes in her business over the years, Sue says, “Without question, there is a different customer base now. Twenty years ago, our customers were people who had grown up in the country and knew how much better fresh, local food was. Now, younger people are interested, too, and educated. People are choosing us over the supermarket. We’ve got to be out front, getting to know our customers and building trust with them.”

2010

CISA is among a coalition of agricultural and hunger groups to successfully advocate for legislation creating the statewide Massachusetts Food Policy Council.

CISA brings Winter Fare to Northampton, and 2,000 people attend the one-day market featuring locally grown food and workshops.

2009

Despite a national recession, the Local Hero program continues to grow, and the seventh annual *Eat the View* fundraising dinner, held at Three County Fairgrounds in Northampton, draws 450 supporters.

CISA staffs Pioneer Valley Grows, a collaborative network dedicated to enhancing the ecological and economic sustainability and vitality of the Pioneer Valley food system.

2011



CISA photo

CISA’s launches an Emergency Farm Fund in the aftermath of Hurricane Irene, offering zero-interest loans to help farm businesses following devastating flooding.

CISA’s “Scaling up Local Food: Investing in Farm & Food Infrastructure in the Pioneer Valley” report provides local examples of the successes, challenges, and opportunities for growth in the Pioneer Valley food system.

# Organic yogurt from the hills

## Sidehill Farm

When Paul Lacinski and Amy Klippenstein bought their first three cows in 2005, the Massachusetts dairy industry had already declined from about 1,700 dairy farms in 1970 to just over 200 farms.

“Part of the reason we were able to take that leap of faith was that we kind of didn’t know what we were doing,” laughs Amy. “We were coming at it from the outside, so we believed that we could do it.”

The reality, of course, is that Amy and Paul had done their research before deciding to launch Sidehill Farm’s yogurt business, and their successes over the past seven years reflect that diligence and attention to detail. Paul and Amy are now milking about 35 cows and producing 1,000 gallons of yogurt per week. Their yogurt is sold throughout western Massachusetts and is steadily gaining market outlets in the eastern part of the state. This past year, after several years of moving their animals from one rented pasture to another in Ashfield, the entire operation moved to a newly purchased, 225-acre farm in Hawley. This will provide Paul and Amy with long-term stability and the potential for further expansion.

Although their choice of yogurt stemmed, in part, from their own consumption habits—Paul was eating about a quart a day—much of their success can be credited to the fact that Amy and Paul correctly identified an interest in local, organic yogurt. They did not have experience with cows (they were raising vegetables at the time), but they “realized that there was a lot of interest in the rebirth of local dairy, especially among people concerned about the safety of milk and added hormones. People wanted a local product they could trust. We felt strongly about these issues, and we knew others did, too.

“Being in western Massachusetts makes it possible to do what we’re doing. People here are interested in local agriculture on many different levels—from wanting to



Amy Klippenstein and Paul Lacinski, Ben Barnhart photo

know where their food comes from to how the land is used. We didn’t realize when we first started how loyal people would be, but I don’t think that loyalty exists anywhere else in the country. Part of our success was our timing, but a lot of it was the place. I’m not sure we could have done this anywhere else.”

Additional keys to Sidehill’s success include the owners’ commitment to technical efficiency (Paul was a green building professional before he was a dairy farmer), and to creating good jobs that attract competent employees. Each of these commitments contribute to the consistent high quality of their product, which brings customers back for more.

Looking forward, Paul and Amy have big plans. The move to the new farm in Hawley has led to a flurry of barn and fence building and planning for the coming year. Paul and Amy anticipate that the additional land will allow them to increase their herd to 100 animals, half of which would be milk cows. “We don’t want more cows than we can have relationships with—we don’t want them to become numbers,” says Amy.

“We’re projecting significant growth over the next few years. Growth in the eastern Massachusetts markets is what we hope will pay for the bulk of our expansion, but we have discovered that even though we sell lots and lots of yogurt in the Valley, there still seems to be room for growth here. This is the community that we are most loyal and connected to, and to be able to continue to find more people right here who want to eat our yogurt is really exciting.”

2012

CISA’s market survey of Hampden County reveals that 55 percent of shoppers make an effort to buy locally grown food, and 66 percent buy locally grown food at least once a week, information that provides a baseline for expansion of the Local Hero campaign and other CISA activities in our most populous county.

