



CISA 

community
involved in sustaining
agriculture

2015 ANNUAL
REPORT

Planting the Seeds for a Local Food Economy for All

Letter from CISA's Executive Director and Board Chair

Every year, our farmers in the Pioneer Valley work hard to make a living. From year to year, the vagaries of the weather or local markets may impact the specific obstacles they face, but the underlying challenge remains: *how to succeed in a global economy which rewards industrial-scale production and hides the true costs of producing good food?*

At CISA, we help over 250 Local Hero member farms and 150 member food businesses overcome their challenges. We provide technical assistance to help our farmers gain the business skills they need to be successful and to navigate a changing climate and a global economy. We work to promote farms and farm businesses so Valley residents will step up to buy local, invest local, and advocate for their local farmers.

As we implement our Strategic Plan, we are focused on taking on some big problems. A recent UMass study confirmed that we still have work to do, finding that most of the CSA farms interviewed struggled with important economic viability issues.

- ✦ A majority of the farmers interviewed found it hard to make a living for themselves and the people who worked for them.
- ✦ The farmers could not raise prices for farm shares because the supply of farm shares appears to have met the current demand.
- ✦ Despite farmers' efforts to make shares available to low-income residents, some residents are unable to afford them.

These issues are not limited to farms selling CSA shares, and our activities are designed to address these challenges. For example, in 2015, we:

- ✦ **Expanded our presence in Hampden County:** Farmers in Hampden County make less money than those in Franklin and Hampshire Counties. We know our technical assistance and marketing helps farms be more successful and we are very pleased that there are now 40 farms in Hampden County who are Local Hero members, up 60% from two years ago.
- ✦ **Worked to keep our dairy farms strong:** Dairy farms have faced huge challenges because the price of milk is set nationally and does not reflect the costs of producing milk locally. We have been educating the public, elected officials, and wholesale buyers about the challenges.
- ✦ **Raised the profile of local farms:** We believe that our farmers' stories can educate all. Last year we produced weekly radio segments, monthly television segments, and frequent print coverage of issues important to local agriculture. We reached tens of thousands of residents through these media outlets
- ✦ **Positioned local agriculture for the future:** Local farms can only succeed if people are willing and able to pay the price for fresh, healthy food. For those with more wealth, we let them know the positive impact of their daily purchases. For those with less, we launched SNAP & Save to increase their purchasing power by matching their SNAP purchases at farmers' markets, and expanded our Senior FarmShare program. We hope these small steps are the first of many to expand access to locally grown food.

Our vision is for a local food economy that supplies 25% of our food, supports the families of farmers and farmworkers, fosters a healthy environment, and provides locally grown food to all residents. That's an economy that can feed and work for us all.

Our success depends on you. Please join us in the field, restaurant, or at our kitchen tables!

Sincerely,


Philip Korman
Executive Director


Ben Clark
Chair of the Board

This has been an important year for local agriculture.

On the state level, the first comprehensive food plan was released in over 25 years. Its focus was on local food and its scope was extensive, ranging from farming to fishing, land to living wages. CISA was a partner in the process and we helped bring the voices of our farmers to the conversation.

Closer to home, we completed the first year of our strategic plan. Our work helps ensure that farming is a sustainable business and we live in a community with accessible local food for everyone. We are growing healthy farms, healthy communities, and a healthy organization!

Growing Healthy Farms

CISA offers extensive training and educational offerings to help local farms and food businesses thrive. We work to identify and create opportunities to strengthen the local food economy through investment and policy.

“CISA’s workshop series was incredible for me, it’s helped reshape our farm, and it continues to frame a lot of our planning.”

