



Growing the Local Food Economy

Letter from CISA's Board Chair and Executive Director

In 2013, we celebrated CISA's first generation of work and we began to plan for the next 20 years! It was a year of honoring those who came before us and who made our present work possible. We held a reunion and potluck for 200 at our annual meeting. We thanked the 75 former board and staff members, and the hundreds of volunteers who served CISA over its first 20 years, and we were honored to have Congressman James McGovern as our keynote speaker. During 2013, we also launched a strategic planning process to position CISA for the future. We believe that our work will create a stronger community and contribute to a more sustainable world for our children and our children's children.

We are always amazed at how much happens in just one year. Our 2013 highlights included:

- Release of Eat Up and Take Action for Local Food, a new publication which provides inspiration and resources to encourage residents to bring their passion of local food to their workplaces, town meetings, and friends and family.
- A new report on the challenges in commercial meat processing in the Pioneer Valley. The study provides recommendations for improving the system for meat processing, especially cutting and curing.
- A reopening of the CISA Emergency Farm Fund in response to the February 2013 blizzard. Three farms received no-interest loans to rebuild or repair lost greenhouses to minimize future harvest losses.
- Ensuring the Food and Drug Administration heard the concerns of farmers and the community regarding the impact of their proposed safety regulations.
- Successfully raising \$50,000 in new dollars, leveraging an additional \$100,000 in matching funds from the Anniversary Fund set up by major supporters. These new monies will go to assisting beginning farmers, expanding our presence in Hampden County and growing the local food economy.

Overall, CISA is now reaching more people, including farmers, entrepreneurs, reporters, elected officials and residents. CISA believes that we all have a role to play in growing a robust local and regional food economy. To ensure success we will need everyone involved. Our job is to help Pioneer Valley residents stay engaged, informed, and enthusiastic about this work.

We believe that our work will create a stronger community and contribute to a more sustainable world for our children and our children's children.



So what does this mix of energy, creativity and a healthy dose of reality look like on the ground?

More farmers—CISA is helping beginning farmers gain the business expertise they need to grow their farm businesses and succeed.

More committed consumers—CISA is expanding its presence in Hampden County where two out of three people in the Pioneer Valley live.

More food-related businesses and institutions who buy from our farmers. Every day we are providing assistance to businesses that want high quality, locally sourced ingredients.

A strong local food economy will take time to build, but we have now travelled the road long enough to know that our small steps can make a big difference!

So please join with us. Every time you shop or cook or talk about all your reasons for buying from our local farmers, you have an opportunity to share a taste of the world you want to create. We are here with you and for you, every bite, of every meal, of every day!

Sincerely,

Risa Silverman Chair, Board of Directors Philip Korman Executive Director CISA is now reaching more people, including farmers, entrepreneurs, reporters, elected officials and residents.













Many successes in our 20th year

Eat Up and Take Action for Local Food!

The year was filled with opportunities for eating, learning and working together. We kicked off 2013 with a panel of farmers, each reflecting on the last 20 years and considering what's to come on their farms in the next 20. Throughout the year, the CISA community came together: at farm tours, farm dinners, and a festive reunion of people involved in CISA's early days.

In the fall, we published *Eat Up and Take Action for Local Food*, an inspirational guide to action for a robust local food economy. Pioneer Valley farmers and residents joined thousands of people across the country in urging the Food and Drug Administration to create food safety regulations that are effective and workable for small and diverse farms.

Strong and creative farm businesses

CISA's 2013 winter workshop series focused on financial record-keeping and farm business decision-making, and benefitted from thoughtful presentations from several Local Hero member farmers. Fourteen women participated in our "Whole Farm Planning" workshop series, and we held 13 additional workshops and networking events.

Reaching all residents of our region

In 2013, we committed to increasing our impact in Hampden County by dedicating more staff time to work in our most populous county. We are beginning this work by improving our outreach to Hampden County farms and food businesses, offering workshops and technical assistance activities, and strengthening our partnerships with community groups. In 2013, CISA's Senior FarmShare program served 365 people in all three counties, and we held Winter Fare events in cooperation with farmers' markets in Springfield, Amherst, Greenfield, and Northampton.