Local Hero program grows to include 220 farms and almost 125 other businesses, including food retailers, retirement homes, and restaurants.



2013

CISA sets a goal of doubling the amount of local food in our diets over the next 20 years. The effort was launched with a \$100,000 Anniversary Fund, which will match new contributions up to \$50,000. The \$150,000 total in new resources will allow CISA to expand our activities in

Hampden County, support beginning farmers, and take additional actions to increase production and strengthen the local food system.

**CISA**

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

**20** years of strengthening  
farms and communities



## 2012 Board

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Sara Coblyn  
Laurie Estes  
Sherry Hager  
Nancy Hanson, Clerk  
Greg Melnik, Treasurer  
Rachel Moore, Chair  
Mary Nourse  
Rus Peotter  
Dan Presteggaard  
Diane Roeder  
Gary Schaefer  
Risa Silverman, Vice Chair  
Casey Steinberg  
MA Swedlund  
Mike Wissemann

## 2012 Staff

Philip Korman  
Executive Director  
Stacy Carkonen  
Development Director  
(January–May)  
Margaret Christie  
Special Projects Director  
Kelly Coleman  
Program Director  
Gina Gigante  
Bookkeeper

Kelley Manson  
Development Director  
(May–December)  
Claire Morenon  
Program Coordinator  
Sam Stegeman  
Program Coordinator  
Sarah Stout  
Development Associate  
Devon Whitney-Deal  
Local Hero Membership  
Coordinator  
Jennifer Williams  
Office Manager  
Kristen Wilmer  
Program Assistant

## 2012 Interns

Abbe Hamilton  
Ryan Footit  
Emily Fuller  
Evan Kleber  
Jamie Pottern  
Sammie Scoville  
Emily Schweitzer  
Sara Tower  
Christine Waltersdorf  
Brian Watson  
Kamilah Weeks

## Former Board

Dō Han Allen  
Mitch Anthony  
Robert Antil  
Bob August\*  
Charles Barker  
Stacey Begg  
Justine Bertram  
Anne Carter  
Annie Cheatham  
Tina Clarke  
Bill Coli  
Dan Conlon  
Beth Cook  
Dan Cooley  
Leslie Cox  
Larry Dean  
Sheila Dennis  
Peter Diemand  
Kelly Erwin  
Warren Facey  
Glenn Gates  
John Gerber  
Beth Girshman  
Steve Goodwin  
Barbara Greenstein\*  
Ann Hallstein  
Clifford Hatch  
Kathryn Hedgepeth

Anne Homme  
Jane Howard  
Teresa Jones  
Pauline Lannon  
Sonja Larson  
Mark LaVoie  
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Bob Martin  
Martin McGuane\*  
Belle Rita Novak  
Faye Omasta  
Michael Parry  
Sheila Phelon  
Jim Pitts  
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Karen Randall  
Nicki Robb  
Kathy Ruhf  
Brian Schultz  
David Sharken  
Tim Smith  
Barry Steeves  
Joe Swartz  
Mark Tanner  
Ryan Voiland  
Barbara Wallace  
Will Wallace-Gusakov  
Jen Werner  
Lynne Wilkie

## Former Staff

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Pamela Barnes  
Cheri Butler  
Tracie Butler-Kurth  
Stacy Carkonen  
Rachel Chandler-Worth  
Annie Cheatham  
Jess Cook  
Jaana Cutson  
Anne Marie DeMartino\*  
Linda Enerson  
Kristina Ferrare  
Melanie Gaier  
Gaby Immerman  
Mark Lattanzi  
Michele Marotta  
Doug Minor  
Allison Neher  
Chris Olson  
Sally Pick  
Rebecca Pollard Pierik  
Jonathan Roche  
Risa Silverman  
Sara Silvia  
Vicki Van Zee  
Madelaine Zadik

*We apologize if we omitted anyone from this list who served on the board or staff. Please contact us so we can add you in the future.*

*\*Deceased*



CISA photo

CISA staff field trip to Black Birch Vineyard in Southampton. Left to right, front, Sarah Stout, Devon Whitney-Deal, Kelly Coleman, Kristen Wilmer, Abbe Hamilton (intern). Back row: Philip Korman, Claire Morenon, Margaret Christie, Gina Gigante, and Jennifer Williams. Missing: Kelley Manson and Sam Stegeman.