—ANGELA ROELL, YARD BIRDS FARM

- 🍃 **In 2015, we held dozens of workshops, networking events, and consultations with farmers, food business owners, and buyers** representing retailers, hospitals, schools, colleges, specialty foods producers, and more. Over 450 farmers and business owners participated in these events (some of them more than once!). Over 75% of participants said they would try something new on their farm as a result—from writing a press release or improving the layout of their market stand to evaluating income stream.
- 🍃 **We helped local food reach grocery stores, restaurants, schools, colleges, and hospitals,** as well as reaching consumers through farmers’ markets and CSAs. We connected growers to buyers and supported them in navigating pricing, distribution, and communication. In 2015, CISA began a research initiative to identify and address bottlenecks in our region’s distribution system for local foods.
- 🍃 **We partnered with the new Pioneer Valley Grows Investment Fund,** which provides financing to food and farm businesses and offers an opportunity to invest in the local food economy through the Fund.
- 🍃 **We were also excited to partner with the Grinspoon Foundation,** which provided awards to 33 farms in western Massachusetts for physical improvements to their farms.

“Our [Local Hero] membership has certainly paid for itself through both the CISA advertising and your efforts to connect producers with buyers.”

—BOBBIE KAMEN, MOUNT WARNER VINEYARDS



Upinngil, Gill Jason Threlfall photo



Amherst Farmers' Market Jason Threlfall photo

Growing Healthy Communities

Our local farms can play an important role in growing healthy communities. CISA's promotional work elevates the visibility and importance of local farms and food businesses. When our farms are vibrant and successful, they can provide fresh, healthy food for everyone in our community.

CISA's programs and partnerships raise awareness about local agriculture to foster a supportive climate for farmers and we help expand access to locally grown food by addressing affordability and convenience.

- 🍃 **Our promotional efforts help make farm and food businesses a regular presence** in social media, print, radio, and TV across the Pioneer Valley. We co-hosted 46 radio interviews on WRSI with farmers and businesses, appeared in nine *Mass Appeal* segments to talk about everything from incorporating local into kids' lunches to winter markets, and coordinated seven WGBY *Connecting Point* segments with tours of a dairy farm, maple sugaring, and mixed vegetable growers.
- 🍃 **We showcased the important role of dairy farmers through a tour for buyers and the press**, and we dove into the intersection of pricing, affordability, and farm viability in a series of opinion pieces in the press.
- 🍃 **We launched SNAP & Save to match up to \$5 of SNAP (food stamps) benefits at participating farmers' markets.** This helped make local food available to more people, increased the customer base at farmers' markets, and supported farms. SNAP & Save builds on the efforts of individual markets to support SNAP purchases, and relies on community support from individuals, markets, and partners like Healthy Hampshire/Mass in Motion and the Kendall Foundation.
- 🍃 **Eleven farms supplied fourteen Senior FarmShare sites funded by CISA**—ensuring 400 low-income seniors had access to fresh local vegetables for 10 weeks over the summer.

“CISA nearly singlehandedly took enthusiasm for local food in this area and channeled that energy into viable markets and commercial opportunities for local farms. There are an awful lot of farms that would have gone out of business if it were not for their efforts.”

—AMY KLIPPENSTEIN, SIDEHILL FARM

Healthy Organization

CISA's fiscal picture has become more secure. We have received consistent government and foundation funding and strong support from individuals and businesses which has resulted in a positive bottom line for every year since 2009. This success has allowed us to re-invest in the mission and organization by increasing staff benefits, adding staff, and paying off the mortgage on the CISA building. CISA is also committed to strengthening our organizational capacity to work in multicultural communities and continues to invest in this important endeavor.

Looking forward to the remainder of 2016—CISA began raising funds for “Local Food for All” which will expand SNAP & Save to match SNAP (food stamp) purchases at farmers’ markets, and Senior FarmShare to reach 450 low-income elders. We also launched “CISA Cultivators” to invite donors to give monthly to create a more predictable stream of income for CISA (see p. 7).