Strengthening the local food economy

Research in 2013 focused on meat processing and ways to improve producer/processor relationships. We held three workshops for meat producers, two in cooperation with Adams Farm Slaughterhouse, and one with local chefs and meat buyers. CISA continued to provide staffing for Pioneer Valley Grows, a collaborative network dedicated to enhancing the ecological and economic sustainability and vitality of the Pioneer Valley food system.

Twice as much local food!

We estimate that 10–15% percent of the food Pioneer Valley residents eat is locally grown, and we've set an ambitious goal to reach 25% in the next 20 years. Use the Local Foods Calculator on our website to estimate the percent of local food your family eats. You can also get a sense of the impact on job creation and our local economy if we all commit to eating more locally grown food.

Financial Notes

As we end our 20th Anniversary year, CISA is in a good financial position thanks to our supporters and investors. CISA has closed each of the last four fiscal years with a surplus, due to our continued success in obtaining grants and the significant growth in unrestricted donations.

CISA's 20th Anniversary Fund provided an incentive, in the form of a match, for donors to increase their contributions to CISA and that resulted in our highest level of support ever at \$455,620. These unrestricted funds have enabled CISA to pay off the second mortgage on our building, reach our goal of growing CISA's cash reserves to cover six months of operating expenses and consider future investments in the organization, such as buying a new donor database and increasing staffing levels.

The CISA Emergency Farm Fund began in 2011 in response to the damage caused by Hurricane Irene. A total of 11 loans were made to farm operations that sustained losses (two loans have already been paid back, ahead of

schedule). Due to the strong financial position of the Fund, it was reopened in early 2013 in response to a severe snowstorm that damaged greenhouses and other structures, with three farms receiving loans at that time. At year end 2013, there were a total of 12 loans outstanding with a total principal balance of \$70,892. In addition, there was \$90,199 in cash available in the Fund to be loaned when the next weather-related disaster occurs.

Moving forward, increasing CISA's unrestricted donations remains vital as grant money from state and federal agencies becomes more uncertain even with the passage of the long-delayed Farm Bill in early 2014. CISA will continue to focus on investing in the organization to improve long-term financial stability.

Signed,

Michael Wissemann

Treasurer

Philip Korman Executive Director

2013 Financial Summary

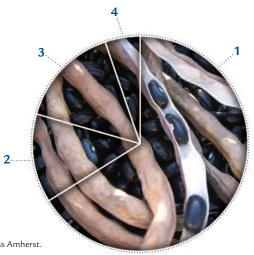
Revenue and Support	2013*	2012
1. Grants and Government Contracts	\$658,212.58	\$559,166.91
2. Donations	\$455,620.65	\$359,081.00
3. Emergency Farm Fund Donations	\$0.00	\$66,350.70
4. In-Kind Donations**	\$91,997.20	\$21,329.78
5. Local Hero Membership Dues	\$56,902.50	\$54,927.00
6. Rental, Consulting and Fees	\$69,210.69	\$88,983.64
7. Advertising	\$41,878.00	\$44,738.00
8. Miscellaneous: Interest and Merchandise Sales	\$3,824.54	\$1,877.25
Total Revenue and Support	51,377,646.16	\$1,196,454.28



Expenses		
1. Program	\$659,111.82	\$645,866.88
2. Community Education	\$130,582.13	\$65,682.12
3. Fundraising	\$152,076.06	\$83,190.00
4. Administration	\$51,120.20	\$95,365.00
Total Expenses	\$992,890.21	\$890,104.00
Change in Net Assets	\$384,755.95	\$306,350.28
Net Assets, Beginning of Year	\$578,266.28	\$271,916.00
Net Assets, End of Year***	\$963,022.23	\$578,266.28

^{*} Unaudited figures. Audited figures are available upon request.

^{***} Includes over \$58K of in-kind support from a graduate team of the Isenberg School of Management/UMass Amherst. Chart photos: CISA photo (nasturtium); Jess Cook (beans and pods)



^{**} Includes restricted Emergency Farm Funds in 2013 of \$170,812.