## Financial notes

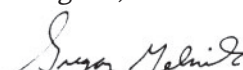
As supporters and investors in CISA, you will be pleased to know that CISA has ended each of the last three fiscal years with a surplus. Over the last five years, CISA has nearly doubled the unrestricted donations it receives from individuals and businesses, from \$188,000 to \$359,000. This increase was a goal identified in CISA's Strategic Plan. Donations currently represent 34 percent of CISA's income, up from 22 percent in 2008. Increasing CISA's unrestricted donations will need to continue in the coming years to respond to the growing uncertainty in government funding and to meet the expanding demand for CISA's programs.

It is because of the support of the community that we are on our way to reaching our goal of growing CISA's cash reserve to cover six months of operating expenses. Before 2010, cash reserves were low, which left CISA vulnerable if any large funders, which rarely commit to more than one year of funding, chose to end their financial support. In 2012, non-profits with "buy local" programs,

including CISA, had their state funding cut due to a fall in state revenues. In 2013, federal funding remains uncertain due to the sequester and the failure of Congress to pass a new farm bill.

We currently have four months of operating expenses covered in our cash reserves, which has enabled CISA to take bold steps to increase its impact and effectiveness. The CISA Emergency Farm Fund, for example, started at the end of 2011 after Hurricane Irene, made loans to 11 farms. (One loan has already been paid back, two years ahead of schedule.) The fund now has a balance of \$105,306 and was reopened in February 2013 in response to damages suffered by farmers from a severe snowstorm.

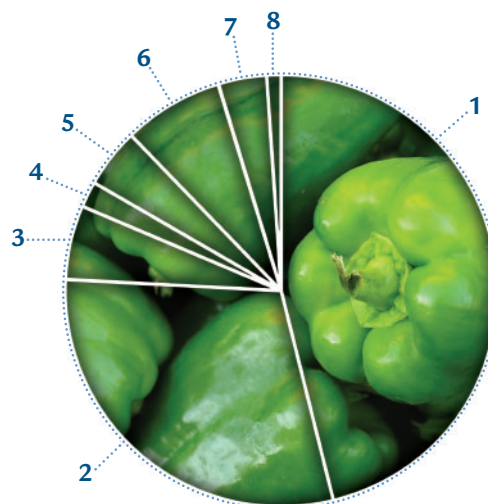
Signed,

  
Greg Melnik  
Treasurer

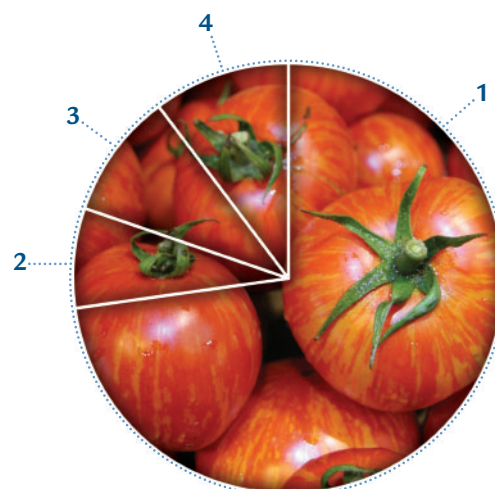
  
Philip Korman  
Executive Director

## 2012 Financial Summary

Revenue and Support	2012*	2011
1. Grants and Government Contracts	\$559,166.91	\$304,289.00
2. Donations	\$358,981.00	\$335,704.00
3. Emergency Farm Fund	\$66,350.70	\$131,488.00
4. In-Kind Donations	\$21,329.78	\$21,482.00
5. Local Hero Membership Dues	\$54,927.50	\$53,966.00
6. Rent, Consulting and Fees	\$88,983.64	\$48,652.00
7. Advertising	\$44,738.00	\$40,600.00
8. Miscellaneous: Interest and Merchandise Sales	\$1,877.73	\$1,383.00
<b>Total Revenue and Support</b>	<b>\$1,196,355.26</b>	<b>\$937,564.00</b>



Expenses		
1. Program	\$643,431.20	\$521,224.54
2. Community Outreach	\$65,682.12	\$87,902.46
3. Fundraising	\$83,190.18	\$43,729.00
4. Administration	\$88,601.08	\$81,319.00
<b>Total Expenses</b>	<b>\$880,904.58</b>	<b>\$734,175.00</b>
<b>Change in Net Assets</b>	<b>\$315,450.69</b>	<b>\$203,389.00</b>
<b>Net Assets, Beginning of Year</b>	<b>\$475,305.00</b>	<b>\$271,916.00</b>
<b>Net Assets, End of Year**</b>	<b>\$790,755.69</b>	<b>\$475,305.00</b>



\* Unaudited figures.