Philip Korman
Philip Korman
Executive Director

Michael A. Wissemann
Mike Wissemann
Treasurer

2015 Financial Summary

Revenue and Support

	2015*	2014
1. Grants and Government Contracts	\$453,660	\$530,910
2. Donations	\$402,788	\$363,919
3. In-Kind Donations	\$21,503	\$20,802
4. Program Support	\$142,863	\$137,020
5. Other Income	\$24,021	\$21,816
Total Revenue and Support	\$1,044,835	\$1,074,467



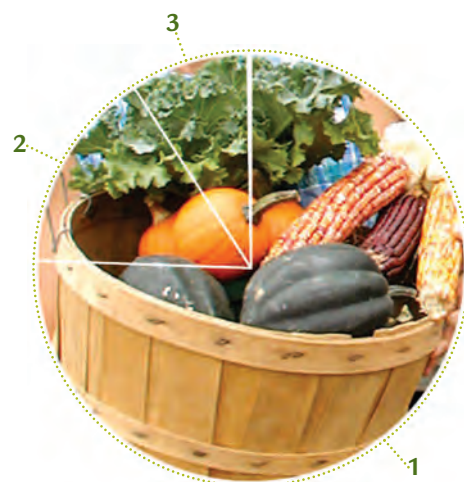
Expenses

1. Program & Community Education	\$765,502	\$774,579
2. Fundraising	\$154,594	\$138,356
3. Administration	\$91,677	\$78,261
Total Expenses	\$1,011,773	\$991,196

Net Assets, Beginning of Year	\$1,234,335	\$1,151,066
Net Assets, End of Year	\$1,267,396	\$1,234,335

Restricted and Designated Assets

Building Fund	\$28,773	\$77,660
Reserve Fund	\$406,085	\$402,762
Emergency Farm Fund	\$142,927	\$147,913
Grants and Donations	\$246,975	\$259,476
Total Restricted and Designated Assets	\$824,760	\$887,811
Net Property and Equipment	\$308,674	\$61,612
Unrestricted and Undesignated Net Assets	\$133,962	\$284,912



Pie chart photos: (top) Old Friends Farm, Amherst
Old Friends Farm photo, (bottom) Intervale Farm,
Westhampton CISA photo

* Unaudited figures (audit not completed at time of publication)

Intervale Farm

Local Hero farm profile



When Rick Tracy's grandfather bought Intervale Farm in 1936 it didn't bear much resemblance to what it is today, despite being on much of the same land. It was a wholesale dairy farm which is how it stayed through two generations of Tracy farmers. In 1981, Rick came home from Penn State to join the family business with his wife and business partner Maureen Dempsey. The dairy herd had been sold and Rick and Maureen decided to refocus the farm as a mixed vegetable operation.

Rick made money during college by growing and selling vegetables from the family garden at the Northampton Saturday Farmers' Market. Maureen grew up mostly in the suburbs and had little experience with farming. The couple continued with farmers' markets and in the mid '80s branched out into the wholesale business with the Pioneer Valley Growers' Association. By the early '90s, they felt that they would not be able to grow vegetables on the scale that would make wholesale farming profitable, so they switched to selling directly to the consumer. Today, Intervale sells through farmers' markets in Florence and Northampton, their farm stand, a 50-member CSA program, and 30 mini-CSA shares distributed to low-income seniors in Huntington and Chesterfield through CISA's Senior FarmShare program.

“People's tastes have changed a lot since we started farming. They're more interested in food and in having access to a variety of kinds of food ...”

Maureen and Rick have played an important role in building farmers' markets in Northampton. Intervale Farm was an early vendor at the Northampton Saturday Market, which recently celebrated its 40th year, and Rick serves as president of the volunteer steering committee. Maureen was instrumental in helping the market accept SNAP benefits and serves as an advisor to CISA's SNAP & Save program, which matches SNAP spending at farmers' markets.

“People's tastes have changed a lot since we started farming. They're more interested in food and in having access to a variety of kinds of food,” Maureen



Intervale Farm, Westhampton CISA photo

comments. She and Rick have expanded their offerings to keep pace, adding specialty greens like arugula and broccoli rabe, eggs, and lamb, as well as nursery plants and cut flowers.