Blossoming Acres

Local Hero farm profile

Lenita and Jeff Bober grow vegetables, bedding plants and cut flowers, and operate an on-farm bakery on 80 acres in Southwick, Massachusetts. Southwick sits in the jog in the Massachusetts border with Connecticut, just south of Westfield, where Blossoming Acres and several neighboring farms offer an oasis of farmland amid golf courses, shopping centers, and residential neighborhoods. The farm also operates expansive stands at the Lanesboro and Longmeadow farmers' markets, and they are well known for their fall pumpkin patch and baked goods.

Lenita and Jeff farm in partnership with Jeff's aunt and uncle, Lois and Bob Davis. The couple met at the University of Massachusetts' Stockbridge School of Agriculture, and began farming on land owned by the Davis family. In 2006, the foursome bought the Putnam farm, which offered an historic barn and farm stand with bakery.

Lenita Bober is the primary farmer and she's involved with everything from seed ordering to greenhouse work, brand design, marketing, and harvesting. Though her favorite place to be is in the field, she often manages by phone from the farmers' market. "Business owners don't always get to do what they want, and you can't have people doing the things you wouldn't do yourself," she explains. Jeff works part-time off the farm, delivering



Lenita Bober, Blossoming Acres photo

oil. Lenita notes that staff retention is one key to the farm's success. "We have some great people, and we treat them like family, so they come back year after year."

Blossoming Acres strives to use as few chemicals as possible, and relies on advice from the University of Massachusetts Integrated Pest Management program. Lenita is forthright with her customers: "I tell them, I'm not going to spray the crop to death. There might be a cabbage worm in the broccoli, but its fine—all it's been

Local Hero Members

GROWERS

Amethyst Farm Amherst Farm Winery Amherst Nurseries Apex Orchards The Atherton Farm Atkins Farms Atlas Farm Austin Brothers Valley Farm Australis Aquaculture Balky Farm The Bars Farm Barstow's Longview Farm Bascom Hollow Farm Bashista Orchards Bear Creek Farm Bear Path Farm Bear Root Herb Farm Bear Swamp Orchard The Benson Place Bergeron Sugar House Birdhaven Blueberry Farm The Bitty Red Barn Black Birch Vineyard **Blossoming Acres**

Blue Heaven Blueberry and Raspberry Farm Bostrom Farm Boyden Bros Maple Bree-Z-Knoll Farm Bridgmont Farm Brook Farm Orchard Brook's Bend Farm Brookfield Farm **Buckboard Veggies** Bug Hill Berry and Flower Farm Burnt Hill Farm, LLC Calabrese Farm Carl Popielarz Pig Farm Carr's Ciderhouse Chase Hill Farm Chestnut Mountain Tree Farm Chicoine Family Farm Ciesluk Farm Stand Clarkdale Fruit Farms, Inc. Common Wealth CSA Cook's Farm Orchard Cooper Shop Farm Copperhead 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 Dewgreen 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 EIEIO Farm **Emerson Family Christmas** Tree Farm Enterprise Farm Falls Brook Farm

Couch Brook Farm

Farmacy Gardens Flayvors of Cook Farm Flourish Farm Flying Colors Farm Four Star Farms, Inc. Foxbard Farm Freeman Farm Frizzell Hill Farm Frohloff Heritage Farm Gardening the Community The Gill Greenery Goat Nook Farm Godard's Red Hen Farm & Mineral Hills Winery Goldthread Apothecary Golonka Farm Good Bunch Farm Gooseberry Farms Gran Val Farm/Scoop Granny's Place Graves-Glen Farms Gray Dog's Farm Greenfield Community Farm Greens Treat Hager's Farm Hamilton Orchards

Hardwick Vineyard & Winery Hartman's Herb Farm Harvest Farm of Whately Hettie Belle Farm High Lawn Farm Hosta Hill Farm Intervale Farm | & | Farms J.M. Pasiecnik Farms, LLC Joe Czajkowski Farm loe's Farm Johnson Hill Farm Johnson's Farm Juniper Hill Farm Justamere Tree Farm Kenburn Orchards King Creek Queen's Greens Kinne Brook Farm The Kitchen Garden Kleeberg's Sugar House Kosinski Farm Lakeside Strawberries LaSalle Florists Left Field Farm Leyden Glen Lamb Little Brook Farm

eating is the broccoli!" She has also made a commitment not to use genetically modified seed. "I just don't think it's been time-tested," she says.