\*\* Includes restricted Emergency Farm Funds in 2012 of \$177,812.

Chart photos: Jason Threlfall (peppers); Rachel Chandler-Worth (tomatoes)



# CISA is grateful to the following individuals, businesses, foundations, and government agencies whose generous contributions in 2012 provided critical support for our programs and operations.

## COMMUNITY MEMBERS

Anonymous (2)  
Mark and Wendy Abramson  
Tom Accomando and Jeff Stone  
Martha Ackelsberg  
Ron Ackerman and Cleo Gorman  
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Lorenzo Agustín  
David Ahlfeld  
Anne Alexander  
Donald Allen  
Kimberly Allen  
Terry Allen and Ernie Urvater  
Cassandra Aller  
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Carla Bernier  
Joann Berns  
Justine and Harry Bertram  
Channing and Marie Bete  
Blaise and Linda Bisailon  
Andrew Blefeld  
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Felicia Buendo  
Laurie Burnash  
Rebecca Busansky and Jonah Zuckerman  
Linda Bush  
Remember Cadieux  
Ted Cahill  
Melissa Caldwell  
Natalie Calloway  
Stephen Camp

Susan Campbell and Todd Fuller  
Mary Candy  
Sarah Milewski Cantara  
Donna Card  
Judy Cardell  
David Carlson  
Valerie Caro  
Cate Carulli and Linda Sinapi  
Christine Casagrande  
Luis Chacon  
Catherine Champagne  
Anneliese Chang  
Madeleine Charney and Rudy Perkins  
Deborah Charren and Timothy Diehl  
Elizabeth Chase and Horace Marchant  
Lisa Chase and Bob Ethier  
Annie Cheatham and Ann Gibson  
Ann and Greg Chiara  
Nancy Childs  
Deborah and Peter Christakos  
Margaret Christie and Nicholas Jones  
David Chura  
Gorkem Cilam  
M. Kenley Clark  
Linda S Clark  
Wade Clement  
Joan Cocks  
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Sara Cohen and James Kessler  
Adam Cohen  
Leonard Cohen  
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Krystyna Colburn  
Kelly Coleman and Amir Flesher  
Ron and Nina Coler  
Kelly Collins  
Joanne Comerford and Ann Hennessey  
Susan Conger  
John and Marianna Connolly  
Brian Conz  
Joseph Corbeil  
Joan Coryat and Art Silver  
Teresa Cotoir  
Gretchen Courage  
Michael Crand  
Mary Alice Crim  
Robert Cullen  
Claire Culver  
John and Toni Cunningham  
Joseph Curran  
Karen Curran  
Colleen Currie  
Louise and Cecil Currin

Ira Curtis  
Stacey Curtis  
Carrie Cuthbert and Scott Laidlaw  
Bill Cutler and Lee MacKinnon  
Ari Damasco  
Eliza D'Angostino  
Barbara D'Arthenay  
Cary Dash and Vivian Miller  
Debra Davis and Grace Del Vecchio  
Christopher Dean  
Patricia Delisle  
Sheryl Derderian and Wraye Dugundji  
Crystal Diamond  
Bruce and Ruth Dickinson Berquist  
Pat Diffendale  
Elizabeth Dillman  
Fredy DiMeco  
Kimberly Dionne  
Jan and Robin Dizard  
Karen and Chip Doherty  
Fabiano T Dos Santos  
Philip Doyle  
Roselyn Driscoll  
James Drohen  
Tim Duchesne and Eric Howard  
Judy Duguay  
Stephen Earp  
Meggin and Donovan Eastman  
Alfred Eipper  
Marcy Eisenberg  
Vahram Elagoz  
Stacey Elliott  
Jean Esser and Terry Blanchard  
Beth Eustis  
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Oran Hesterman and Philip Korman,  
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—Oran Hesterman, former Kellogg Foundation Program Director and current CEO of Fair Food Network