Rick and Maureen grow their vegetables without chemical herbicides or pesticides, despite it meaning quite a bit of extra labor for them. They've chosen to communicate directly with their customers about their growing practices rather than to go through the organic certification process.

Rick and Maureen first heard about CISA through UMass Extension. They started coming to CISA's workshops and joined the Local Hero program in 2004. After a CISA workshop on web marketing and websites, CISA offered one-on-one consulting, which Intervale used to build a new website. “CISA's efforts to market locally grown farm products on behalf of the farmers that grow them has been an enormous help,” Maureen says. “They've been wonderful as a marketing agency and a way of getting people interested in buying local,” she says. “That's such a big thing now, and CISA had a big hand in having that happen.”

With none of their three children planning to work in farming, Intervale's long-term future is uncertain, but for now, Maureen says, “We're at a good point. Rick's been going to the Saturday Market for over 35 years, and I've been going to Florence for 25, so we've got a really good customer base. Many of them have been with us since the beginning.” 🌿

Local Hero Members

FARMERS

- | | | | | |
|--|--|--------------------------------------|--------------------------------|------------------------------------|
| Abundance Farm | D & R Farms | Just Roots/Greenfield Community Farm | Paul's Sugar House | Shoestring Farm |
| Amethyst Farm | Dancing Bear Farm | Justamere Tree Farm | Pieropan Christmas Tree Farm | Sidehill Farm |
| Amherst Farm Winery | Dan's Veggies | K & L Organic Growers | Pine Hill Orchards | Simple Gifts Farm |
| Amherst Nurseries | Dave's Natural Garden | Kenburn Orchards | Pioneer Valley NE Growers Coop | Sixteen Acres Garden Center, Inc. |
| Andrew's Greenhouse | Deepening Roots Farm | King Creek/Queen's Greens | Pioneer Valley Popcorn | Small Ones Farm |
| Apex Orchards | Devine Farms | Kinne Brook Farm | Plainville Farm | Smiarowski Farm Stand and Creamery |
| The Apple Place | DewGreen Farm | The Kitchen Garden | Plante Farm | Songline Emu Farm |
| Art's Berry Farm | Dickinson Farm | Kleeberg's Sugar House | Pomeroy's Vegetable Farm | South Wind Farm |
| Astarte Farm | Diemand Farm | Kosinski Farm | Popeye Hill Farm | Steady Lane Farm |
| The Atherton Farm | Dufresne's Sugar House | La Finca, Nuestras Raíces Farm | Pop's Farm | Stillman Quality Meats, LLC |
| Atkins Farms | E & J Scott Orchard | Lakeside PYO Strawberries | Quonquont Farm | Stockbridge Farm |
| Atlas Farm | E. Cecchi Farm | LaSalle Florists | Rainbow Harvest Farms | Stone Soup Farm |
| Austin Brothers Valley Farm | East View Farm | Laurenitis Farm | Randall's Farm | Stonegate Farm |
| Australis Aquaculture | Echo Hill Orchards & Winery | Lazy Acres Farm | Raspberry Patch Farm | Stony Creek Farm |
| Balky Farm | Echodale Farm | Left Field Farm | Ravenwold Greenhouses | Summit Farm |
| Barberic Farm | Eden Pond Farm | Leyden Glen Lamb | Ray's Family Farm | Sunrise Farms |
| Bare Roots Farm | EIEIO Farm | Little Brook Farm | The Raymond Farm | Sunset Farm |
| The Bars Farm | Enterprise Farm | Long Plain Farm | Red Barn Honey Company | Sweet Morning Farm |
| Barstow's Longview Farm | Falls Brook Farm | Lukasik Family Farm | Red Fire Farm | Sweethaven Farm |