Lenita attends every farmers' market herself. At the bustling Lanesboro markets, open two days a week from late April through November, the farm runs as many as four check-out lines. "I've been at the markets so long now, I sell to people I remember as kids, who now have their own children!" Lenita's customers know it's worth waiting in line for her crops, which are selected for flavor and freshness. Sometimes, to get sweet corn on the truck for the farmers' market, crews will be out with headlamps as early as 2:00 a.m.

classes. When we first started, we knew how to grow things, but not how to sell them." The Bobers are glad to be part of CISA's Local Hero program. "CISA does a great job with marketing and building the interest in buying local," Lenita says. High labor and fuel expenses are a big challenge for Blossoming Acres and many other farms, and improving the effectiveness of their marketing efforts can help to offset these costs. The Bobers have also made use of CISA's Emergency Farm Loan Fund. When they lost three greenhouses in the bad snowstorm of February 2013, the farm applied for and received one of CISA's Emergency Farm Loans. "It was a huge help. Fortunately, only the hoops were damaged, the heaters

KNOW YOUR FARMER KNOW YOUR FOOD

Sign at Blossoming Acres, Blossoming Acres photo

Baked goods are an important part of the farm's business, and one the Bobers had to learn when they took over the Putnam Farm. "When we were in negotiations, the previous owners wanted to know how soon we could take over. Since all of my farmers' markets end by the first of November, I thought that would be fine—but I forgot the holiday season!" During Thanksgiving week, the farm sells 2,500 pies, many using fruit from local farms and all made from scratch.

Marketing has also been a learn-as-you-go experience. "I wish when I was at Stockbridge they had more marketing

and benches were still good." With the help of the loan, the Bobers replaced one greenhouse and rebuilt two others.

Lenita has farmed her whole life. "I love the seasons, I love the way time passes." In a steamy greenhouse in February, she shows off trays of geranium cuttings, taking root. The Bober's winning combination of high quality production, customer service, and direct markets make it likely that their neighbors and customers will be able to enjoy their pies, flowers and vegetables for a long time to come.

Long Plain Farm Lyonsville Farm Malinowski Farms Manda Farm Many Hands Farm Corps Maple Corner Farm Mapleline Farm Martin's Farm Mayval Farm McCray's Farm and Country Creamery McKinstry's Market Garden, Inc Meadowbrook Farm Mockingbird Farm Moss Hill Farm Mountain Orchard, LLC Mountain Pasture Farm Mountain View Farm Mount Warner Vineyards The Mulcahy Farm Natural Roots New Lands Farm New Salem Preserves, Inc. Next Barn Over Farm North Hadley Sugar Shack Northfield Mount Hermon Farm Nourse Farms Nuestras Raices Old Depot Gardens Old Friends Farm Open View Farm **Educational Center** Outlook Farm Park Hill Orchard Paul's Sugar House The Pieropan Christmas Tree Farm 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 Raspberry Patch Farm Ravenwold Greenhouses Red Barn Honey Company Red Fire Farm

Red Gate Farm **Education Center** River Maple Farm River Rock Farm Riverland Farm Riverside Gardens Roaming Farm Robert's Family Farm Rock Ridge Farm Rootmass Greens Sangha Farm Sapowsky Farms Sawyer Farm 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 Design at Sojourner Sheep