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Russell Powell  
Sabine Prather  
Rob Rechtschaffen  
Helen Scharber  
Julie Schliebner  
Naomi Silverman  
Jackie Slocombe  
Doug Sossa  
Ally Sterling  
Liz Suozzo  
Becky Sweger  
Joan Tabachnick  
Marvin Warren  
B. Wilson  
Ben Winter  
Betsey Wolfson

**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 retailers, farm stands and farmers' markets, and in restaurants and institutions. Look for the Local Hero logo at the following member establishments:**



## FARMERS/ GROWERS

Amherst Farm Winery  
Amherst Nurseries  
Apex Orchards  
Atkins Farms  
Atlas Farm  
Austin Brothers Valley Farm  
Australis Aquaculture  
Balky Farm  
Barnum & Buckley Farm  
Barstow's Dairy Store & Bakery at Longview Farm, Inc.  
Bashista Orchards  
Bear Path Farm  
Bear Root Herb Farm  
Bear Swamp Orchard  
Bird Haven Blueberry Farm  
Blossoming Acres  
Blue Heaven Blueberry and Raspberry Farm  
Bostrom Farm  
Boyden Bros Maple  
Bree-Z-Knoll Farm

Bridgmont Farm  
Brookfield Farm  
Brook's Bend Farm  
Buckboard Veggies  
Bug Hill Berry and Flower Farm  
Burnt Hill Farm, LLC  
Butler Farm  
Calabrese Farm  
Carl Popielarz Pig Farm  
Carr's Ciderhouse  
Chase Hill Farm  
Chestnut Farms  
Chicoine Family Farm  
Ciesluk Farm Stand  
Clarkdale Fruit Farms, Inc.  
Common Wealth CSA  
Cook's Farm Orchard  
Cooper Shop Farm  
Couch Brook Farm  
Coyote Hill Farm  
Crabapple Farm  
Craigieburn Farm Alpacas  
Cranberry Moon Farm

Crimson and Clover Farm at The Northampton Community Farm  
Dancing Bear Farm  
Dave's Natural Garden  
Deepening Roots Farm  
Deerfield Farm  
Devine Farms  
Dickinson Farm  
Diemand Farm  
Dufresne's Sugar House  
E. Cecchi Farm  
East View Farm  
Echo Hill Orchards & Winery  
Echodale Farm  
Eden Pond Farm  
Emerson Family Christmas Tree Farm  
Enterprise Farm  
Falls Brook Farm —Mohair and More  
Farmacy Gardens  
Feldman Farm  
Flavors of Cook Farm  
Flourish Farm



Four Star Farms, Inc.  
Foxbard Farm  
Freeman Farm  
Fresh Life Farm  
Frizzell Hill Farm  
Frohloff Farm  
Gardening the Community  
Goat Nook Farm  
Godard's Red Hen Farm & Mineral Hills Winery  
Goldthread Apothecary  
Golanka Farm  
Good Bunch Farm  
Gooseberry Farms  
Gran Val Farm/Scoop  
Graves-Glen Farm  
Gray Dog's Farm  
Greens Treat  
Hamilton Orchards  
Hardwick Vineyard & Winery  
Hartman's Herb Farm

Harvest Farm of Whately  
Hettie Belle Farm  
Hickory Dell Farm  
High Lawn Farm  
Hillman Farm  
Intervale Farm  
J & J Farms  
J.M. Pasiecznik Farms, LLC  
Joe Czajkowski Farm  
Joe's Farm  
Johnson Hill Farm  
Johnson's Farm  
Juniper Hill Farm  
Justamere Tree Farm  
Kenburn Orchards  
King Creek Queen's Greens  
Kinne Brook Farm  
Kosinski Farm  
Lakeside PYO  
Lanali Farm  
LaSalle Florists

***“CISA's Local Hero Program empowers both consumers and producers. Local food is the most sustainable, freshest, wholesome food for all of us and the planet.”***

