LETTER.....3
OUR IMPACT.....4
FACES OF CSA.....5
FINANCIALS.....7
SPONSORS & PARTNERS.....8
BOARD & STAFF.....9
VOLUNTEERS.....10
FARM MAP.....12
As the air turns crisp, signaling the beginning of late season CSA share sign-ups, it may feel odd to be reading a 2019 annual report. So much has happened in 2020, that it might be hard to remember what last year was like. We appreciate your patience in receiving this report, and traveling back in time with us to 2019 as a point of comparison to where we stand today.

The theme of 2019 was one of change. Several large and established CSA farms left both CSA farming and the Coalition at the end of the year, due to a combination of factors including the challenges of growing in a changing climate, a difficult labor market, and shifts in CSA consumer preferences. While there are many important lessons to channel from 2019 into the future, the current year has certainly seen an exponential increase in CSA members.

On a personnel level, FairShare staff member Carrie Sedlak stepped into the role of Executive Director in January 2019, and Johanna Doren departed for graduate school in Vermont at the end of the summer. We welcomed two new team members to fill those roles. Liv Froehlich came on as our Program Coordinator, and Ryan Matthews joined the team as the new Development & Communications Coordinator. We also bid farewell to deeply committed Board members LaVina Twohill and Kriss Marion, and are thrilled to have had farmer Kristen Kordet re-join the Board after a two year hiatus.

Through the support of a USDA Farmers Market Promotions Program grant, FairShare took the lead in building out a national-level CSA community of practice along with technical assistance partners from across the U.S. This important initiative, the CSA Innovation Network, allows FairShare to respond to the critical marketing, technology, and programmatic needs that our farmers face, in tandem with a team of national experts. It is a stellar example of working stronger together, and the Network has proved to be an immense support as we entered the tumultuous landscape of 2020.

Our next annual report will undoubtedly tell a very different story, though will still be informed by the tribulations and successes of 2019. We appreciate your collaboration, community and support as we navigate this unprecedented territory.

CARRIE SEDLAK
Executive Director

BETHANEE WRIGHT
Board Chair
OUR IMPACT

OVERALL CSA

11,729 CSA shares sold
10,386 households purchased shares
$4.2 million in CSA share sales

PARTNER SHARES

$107,000+ in farm-fresh food to low-income families
1,000+ individuals provided access to fresh produce through Partner Shares
176 participating households and community centers
$40,000+ in direct assistance toward CSA membership for low-income households
40 households used SNAP benefits to purchase CSA
$18,000 of grant funding received

GROWER EDUCATION & FARMER SUPPORT

44 Coalition-endorsed farms
202 total participants at the 3rd Annual Organic Vegetable Production Conference including 18 speakers, 12 Hmong and Latinx farmers, and 20 sponsors
7 invited presentations on farm production, management and marketing topics with 256 participants
5 workshops/field days with 153 participants, including our first recorded workshop
1 NEW farmer/researcher community of practice on climate resilient organic vegetable production

OUTREACH

400 visitors to the Find Your Farm event
800+ Bike & Bus the Barns participants
150+ Food + Farms Film Festival attendees
27 outreach tabling & presentation events
150 volunteers
12,000+ Facebook, Instagram, and e-newsletter followers
62,500+ unique website visitors
1 inaugural national CSA Innovation Network gathering

CSA PSAs: 8 Social media ads; -25 Social posts promoting CSA; 2 TV commercials; 3 Different radio PSAs
In 2019 FairShare held its third annual Food + Farms Film Festival, which featured an exciting lineup of films and speakers. Each took a deep dive into different aspects of making our food system more just and sustainable. The Fest opened with the film Big River, which exposes water quality issues due to agricultural run-off. Following the film, FairShare board member, farmer at Plowshares & Prairie Farm, and Water Program Director at Clean Wisconsin Scott Laeser discussed the local work being done to reduce agricultural runoff and improve water quality, and the restorative conservation techniques he uses at his farm.

We then featured selected scenes from the documentary Last Man Fishing. This film addresses the ways in which we can heal a broken food system that works against both the consumer and producer. Nicolaas Mink, co-founder and president of Sitka Salmon Shares, then shared his experience of traveling to Sitka, Alaska, where he engaged in conversations about the importance of protecting Southeast Alaska’s wild salmon populations and the pristine environment that supports it. Out of these conversations, Sitka Salmon Share’s Community Supported Fisheries was born to connect consumers directly to a fisherman and encourage the conservation efforts and health of those fisheries.