| Bascom Hollow Farm | Farmacy Gardens | Lyonsville Farm | Red Gate Farm Education Center | Sweetwater Farm |
| Bashista Orchards | Flourish Farm | Malinowski Farms | River Maple Farm | Szawlowski Potato Farms |
| Bear Meadow Farm | Flynn Farm | Manda Farm | River Rock Farm | Tanstaaf Farm |
| Bear Path Farm | Forty Acres Farm | Many Hands Farm Corps | Riverland Farm | Teddy C. Smiarowski Farm |
| Bear Swamp Orchard | Four Rex Farm | Maple Corner Farm | Roaming Farm | Thomas Farm |
| The Benson Place | Four Star Farms, Inc. | Mapleline Farm | Rock Ridge Farm | Trillium Farm |
| Bergeron Sugar House | Foxbard Farm | Martin's Farm Compost and Mulch | Roundhill Orchards | Twenty Acre Farm |
| Birdhaven Blueberry Farm | Frances K. Pekala Horticulturalist | Mayval Farm | Sage Farm | Twin Maples Farm |
| The Bitty Red Barn | Freeman Farm | McCray's Farm and Country Creamery | Sapowsky Farms | Twin Oaks Farm |
| Blossoming Acres | Frizzell Hill Farm | McKinstry's Market Garden, Chicopee | Sawmill Farm | Upinngil |
| Blue Heaven Blueberry and Raspberry Farm | Fungi Ally | McKinstry's Market Garden, Granby | Sawyer Farm | Valley View Farm |
| Book and Plow Farm | Gardening the Community | Meadow View Farms, LLC | Seeds of Solidarity Farm | Vollinger Farm |
| Borawski Farm | The Gill Greenery | Meadowbrook Farm | Sentinel Farm | W & W Farms |
| Bostrom Farm | Goat Nook Farm | Merrick Farm | Shattuck's Sugarhouse | Walnut Hill Farm |
| Boyden Brothers Maple | Godard's Red Hen Farm & Mineral Hills Winery | Mockingbird Farm | Shinglebrook Farm | Wandering Brook Farm |
| Bree-Z-Knoll Farm | Golonka Farm | Moss Hill Farm | | |
| Bridgmont Farm | Good Bunch Farm | Mount Warner Vineyards, LLC | | |
| Brookfield Farm | Gooseberry Farms | Mountain Orchard, LLC | | |
| Brook's Bend Farm | Grace Hill Farm | Mountain Pasture Farm | | |
| Bug Hill Farm | Gran Val Farm/Scoop | Mountain View Farm | | |
| Burnt Hill Farm, LLC | Granny's Place | Mycoterra Farm | | |
| Calabrese Farm | Graves-Glen Farms | Natural Roots | | |
| Carl Popielarz Pig Farm | Gray Dog's Farm | New England Apiaries | | |
| Carr's Ciderhouse | Greens Treat | New England Wild Edibles | | |
| Chase Hill Farm | Hardwick Vineyard & Winery | New Lands Farm | | |
| Chestnut Mountain Tree Farm | Hart Farm | New Salem Preserves, Inc. | | |
| Chicoine Family Farm | Hartman's Herb Farm | Next Barn Over Farm | | |
| Ciesluk Farm Stand | Harvest Farm of Whately | North Hadley Sugar Shack | | |
| Clark Brothers Orchards | Headwater Cider | Northfield Mount Hermon Farm | | |
| Clarkdale Fruit Farms, Inc. | Hettie Belle Farm | Northwoods Forest Products, LLC | | |
| Common Wealth CSA | High Lawn Farm | Nourse Farms | | |
| Cook Farm & Flavors of Cook Farm | Hilltown Grazers | Old Depot Gardens | | |
| Cook's Farm Orchard | Holly Wescott's Farm | Old Friends Farm | | |
| Copperhead Farm | Hosta Hill Farm | Open View Farm Educational Center | | |
| Couch Brook Farm | Intervale Farm | Outlook Farm | | |
| Coward Farm | Invisible Cities Apiary | Park Hill Orchard | | |
| Coyote Hill Farm | J & J Farms | Paul Bunyan's Farm & Nursery, Inc. | | |
| Crabapple Farm | Joe Czajkowski Farm | | | |
| Cranston's Tree Farm | Joe's Farm | | | |
| Cream of the Crop Farm | Johnson Brook Farms, LLC | | | |
| Crimson and Clover Farm | Johnson Hill Farm | | | |
| | Johnson's Farm | | | |