—Clifford Hatch, owner, Upinngil Farm

Leaping Frog Farm  
 Left Field Farm  
 Leyden Glen Lamb  
 Little Brook Farm  
 Long Plain Farm  
 Lyonsville Farm  
 Malinowski Farms  
 Manda Farm  
 Many Hands Farm Corps  
 Maple Corner Farm  
 Mapleline Farm  
 Martin's Farm  
 Mayval Farm  
 McKinstry's Market Garden  
 Meadowbrook Farm  
 Mockingbird Farm  
 Moss Hill Farm  
 Mountain Orchard, LLC  
 Mountain Pasture Farm  
 Mountain View Farm  
 Natural Roots  
 New Lands Farm  
 New Salem Preserves, Inc.  
 Next Barn Over Farm  
 North Hadley Sugar Shack  
 Northfield Mount Herman Farm  
 Nourse Farms  
 Nuestras Raíces  
 Old Depot Gardens  
 Old Friends Farm  
 Open View Farm  
 Educational Center  
 Our Family Farms  
 Outlook Farm  
 Paddy Flat Farm  
 Park Hill Orchard  
 Paul's Sugar House  
 Pine Hill Orchards  
 Pioneer Valley Farm  
 & Vineyard, LLC  
 Pioneer Valley Growers Coop  
 Pioneer Valley Heritage Grain  
 Pioneer Valley Popcorn  
 Plainville Farm  
 Plante Farm  
 Pop's Farm  
 Potash Hill Farm  
 Quonquot Farm  
 Rainbow Harvest Farms  
 Raspberry Patch Farm  
 Ravenwold Greenhouses  
 Red Barn Honey Company  
 Red Fire Farm  
 Red Gate Farm  
 Education Center  
 River Bend Farm  
 River Maple Farm  
 River Rock Farm  
 Riverland Farm  
 Robert's Family Farm  
 Robinson Farm  
 Rock Ridge Farm  
 Roots, Fruits, and Greens  
 Sangha Farm  
 Sapowsky Farms  
 Seeds of Solidarity Farm  
 Sentinel Farm

Shattuck's Sugarhouse  
 Shinglebrook Farm  
 Shoestring Farm  
 Sidehill Farm  
 Simple Gifts Farm  
 Small Ones Farm  
 Smiarowski Farm Stand  
 and Creamery  
 Sojourner Sheep  
 Songline Emu Farm  
 South Face Farm  
 Spring Water Farm  
 Steady Lane Farm  
 Stockbridge Farm  
 Stony Brook Valley Farm  
 Sullie's Vegetable Farm  
 Sunrise Farms  
 Sunset Farm  
 Sweetwater Farm  
 Szawłowski Potato Farms  
 Tanstaafl Farm  
 Taproot Commons Farm  
 Teddy C. Smiarowski Farm  
 The Atherton Farm  
 The Bars Farm  
 The Benson Place  
 The Bitty Red Barn  
 The Gill Greenery  
 The Kitchen Garden  
 The Patch  
 The Pieropan Christmas  
 Tree Farm  
 Town Farm  
 Turkey Brook Farm  
 Twenty Acre Farm  
 and Greenhouses  
 Twin Maples Farm  
 Twin Oaks Farm  
 Upinngil  
 W & W Farms  
 Walnut Hill Farm  
 Wandering Brook Farm  
 Warm Colors Apiary  
 Warner Farm  
 Wells Tavern Farm  
 West County Cider  
 Wheel-View Farm  
 Whitney Acres  
 Wilder Brook Farm  
 Wilder Hill Gardens  
 Williams Farm, Inc.  
 Winter Moon Farm  
 Winterberry Farm  
 Yellow Stonehouse Farm

## GARDEN AND LANDSCAPE CENTERS

Andrew's Greenhouse  
 Annie's Garden and Gift Store  
 Frances K. Pekala Horticulturist  
 Gardens for Change  
 Hadley Garden Center  
 Megan's Valley Garden &  
 Landscape Supply  
 New England  
 Wild Flower Society