Lastly, FairShare was thrilled to welcome Andrea Bemis. Andrea owns Tumbleweed Farm in Parkdale, Oregon with her husband Taylor. Her nationally known blog, Dishing Up The Dirt, and cookbook of the same title offer seasonal recipes celebrating the vegetables she grows at her farm. After screening her new documentary, Local Thirty, Andrea joined us to discuss her experience meeting the farmers, ranchers and fishermen that produced her food during her month of eating within a 200-mile radius.

“Veggies were at the center of all of our family dinners from May through November. My kindergartener was always excited to try something if it came from “our farm.” He loved getting to visit the farm and get his hands dirty picking carrots, too. We wouldn’t have been able to be part of a CSA without assistance. Thank you!”

PARTNER SHARES MEMBER

“I haven’t been able to afford a CSA for several years. Finding out about the Partner Shares program has been game changing. I’m so grateful to have this amazing variety of fresh local produce back in my life.”

PARTNER SHARES MEMBER

FOOD + FARMS FILM FESTIVAL

In 2019 FairShare held its third annual Food + Farms Film Festival, which featured an exciting lineup of films and speakers. Each took a deep dive into different aspects of making our food system more just and sustainable. The Fest opened with the film Big River, which exposes water quality issues due to agricultural run-off. Following the film, FairShare board member, farmer at Plowshares & Prairie Farm, and Water Program Director at Clean Wisconsin Scott Laeser discussed the local work being done to reduce agricultural runoff and improve water quality, and the restorative conservation techniques he uses at his farm.

We then featured selected scenes from the documentary Last Man Fishing. This film addresses the ways in which we can heal a broken food system that works against both the consumer and producer. Nicolaas Mink, co-founder and president of Sitka Salmon Shares, then shared his experience of traveling to Sitka, Alaska, where he engaged in conversations about the importance of protecting Southeast Alaska’s wild salmon populations and the pristine environment that supports it. Out of these conversations, Sitka Salmon Share’s Community Supported Fisheries was born to connect consumers directly to a fisherman and encourage the conservation efforts and health of those fisheries.

Lastly, FairShare was thrilled to welcome Andrea Bemis. Andrea owns Tumbleweed Farm in Parkdale, Oregon with her husband Taylor. Her nationally known blog, Dishing Up The Dirt, and cookbook of the same title offer seasonal recipes celebrating the vegetables she grows at her farm. After screening her new documentary, Local Thirty, Andrea joined us to discuss her experience meeting the farmers, ranchers and fishermen that produced her food during her month of eating within a 200-mile radius.

“It was so fun to talk to the farmers and hear about what they are proud of and what their challenges are, everyone I spoke to was so happy to share and engaging.”

BIKE THE BARNs PARTICIPANT
FARMER PERSPECTIVES

“Big picture, we farm because it’s our way of trying to create a more sustainable world for future generations. But on the day to day, we just love working in the fields and being part of the powerful alchemy that turns seeds, sun, and soil into fresh, healthy food. It never gets old. It connects us deeply to the land and the seasons in a way that makes life feel rich and full.”

CASSIE & MIKE NOLTNERWYSS, CROSSROADS COMMUNITY FARM

“Recent extreme rainfall events have many in the diversified organic vegetable growing community looking for ways to adapt. A group of growers in Wisconsin has been trialing techniques focused on reduced tillage, with the help of Claire Strader. Inspired by them, I’ve tried to implement some small trials within the context of my market farm, and now am excited by the possibility of digging more deeply and professionally into the topic...”

JEFF SCHREIBER, THREE SISTERS COMMUNITY FARM

“After attending several conferences in the Midwest, the in-depth information provided at the Organic Vegetable Production Conference has been more valuable to me and my farm operation than any other event.”

ALLISON STAWARA, MSU NORTH FARM AT UPREC
FairShare continued to strengthen diverse funding streams, while building up a healthy operating reserve. A major strategy for 2019 was to increase charitable contributions and events revenue, and seek strategic project support through grant opportunities.

**INCOME**
Contributions include individual donations and business sponsorships. Increasing the revenue generation and impact of both grants and events remains a key strategy. FairShare realized a significant increase in event revenue in 2019, as a result of a highly successful Bike the Barns. Grant income held at a strong positive state thanks to the award and implementation of three major grants focused on marketing, outreach and farmer support.

**EXPENSES**
Outreach and education are at the core of our mission. This program area includes expenses related to outreach events, such as Bike the Barns, Find Your Farm, Food & Farms Film Festival and tabling events. The Partner Shares program provides direct payments to farms to ensure they receive a fair price for their products, and that CSA remains affordable for all members.