Songline Emu Farm

Spring Water Farm Steady Lane Farm Stockbridge Farm Stone Soup Farm Stony Brook Valley Farm Sullie's Vegetable Farm Summit Farm Sunrise Farms Sunset Farm Sweet Morning Farm Sweetwater Farm Szawlowski Potato Farms Tanstaafl Farm Taproot Commons Farm Teddy C. Smiarowski Farm Town Farm Twenty Acre Farm and Greenhouses Twin Maples Farm Twin Oaks Farm Upinngil Vollinger Farm W & W Farms Walnut Hill Farm Wandering Brook Farm

South Face Farm

Warm Colors Apiary
Warner Farm
West Granville Blueberries
Wheel-View Farm
Whitney Acres
Wilder Brook Farm
Wilder Hill Gardens
Williams Farm Inc.
Winter Moon Farm
Winterberry Farm
Yard Birds
Yellow Stonehouse Farm

RETAILERS

Armata's Market
Atkins Farms Country Market
Barstow's Dairy Store
& Bakery at Longview
Farm, Inc
Big E's Super Market
Big Y World Class Markets,
Amherst, Greenfield,
Northampton &
Southampton
Cooper's Corner
Cornucopia Foods
Foster's Supermarket Inc.

Greenfield Farmers Cooperative Exchange Hager's Farm Market Harvest Delivery, Inc Keystone Market Leverett Village Coop Maple Farm Foods Millstone Farm Market Old Creamery Cooperative 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

RESTAURANTS

30 Boltwood/ The Lord Jeffery Inn Alina's Ristorante Apollo Grill The Bakers Oven Bistro Bistro Les Gras Black Sheep Deli Blue Heron Restaurant & Catering Bottega Cucina Bridgeside Grille Bub's BBQ Chandler's Restaurant Chez Albert Coco Cup and Top Cafe Deerfield Inn The Dirty Truth Eastside Grill El Jardin Bakery Esselon Café Et Al ... Hilltown Catering The Farm Table at Kringle Candle Fitzwilly's Gill Tavern GoBerry, Amherst & Northampton Great Wall Restaurant Hillside Pizza Hope and Olive Hungry Ghost Bread Jake's Johnny's Tavern La Cucina/3 Cafe Lattitude Restaurant Local Lone Wolf Magpie Monarchs Restaurant The Night Kitchen Northampton Brewery Paul & Elizabeth's The People's Pint Roadhouse Cafe Roberto's

Sam's Pizzeria and Café Seven Sisters Market Bistro Spoleto Group Sylvester's Restaurant Taylor's Tavern & Restaurant Wagon Wheel Restaurant West End Pub The Whately Inn Wheatberry Bakery & Café Woodstar Cafe Zanto Restaurant

SPECIALTY PRODUCTS

Appalachian Naturals Artisan Beverage Cooperative Forest Products Associates Hedgie's Hot Stuff Maple Valley Creamery Mother's Inc Pioneer Valley Vinegar Works Ponders Hollow Custom Moulding & Flooring Real Pickles Cooperative Relish the Harvest Richardson's Candy Kitchen Roberts Bros. Lumber Co. The Turkish Kitchen Tornado Firestarters, LLC Valley Malt

GARDEN & LANDSCAPE

Andrew's Greenhouse
Annie's Garden
and Gift Store
Broadfork Permaculture
Hadley Garden Center
Megan's Valley Garden
& Landscape Supply
New England Wild Flower
Society

INSTITUTIONS

Amherst College The Arbors at Greenfield **Baystate Dining Services** Baystate Franklin , Medical Center Baystate Mary Lane The Bement School Cooley Dickinson Hospital Deerfield Academy Eaglebrook School Farm to Preschool and Families Greenfield Community College Hampshire College Northampton Survival Center Northfield Mount Hermon Rockridge Retirement Community ServiceNet Prospect Meadow Farm Smith College University of Massachusetts, Amherst

Community Membership

We invite you to join CISA as a community member. Help us strengthen local farms and build the local food economy.

Together, farmers and their customers have created a renaissance in our local food economy, one that promises long-term benefits to our health, our environment, and our communities. To fully achieve this promise, we need to maximize the power we wield as consumers, and take action for local food in areas beyond the marketplace as citizens, workers, volunteers, parents, and community members.*

Strengthen farms and engage the community to build the local food economy!