## RESTAURANTS

30 Boltwood/  
 The Lord Jeffery Inn  
 Apollo Grill  
 Arise Farm to Table Pub  
 & Pizzeria  
 Bistro Les Gras  
 Black Sheep Deli  
 Blue Heron Restaurant  
 Bottega Cucina  
 Bridgeside Grille  
 Bub's BBQ  
 Carpaccio  
 Chandler's Restaurant  
 Chez Albert  
 Coco  
 Cup and Top Café  
 Deerfield Inn  
 Eastside Grill  
 Eighty Jarvis Restaurant  
 El Jardin Bakery  
 Esselon Café  
 Fitzwilly's  
 Gill Tavern  
 GoBerry: Amherst  
 & Northampton  
 Great Wall Restaurant  
 Heirloom Catering  
 Hillside Pizza  
 Hope and Olive  
 Hungry Ghost Bread  
 Jake's  
 La Cucina/3 Café  
 Latitude Restaurant  
 Local  
 Lone Wolf  
 Magpie  
 Monarchs Restaurant  
 Northampton Brewery  
 Paul & Elizabeth's  
 Ristorante DiPaolo  
 Roadhouse Café  
 Roberto's  
 Sage & Co.  
 Sam's Pizzeria and Café  
 Side Street Café  
 Spoleto Group  
 Sylvester's Restaurant  
 Taylor's Tavern & Restaurant  
 The Dirty Truth  
 The Farm Table  
 at Kringle Candle  
 The Night Kitchen  
 The People's Pint

*"I wanted to express our gratitude to CISA for building such an amazing community. It has been such a gift to our young business ... Your work is truly inspiring."*

—Molly Feinstein, co-owner of GoBerry

The Whately Inn  
 Wagon Wheel Restaurant  
 West End Pub  
 Wheatberry Bakery & Café  
 Woodstar Café

## SPECIALTY PRODUCERS

Forest Products Associates  
 Appalachian Naturals  
 Black Birch Vineyard  
 Green River Ambrosia, LLC  
 Hedge's Hot Stuff  
 Mother's Inc.  
 Ponders Hollow Custom  
 Moulding & Flooring  
 Real Pickles  
 Relish the Harvest  
 Richardson's Candy Kitchen  
 Roberts Brothers  
 Lumber Compay  
 Tornado Firestarters, LLC  
 Valley Malt

## RETAILERS

Big E's Super Market  
 Atkins Farms Country Market  
 Barstow's Dairy Store & Bakery  
 at Longview Farm, Inc.  
 Big Y World Class Markets:  
 Amherst, Greenfield,  
 Northampton and  
 Southampton  
 Cornucopia Foods  
 Foster's Supermarket, Inc.  
 Fresh and Local  
 Green Fields Market  
 Greenfield Farmers  
 Cooperative Exchange  
 Hagers Farm Market  
 Harvest Delivery, Inc.

Keystone Market  
 Leverett Village Coop  
 M & M Green Valley Produce  
 Maple Farm Foods  
 McCusker's Market  
 Millstone Farm Market  
 Old Creamery Cooperative  
 Portabella Fine Foods  
 & Catering  
 Randall's Farm & Greenhouse  
 River Valley Market  
 Serio's Market  
 Squash, Inc.  
 State Street Fruit Store  
 Valley Green Feast Collective  
 Whole Foods Market  
 Williamsburg Market

## INSTITUTIONS

Amherst College  
 Baystate Dining Services  
 Baystate Franklin  
 Medical Center  
 Baystate Mary Lane  
 Cooley Dickinson Hospital  
 Farm to Preschool and Families  
 Greenfield Community College  
 Hampshire College  
 Lathrop Retirement  
 Communities  
 Loomis Communities  
 Mount Holyoke College  
 Northfield Mount Hermon  
 Rockridge Retirement  
 Community  
 ServiceNet Prospect  
 Meadow Farm  
 Smith College  
 The Arbors at Greenfield  
 UMass Amherst



Andrew's Greenhouse, Rachel Chandler-Worth photo



A sepia-toned photograph of two young girls, Larkin Christie and Calla Jones, standing outdoors. They are both holding white buckets filled with blueberries. Larkin is on the left, wearing a dark dress, and Calla is on the right, wearing a light-colored dress. Both girls are smiling broadly and looking at the camera. The background is a soft-focus outdoor setting.

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

**buylocalfood.org**

Larkin Christie and Calla Jones picking blueberries in 2005, before  
local yogurt was available in the Valley! (see page 7) CISA photo

Front cover: Northampton Winter Fare, Jason Threlfall photo