Brookfield Farm, Amherst CISA photo

Warm Colors Apiary
Warner Farm
West Granville Blueberries
Wheel-View Farm
White House Farm
Whitney Acres Farm
Wild Rose Farm
Wilder Brook Farm
Wilder Hill Gardens
Winter Moon Roots
Winterberry Farm
Yang Farm
Yellow Stonehouse Farm

INSTITUTIONS

Amherst College
The Arbors at Greenfield
Baystate Dining Services
Baystate Franklin Medical Center
Baystate Mary Lane
Baystate Wing Hospital
The Bement School
Chicopee Public Schools
Cooley Dickinson Hospital
Deerfield Academy
Eaglebrook School
Greenfield Community College
Hampshire College
Lathrop Retirement Communities
Loomis Communities —Applewood
Northampton Survival Center
Northfield Mount Hermon
Prospect Meadow Farm (ServiceNet Inc.)
Rockridge Retirement Community
Smith College Dining Services
UMass Amherst

LANDSCAPERS

Broadfork Permaculture: Edible Landscapes and Ecological Design
Hadley Garden Center
Megan's Valley Garden & Landscape Supply
New England Wild Flower Society at Nasami Farm

RESTAURANTS

30Boltwood/
The Lord Jeffery Inn
A Touch of Garlic
Alice's Kitchen
Alina's Ristorante
The Alvah Stone
Auntie Cathie's Kitchen
Beets & Barley
Bistro Les Gras
Black Sheep Deli
Blue Heron Restaurant & Catering
Bottega Cucina
Bridgeside Grille

Bub's BBQ
Bueno Y Sano
Buon Appetito Ristorante
Center Square Grill
Champney's Restaurant & Tavern at the Deerfield Inn
Chandler's Restaurant
Chez Albert
Coco & The Cellar Bar
Cup & Top Café
The Dirty Truth
Dobra Tea
Eastside Grill
Esselon Café
The Farm Table at Kringle Candle
Felix's Family Ristorante
Fitzwilly's
Five Eyed Fox
Gill Tavern
GoBerry, Amherst & Northampton
Great Wall Restaurant
Hearty Eats
Henion Bakery
High Horse Brewing
Hillside Pizza, Bernardston, Hadley, & South Deerfield
Hofbrauhaus
Hope & Olive
Hungry Ghost Bread
The Hush and Proper
Jake's
Johnny's Tavern
Latitude Restaurant
The Laughing Tomato
Wood Fired Pizza

Local
Lone Wolf
Magpie
Market Place Bistro
Max's Tavern
Mi Tierra Restaurant
MRKT Farm to Table
My Main Squeeze Juice Bar
Northampton Brewery
Paul & Elizabeth's
The Passionate Pear Catering Co.
Roadhouse Café
Roberto's Restaurant
Sam's Pizzeria and Café
Small Oven Bakery
Spoleto Group
Sylvester's Restaurant
Taylor's Tavern & Restaurant
Wagon Wheel Restaurant
West End Pub
The Whately Inn
Wheelhouse Farm Truck
Woodstar Café