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>INCOME</th>
<th>% OF TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Contributions</td>
<td>$172,075</td>
<td>36%</td>
</tr>
<tr>
<td>2. Grants</td>
<td>$106,794</td>
<td>23%</td>
</tr>
<tr>
<td>3. Events</td>
<td>$101,823</td>
<td>22%</td>
</tr>
<tr>
<td>4. Partner Shares Payments</td>
<td>$45,377</td>
<td>10%</td>
</tr>
<tr>
<td>5. Foodbook/Other Merch Sales</td>
<td>$26,920</td>
<td>6%</td>
</tr>
<tr>
<td>6. Farm Fees</td>
<td>$12,115</td>
<td>2%</td>
</tr>
<tr>
<td>7. Other Income</td>
<td>$5,436</td>
<td>1%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$470,540</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>EXPENSES</th>
<th>% OF TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Outreach &amp; Education</td>
<td>$144,432</td>
<td>34%</td>
</tr>
<tr>
<td>2. Partner Shares</td>
<td>$102,317</td>
<td>24%</td>
</tr>
<tr>
<td>3. Farmer Programs</td>
<td>$75,193</td>
<td>17%</td>
</tr>
<tr>
<td>4. Fundraising</td>
<td>$63,724</td>
<td>15%</td>
</tr>
<tr>
<td>5. General &amp; Administration</td>
<td>$34,109</td>
<td>8%</td>
</tr>
<tr>
<td>6. Foodbooks &amp; Merchandise</td>
<td>$9,654</td>
<td>2%</td>
</tr>
<tr>
<td>Cost of Sales</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$408,052</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
PARTNERS
UW Madison Extension, Dane County
Dane County Food Council
University of Wisconsin - Madison
Community Shares of Wisconsin

GRANTORS
Blooming Prairie Foundation
County of Dane
Department of Agriculture, Trade and
Consumer Protection - Buy Local, Buy
Wisconsin
North Central Sustainable Agriculture
Research & Education (SARE)
USDA Agricultural Marketing Service –
Farmers Market Promotion Program

ORGANIZATIONAL SPONSORS
Aprilaire // Edible Madison // Heartland Credit Union // Madison Sourdough Company // Sitka Salmon Shares // Willy Street Co-op

2019 SPONSORS
Bachmann Construction
Batch Bakehouse
Bejo Seeds
Bob’s Copy Shop
Burr Oak Gardens
Center for Integrated Agricultural
Systems
Clean Wisconsin
Compeer Financial
Crossroads Community Farm
Diesel Forward
Drammatic
DreamBank
Dreamfarm
Driftless Organics
ECO Skin Therapy
Food Fight Restaurant Group
Four Elements Herbals
French Farm to Table Wines
Fromagination
Gib’s
GoMacro
Group Health Cooperative of South
Central Wisconsin
Harmony Valley Farm
Harvest
High Mowing Organic Seeds
HSU Growing Supply
Inspire(d) Media
Isthmus
Just Coffee Cooperative
Karben4 Brewing
K.U.L.T Cultivation Solutions
Light & Life Photography
Madison Community Acupuncture
Metcalf’s Market
MG&E Foundation
Midwest Organic & Sustainable
Education Service (MOSES)
Motorless Motion Bicycles
Moka Coffee
Nature Safe
Nessalla Kombucha
Nutkrack
Ohio Earth Food
Organic Valley
Osborne Quality Seeds
Parisi Family Farm
Plowshares & Prairie Farm
Purple Cow Organics
Quartz
REAP Food Group
REI Madison
Revolution Cycles
Ridgeland Harvest
Roots & Shoots, LLC
RSV
Potters Crackers
Sassy Cow Creamery
Schwinn
Scotch Hill Farm & Innisfree Farmstay
Sno Pac Foods
Squashington Farm
Steadfast Acres
Sustâne Natural Fertilizer Inc.
Sutton Ag Enterprises
Tipi Produce
Troy Farm
Tuff-bilt Tractors
Two Onion Farm
Ugly Apple Cafe
Underground Butcher
Vermont Compost
Viroqua Food Co-op
Vitruvian Farms
Wildwood Productions
Winterfell Acres
Wisconsin Department of Agriculture,
Trade and Consumer Protection
Wisconsin Farmers Union
Wisco Pop!
Wm. Chocolate
Working Draft Beer Company
WORT
WPR
Yodelay
Yumbutter