Your membership support will help us raise awareness, create new programs, and provide learning and networking opportunities to member farms and food businesses. You will also receive individual benefits including discounts at Local Hero restaurants and businesses and first dibs on tours at Local Hero farms throughout the year.

CISA connects residents of the Pioneer Valley with each other and with local farms and food businesses. Our local food system is growing and many consider local farms—and the food, festivals, rural vistas, and economic activity they generate—to be essential to the culture and quality of life of the region. Your CISA Community Membership is one important way you can do your part to contribute to local agriculture.

Help ensure the future of local agriculture in the Pioneer Valley. Go to buylocalfood.org and become a CISA community member today!

Thank you.

*Learn more about what you can do to help the local food economy at home and in your community, by reading CISA's latest publication, *Eat Up and Take Action for Local Food*, available online at buylocalfood.org.



Community Members

Anonymous Ron Ackerman & Cleo Gorman David Ahlfeld Joseph Alfano Tracy Allen & Karl Mutchler Don & Edith Adams Allison Lucy Alman Jean Alward & Beverly Montague William & Nancy Ames Betty Andersen Sakare Anderson Teri Anderson Max Antes Montserrat & Mike Archbald Marie Armentano Ann Armon & Len Huker Kanthie & Dhanika Athukorala Nancy August Jerry Auth Mollie Babize & Mary Quigley Erin Bach & Kyle Hume Roy Bachinsky Claire Bailey Gary Bailey Nancy Bair Katharine Baker & Peter Titelman Carol Ball & Randie Handleman Joanna Ballantine **Brooks Ballenger** Sharon Band **David Barnes** Carol & David Beauvais Pam & Chuck Bell Peter & Ellen Berek Phyllis Bermingham & Peter Greenwald Justine & Harry Bertram Channing & Marie Bete Andrew Betsold Vincent Biggs Blaise & Linda Bisaillon Lance Black Dan & Gail Blanchard Caitlin Blanev Christine Bluhm Manuela Boisvert Marlene Borer George Bowers & Shayne Beede Teresa Bragg Susan May Brano Andrew Bresciano Laura Broad Barbara Brown Bruce Brown & Mary Thorpe Brown

Lyla Brown

Virginia Brown Mark Brumberg Trina & Jessica Bryant Matthew Burak Nicole Burelle Mark Burton Rebecca Busansky & Jonah Zuckerman Erin Buzuvis & Ann Gillard Polly Byers & Mac McCoy James Cabral Remember Cadieux Alan Calhoun & Barbara Aiken John Califano Brandan Call Denise Caputo Stacy & Shawn Carkonen David Carlson Cate Carulli & Linda Sinapi Christine Casagrande Devon Castillo Ianet Caswell Scott Cavanaugh Netty Centeno Lorraine Cetto Anneliese Chang Stacey Chapley Madeleine Charney & Rudy Perkins Annie Cheatham & Ann Gibson Fiona & Jeffrey Chevalier Michael Childress Eric Chilson Robert Chipman Kenley Clark Samuel Clark Jeremiah Clarkson Clem Clav Sarah Coe & George Critides Adam Cohen & Jendi Reitner Kelly Coleman & Amir Flesher Carolyn Collins Jackie Compton John & Marianna Connolly Lynne Connor Louis Conover Jeffrey Correia Joan Coryat & Art Silver Amy Cotler & Thomas Powers