Local
Lone Wolf
Magpie
Market Place Bistro
Max's Tavern
Mi Tierra Restaurant
MRKT Farm to Table
My Main Squeeze Juice Bar
Northampton Brewery
Paul & Elizabeth's
The Passionate Pear Catering Co.
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Small Oven Bakery
Spoleto Group
Sylvester's Restaurant
Taylor's Tavern & Restaurant
Wagon Wheel Restaurant
West End Pub
The Whately Inn
Wheelhouse Farm Truck
Woodstar Café

RETAILERS

AC's Main Street Market
All Things Local Coop Market
Armata's Market

Atkins Farms Country Market
Barstow's Dairy Store and Bakery at Longview Farm
Big E's Super Market
Big Y World Class Markets, Amherst, Greenfield, Northampton, & Southampton
Cooper's Corner
Cornucopia Foods
Elmer's Store
Foster's Supermarket Inc.
Fresh Acres Market
Green Fields Market
Greenfield Farmers Cooperative Exchange
Hager's Farm Market
Keystone Market
Leverett Village Coop
Maple Farm Foods
Mapleline Farm Home Delivery Service/Rao's Coffee Roasting Co.

McCusker's Market
Millstone Farm Market
New England Felting Supply
North Hadley Market
Old Creamery Cooperative Provisions
Quabbin Harvest
Randall's Farm & Greenhouse
Rice Fruit Farm
River Valley Coop
Serio's Market
Squash, Inc.
State Street Fruit Store
Sutter Meats
This Week's Box/Bay State Fish Share
Valley Green Feast Collective
Whole Foods Market
Williamsburg Market

SPECIALTY PRODUCERS

Appalachian Naturals
Artifact Cider
Artisan Beverage Cooperative
Black Birch Vineyard
Blake Orchard Juicery
Forest Products Associates
I Can With, LLC
Lashway Lumber
Maple Valley Ice Cream
Mi Tierra Tortillas
Mother's, Inc
Pioneer Valley Vinegar Works
Ponders Hollow Custom Wood Flooring & Millwork
Real Pickles Cooperative
Relish the Harvest
Richardson's Candy Kitchen
Stoneman Brewery
Tornado Firestarters, LLC



The Gill Tavern, Gill Souful Life Photography

“The SNAP-match money has been a great benefit to my family because it makes my purchases more affordable and I can get quality vegetables.”

—FARMERS' MARKET CUSTOMER

Supporters *we've done our best to include everyone—if we missed you please let us know*

Anonymous (16)	Lisa Berger	Cate Carulli & Linda Sinapi	Charles Cohn & Catherine Smith	Victoria Dansereau
Chris Abel & Mary Dingman-Abel	Tina & Michael Berins	David Caruso & Sara Hunt	Krystyna Colburn	Barbara D'Arthenay
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Roberta Baker	Eliana Bronstein			
Carol Ball & Randie Handleman	Bruce Brown & Mary Thorpe Brown			
Joanna Ballantine	Marie Brown			
Brooks Ballenger	Barbara Brown			
Lundy Bancroft	Wesley Brown			
Sharon Band	Eliza Brown			
Beth Bandy	Eve Brown-Waite & John Waite			
Mary Ellen Banks	Brooke Bull			
Samuel Baral	Rev Margaret Bullitt-Jonas & Dr Robert Jonas			
Ann Barker	Ann & Michael Burke			
Frederick & Susan Baron	Mark Burton			
Lisa Barondes	Ann Buscemi			
Elizabeth Basiner	Remember Cadieux			
Hosea Baskin & Sarah Buittenwieser	Susan Campbell & Todd Fuller			
Lisa Baskin	Katherine Campbell			
Claire Bateman	The estate of Mary Candy			
Allan Baustin & Barbara Thompson	Marion Canning			
Richard Beaudoin	Jay Caplan & Marie-Helene Huet			
Angelica Beausoleil	Judy Cardell			
Carol & David Beauvais	Nan Carey & Stuart Bicknell			
Larry & Beth Beede	David Carlson & Maria Roberts			
Sanford & Betsy Belden	Valerie Caro			
Michelle Bellefleur	Becky Carroll			
Pam & Ben Bensen				

Become a CISA Cultivator by joining our monthly giving program!