BIKE THE BARN TOP FUNDRAISERS
John Kovalic     Barb Brown
Claire Gervais   Mary Mussey
Jane Kohiwey   Mary McCutcheon
Sarah Kate Johnson
Gepner Family Team
BOARD MEMBERS + STAFF

Bethanee Wright
Bill Herman
Briana Krantz, Secretary
Cheri King
Kriss Marion
Kristen Kordet
Laura Mortimore
LaVina Twohill, Treasurer
Liz Gross
Megan Costello
Rick Klemme

Carrie Sedlak, Executive Director
Claire Strader, Organic Produce Educator
Johanna Doren, Development & Communications Coordinator
Liv Froehlich, Program Coordinator
Ryan Matthews, Development & Communications Coordinator
Caitin Hartnett, Farmer Program Intern
Jessica Ding, Farmer Program Intern
Libby Schnepp, Partner Shares Intern
Lindsey Budde, Partner Shares Intern
Sodie Yang, Partner Shares Intern/UW-Madison School of Social Work Field Placement
Zoey Colglazier, Bike the Barns Intern
We are grateful for our highly committed volunteers, event support staff, and committee members who contribute more than 20 hours annually to support FairShare!

Katell Ané  Office Volunteer
Craig Jackson  Bike the Barns Route Planning
Lindsey Budde  Bike the Barns Site Captain
Rashauna Mead  Bike the Barns Site Captain
Ruth Miller  Event and Office Support
Sara O’Donnell  Bike the Barns Site Captain
Megan O’Rourke  Bike the Barns Site Captain
Libby Schnepf  Bike the Barns Site Captain
Emelye Sturges  Bike the Barns Site Captain
Sheena Tesch  Bike the Barns Site Captain
Alan Turnquist  Bike the Barns Route Planning

Heidi Accola  Grower Education Committee
Kat Becker  Grower Education Committee
Dela Ends  Farm Endorsement Committee
Mike Kelly  Farm Endorsement Committee
Kristen Kordet  Farm Endorsement Committee
Chris McGuire  Grower Education Committee
Elisabeth Minich  Farm Endorsement Committee
Laura Mortimore  Grower Education Committee
Kyle Thom  Farm Endorsement Committee
Andy Watson  Farm Endorsement Committee
Bethanee Wright  Grower Education Committee
A gift to FairShare CSA Coalition is a direct investment in your local community. Gifts to FairShare support small family farms who provide fresh, organic food to families through Community Supported Agriculture.

Act today by making a gift at www.csacoalition.org. For information about sponsorship or volunteering, please contact carrie@csacoalition.org or call (608) 226-0300.
2019 CSA FARMS
1. BLUE MOON COMMUNITY FARM
2. BURR OAK GARDENS LLC
3. CATTAIL ORGANICS
4. CHRISTENSENS FARM
5. CLOVER BEE FARM
6. CROSSROADS COMMUNITY FARM LLC
7. DRIFLESS ORGANICS
8. FAZENDA BOA TERRA
9. FULL CIRCLE COMMUNITY FARM
10. GWENYN HILL FARM
11. HARMONY VALLEY FARM
12. HIGH MEADOW FARM
13. KEEWAYDIN FARMS
14. LOS JALAPENOS CSA
15. LOVEFOOD
16. LUNA CIRCLE FARM
17. MEADOWLARK COMMUNITY FARM
18. MY FINE HOMESTEAD
19. ORANGE CAT COMMUNITY FARM
20. PARISI FAMILY FARM
21. PLOWSHARES & PRAIRIE FARM
22. PINE GROVE PASTURES
23. RALEIGH'S HILLSIDE FARM
24. RED DOOR FAMILY FARM
25. RIDGELAND HARVEST
26. ROOTS & SHOOTS LLC
27. ROOTS DOWN COMMUNITY FARM LLC
28. SCOTCH HILL FARM
29. SMALL FAMILY CSA FARM
30. SNUG HAVEN FARM LLC
31. SPROUTING ACRES
32. SQUASHINGTON FARM
33. STEADFAST ACRES
34. STONEY ACRES FARM
35. TIPi PRODUCE
36. TROY FARM
37. TWO GOOD FARMS
38. TWO ONION FARM
39. VITRUVIAN FARMS
40. WELSPRING EDUCATION CENTER & ORGANIC FARM
41. WESTRIDGE ORGANIC PRODUCE
42. WHITEFEATHER ORGANICS LLC
43. WHOLESOME HARVEST FARM
44. WINTERFELL ACRES LLC