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Mary Alice Crim

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Colleen Currie

Carrie Cuthbert

& Scott Laidlaw

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Steven Daiber Scott & Joanie Daniels Barbara D'Arthenay Cary Dash & Vivian Miller Christopher Dean Debra & John Deane Brian & Joanne Despard Crystal Diamond Bruce & Ruth Dickinson Berauist Jan & Robin Dizard Karen & Chip Doherty Linda Donnelly Deborah Duchin Lauren Duffy & Elizabeth Mullin Ray Dunn Christine Dutton & Donna Meller Kofi Dwumfour Alfred Eipper Vahram Elagoz Stacey Elliott Matthew Emmershy Jamie Escamilla Beth Eustis Julie & Jerry Feinland Joseph Fernandes Christopher Fillion & Suzanne Whitman Bernard Fine Daniel Finn Kathleen Fischbach & Jeff Kellogg Ed & Janie Fisher Raya Foldi Jocelyn Forbush Chelsi Fortier Greg & Lisa Franceschi Sage Franetovich Donald & Margaret Freeman Kathryn Gabriel Sara Gagliarducci Amy Gazin-Schwartz & Ave Schwartz Frances Gebhardt Michael Genthner & Mary Riley John & Phyl Gerber Kim Gerould Alex Ghiselin & Diane Welter Gina Gigante James & Harriet Gilman Wayne Glaser & Pamela Skinner Penina Glazer Julie Goddard Emma Golden Owen Goldfarb & Priscilla Fairbank Ellen Goldsmith & Sam Levitt

Lee & Betsy Goss

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Erin Kelly-Dill

Meg Kelsey Wright & Jonathan Wright Diane Kelton Robert Kieras Susan Kimball & David Hamilton Dave King & Joan Milan Jan & Jeremy Klausner-Wise Evan Kleber Alice G Klingener Carolyn Kohn Jennifer & Brian Konieczny Frederick Kool C Walker Korby Christopher Korczak Philip Korman & Nora Israeloff Amy Koscielniak Beit Ahavah **Judith Kundl** Julie Labedz Bonnie Lambourn Susan Lantz Kacie LaRochelle Nancy Laverdiere Carrie Leach Helen & Donald Lennon Walter Leutz Jim Levey & Christine Olson Conrad Liebenow & Elaine Holder Paul & Marcelle Lipke John Lippmann Dick & Suzanne Little Andrew & Angela Long **Bobbie Longo** Beth Lorenz Susie Lowenstein Lucinda Lucey Joyce E & James H Lutat Samantha Lyman Rebecca & David Lyons Lynda Mahieu Claire Mahoney Flora Majumder Manuel Maldonado Mohammad Malekniaz Holly Malinowski Sahar Manzoor Steven & Michele Marantz Jennifer Mark Kristen Martin Amy Martyn & Amy Waldman Diane Mason-Arnold & Fred Arnold William & Suzanne Massy Erin & Daniel Matica Kim Matland & Linda Farmer Peter & Nicki McAvoy Matthew McCarthy

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Ruthie Oland

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Gabrien Richardson

Monica Robelotto

& Erik Wight

Diana Roberts

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David Rosenmiller

Caroline Roszell

Diane Russell

Lynn Russell

Douglas Russell

Eleanor Rothman

& Rae Korengold

Sara & Dave Silvia JoDee & Dave Simard Marianne Simon Lauren Simonds Charles Situ Patrick Slaney Rebecca Slitt Rexford & Nancy Sloat Andrew Smith Suzanne Smith & Christine Parrish Diedrick Snoek **Betty Snow** Matthew Snow Edward Sojka Elizabeth Sorenson Peter Spang Mary Lou & Jim Splain Michael Stephens David Stevens & Jeffrey Rankin Ellen Stiles Sally Stites-Robertson Paul Strasburg & Therese Saracino Constance Sumberg Elizabeth Suozzo & Christophe Golé Zachary Swan Adam Sweet Naomi Tannen & Joe Mahay Jeffrey Taylor Abbey Tenczar Karen Thomas & Mark Hensley Liz Toffey Philip & Nancy Torrey William Turomsha Andrée Uhlig Jessica Van Steensburg

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Join CISA's Legacy Circle by donating a planned gift

As easy as 1-2-3

You. Yes, you. You make a difference now, and, with a little planning, your impact can continue long after you are gone.

"Planned Giving" doesn't just have to be for other people. It could help you make a lasting statement about what is important to you!