**It's the easiest way to give and ensure
that CISA receives your ongoing support.**

Your recurring monthly donation will increase our capacity to support farmers and to scale up the local food system to provide more local food to more residents in our region.

Your monthly donation creates a predictable source of income we can count on! We offer monthly, quarterly, and annual reoccurring gift options starting at just \$10 a month!

Sign up online at: buylocalfood.org/donate

Sharon Edwards	Joanne Goding & Jeff Moss	Linda Harris & Alan Eccleston	Susan Howard	Michael Keenan
Rosalie & Efraim Eisen	Owen Goldfarb	Faye & Ed Harris	Mary Ann & Jody Hoyt	Meg Kelsey Wright & Jonathan Wright
Marcy Eisenberg	Norbert Goldfield & Sandra Matthews	Nancy Harvin	Matthew Hresko	Diane Kelton
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Amherst Farmers' Market
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Lisa Baskin

Donor profile

Lisa Baskin has made the Valley her home since the 1960s and the community is a better place because of her activism, philanthropy, and commitment to supporting local. “I’m fortunate enough to be able to contribute financially. It’s my responsibility to do this because I can.”

Lisa has supported CISA for well over a decade. We’re grateful for her contributions to our Annual Fund and her participation in our Legacy Circle (planned giving). More importantly, Lisa is an active advocate for local agriculture, working to build community connections and catalyze actions that benefit farmers, local business owners, and community residents. She also feels strongly that something as important as healthy food must be available to everyone—it can’t be limited to people with certain socio-economic backgrounds. Because of this belief, she is supporting “Local Food for All,” CISA’s new campaign that will increase SNAP matching at markets across the Valley and the number of low cost farm shares available for seniors.

“What knocks me out about CISA is that they don’t just support farmers’ markets in Northampton where it’s ‘easy’ to run a successful market but they support them in Holyoke and Springfield too—underserved communities that need increased access to local healthy food.”

Lisa has even played a role in recruiting a CISA Local Hero member, the Great Wall Chinese Restaurant in Florence. Lisa was an early fan of the restaurant and encouraged the owners to serve non-Americanized Chinese food and to use locally grown ingredients. They now source most of their vegetables locally in season and are even freezing some for winter use. Great Wall has become a part of the fabric of the Florence community. “I introduced them to CISA—and I’m pretty sure they’re the only Chinese restaurant that’s a Local Hero member!” Like many Pioneer Valley residents, Great Wall chef Ken Cheung has become a fan of sweet corn from Golonka Farm



in Whately. “I love reading cook books,” Lisa says. “I saw an amazing recipe for sweet corn, pork, and chilies and I shared it with Ken. He said that sweet corn wasn’t used traditionally in his region of China but he’d try it. The recipe is now on the summer menu and the restaurant freezes Golonka’s sweet corn to make corn cakes throughout the year.”

Lisa is extremely well versed in the richness of our local agrarian history as it relates to social justice. “There’s such a long history here of agriculture and activism going all the way back to the 1840s when abolitionists Lydia Maria Child and David Lee Child attempted to create a sugar beet industry to avoid having to buy slave-made sugar from the South. There are so many threads of social justice and change that are ingrained in agriculture in the Valley.”

Lisa is thrilled that “this is such an exciting time—more and more people are becoming aware of the food they eat and realizing that access to fresh, healthy, and local food isn’t just for the 1%.” She sees CISA’s work as the long game that it is, commenting, “[CISA’s] mission of supporting agriculture is only a kernel of what they do. So much of the work is educating people to understand that our community can make a small change that will ultimately have a profound impact other communities.” 🌱

“What knocks me out about CISA is that they don’t just support farmers’ markets in Northampton where it’s ‘easy’ to run a successful market but they support them in Holyoke and Springfield too ...”



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