Each year CISA relies on gifts, big and small, to support our work and expand our mission. It is easy for you to continue your support beyond your lifetime:

- Name CISA as one of the beneficiaries (or contingent beneficiaries) on an IRA or 401K. While it would be taxable to your children, your IRA will pass to CISA income tax-free.
- Name CISA as a beneficiary on a life insurance policy or pension.
- Work with your financial advisor and/or attorney to consider more intricate planning options.

Anyone can plan to make a gift from their estate—it doesn't have to be big and it doesn't have to be fancy. But it does matter. A lot. Legacy gifts create and inspire a sustainable foundation for CISA's future. Please visit buylocalfood.org for more information and click on "Support CISA."

Thank you.

Make a lasting statement about what is important to you!

Donors

Anonymous (6) Michael Abbate

Chris Abel

& Mary Dingman-Abel Jessica Albrecht

Beth Ann

& Benjamin Albro-Fisher

All Star Dairy

William & Nancy Ames

Louise Amyot

Jeff & Jean Anliker

Nina & Martin Antonetti

Lisa Appleton

Montserrat & Mike Archbald

Mary Arduser

Suzanne Arnopolin

& Ronnie Williams

Gina Ayvazian

& Marcel Walters Sandra & Harry Azmitia

Robert Badger

Carrie Baker & Harvey Hill

Katharine Baker

& Peter Titelman

Joanna Ballantine

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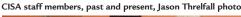
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Mike Wissemann

Board member profile

Mike Wissemann stewards a farm with a long history. On Warner Farm's website, there's a list of Warners who have farmed in Sunderland, that goes back to 1720. Mike's son David is the tenth generation in the family to farm this land, now 150 acres in Sunderland, Northfield, and Greenfield. Many factors are probably responsible for this long success, including hard work, luck, creativity, and some stubborness. Mike's approach to the farm today reflects a little bit of all of these.

"People are really yearning to know where their food comes from."

Warner Farm embraces an unusually wide variety of marketing approaches. Long a well-known supplier of sweet corn and asparagus to wholesale accounts, the farm now offers CSA shares, attends three farmers' markets, and welcomes more than 8,000 people each fall to an eight-acre corn maze. Mike's Maze is known for its creative subjects and complex designs, ranging from Andy Warhol's Campbell's soup can to Salvador Dali. Games, challenges and activities related to the year's theme—and a new Corn Café and mini-maze for small children—ensure that the maze offers something for everyone.

Warner Farm now benefits from the perspectives of both Mike and his son, David, who returned to farming full-time four years ago. In February, planning for the upcoming season and for the long-term future of the farm, Mike considers many factors, including the enterprises that are most appealing to the two farmers. "You've got to keep it interesting," he comments.

Mike's Maze, Warner Farm, CISA photo





Mike Wissemann, Warner Farm, CISA photo

At conferences as far afield as Pennsylvania and Michigan, he gleans ideas that feel like a good fit for the farm. Although several other large-scale sweet corn growers in the Pioneer Valley have gone out of the business, Mike doesn't intend to eliminate his wholesale accounts. He would however, like to increase his average return per acre, allowing him to reduce his use of farflung fields or eliminate inefficient activities. Another advantage, Mike notes, is the opportunity to offer better paying jobs to employees, including adding some year-round positions.

When Mike first made a corn maze in 2001, it was the first in the region. Now, the maze faces increased competition from other "agri-tainment" activities. "People are really yearning to know where their food comes from," Mike notes. In planning changes or additions to the maze, he wants to respond to that desire by maintaining a clear connection to agriculture, food, and the land. "CISA is partly responsible for that interest on the part of the public," Mike says. "And it's all good for farms, even though it's different than working alone in the field."

Mike was a member of Sunderland's Select Board for six years. He still sits on the town's Community Preservation Committee and its Agricultural Commission. He brings this community experience to CISA's board, along with his knowledge of farming in the Valley, his sense of humor, and an ability to recognize both the big picture and the important details (or, as Executive Director Phil Korman quips, "to see the corn field and the kernels"). "CISA's role was instrumental in recognizing the importance of agriculture in the Pioneer Valley," Mike notes. "People cared about farms, but the Local Hero campaign helped bring that concern to the forefront, and gave people a way to act on it."



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