

# Viking Supported Agriculture

Campus Sustainability Planning Studio

Spring 2012

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# What is Community Supported Agriculture?



# What is the VSA?





## Farmer Choice Box:

Box	#Items	Price (20 weeks)
Mini	6	\$300
Small	9	\$432
Large	12	\$564
Family	15	\$700

## Local Choice Box:

Box	#Items	Price (20 week)
Mini	6	\$420
Small	9	\$612
Large	12	\$780
Family	15	\$960

# A SAMPLE LOCAL CHOICE BOX:

- ▶ **Sugar Snap Peas**
- ▶ **Carrots**
- ▶ **Spinach**
- ▶ **Broccoli**
- ▶ **Strawberries**
- ▶ **Head Lettuce**
- ▶ **Salad Mix**
- ▶ **Beets**
- ▶ **Spring Onions**



**Western's pilot program  
began in Fall 2011**

## Other Case Studies

- Cal State Northridge**
- Prescott College**
- University of California, Santa Barbara**
- University of British Columbia**





# VIKING SUPPORTED AGRICULTURE

- ▶ Goal
- ▶ Objectives
  - ▶ 1) Awareness
  - ▶ 2) Participation
  - ▶ 3) Documentation and layout for future advertising



Now accepting 2012 CSA members!

[Click Here](#)

Growing Washington is a project-based, charitable organization classified by the IRS as a 501(c)(3) tax-exempt non-profit corporation. It also registered with the Washington Secretary of State as a charitable organization.

# METHODS

- ▶ Kugs Announcement
- ▶ Napkin display ads
- ▶ Classroom presentations
- ▶ MyWestern announcement
- ▶ Table Advertising
- ▶ Informative handbills
- ▶ Poster
- ▶ Facebook



The screenshot shows a web interface with a header titled "Announcements" and a table of content. The table has two columns: "Topic" and "Announcement".

Topic	Announcement
Campus	<p><a href="#">Viking Supported Agriculture shares now available</a></p> <p>Viking Supported Agriculture shares are now available. Students, faculty and staff are invited to sign up to partake in this year's program. Shares run from June 21 through Nov. 1 or Dec. 2.</p> <p><a href="#">See also</a></p> <p><a href="#">Services and Activities Fee hearing May 17</a></p>
Campus	<p>The Services and Activities Fee Committee will hold</p>



# OS WEBPAGE

► <http://www.wvu.edu/sustain/vsa/>



## WWU OFFICE OF SUSTAINABILITY

- Home
- News and Events
- What We're Doing
  - Climate Neutrality
    - 10x12 Program
  - Energy
  - Transportation
  - Food
    -  Viking Supported Agriculture (VSA)
  - Grounds
  - Purchasing
  - Green Buildings
  - Resident Sustainability
  - Recycling
    - RecycleMania
  - Inter-Campus Collaboration
- Academics
- Get Involved
- Media
- Western Sustainability
- Resources
- About Us
- Contact Us



### Viking Supported Agriculture (VSA) Boxes

#### What is a VSA and what's it all about?

VSA is Western's trademarked CSA. CSA stands for Community Supported Agriculture. Because we are Vikings, we buy VSAs. By signing up you will receive a box of local fresh organic fruits and veggies every Thursday from June 21st until November 1st (20 weeks) or December 6th (25 weeks). See below for costs and box options!



The VSA program is a project of the Office of Sustainability and is funded by a Whatcom Community Foundation grant to help our community support sustainable local agriculture by making nutritious food available to members of the Viking Community. Our VSA program supports Growing Washington and Alm Hill Gardens, located in Everson 25 minutes northeast of

Bellingham.

Growing Washington partners with upwards of a dozen small local Whatcom and Skagit County farms. By partaking in the VSA program and receiving fresh veggies you support local growers by investing all-at-once in well over a dozen small farms!

#### To Sign Up:

There are two ways to sign up. The easiest is to visit [Growingwashington.org](http://Growingwashington.org). Here you will click on "Now Accepting 2012 CSA Members!" and then follow the directions. Choose your "Pickup Location" as Whatcom-Bellingham-WWU, and pay by credit card. You can also sign up via snail mail (for check/cash payment). Contact WWU student Simon Davis-Cohen @ (503) 756-7019, [simon@readthedirt.org](mailto:simon@readthedirt.org) to get the mail-in sign up form, or if you have any other questions. (Visiting Growingwashington.org may answer questions as well).

#### Payment:

Payment can be made in Credit Card, Cash or Check (including a 4 installment option). Registration through the website ([Growingwashington.org](http://Growingwashington.org)) includes a convenient card purchase process. Checks made out to Growing Washington or Cash are accepted.

#### Starving Student Discount:

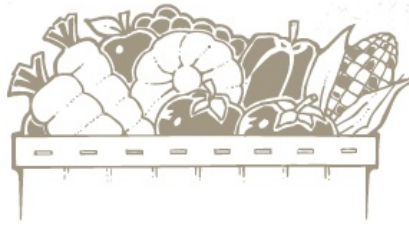
Starving Students get 15% off! When signing up on Growingwashington.org type in "Starving Student" into the discount field

# Facebook.com/VikingSupportedAgriculture

Helps us to monitor awareness and keep in contact with potential customers

The screenshot shows the Facebook interface for the page 'Viking Supported Agriculture'. At the top, the Facebook logo and search bar are visible. The page name 'Viking Supported Agriculture' is prominently displayed, along with navigation tabs for 'Timeline', 'Now', and 'Highlights'. A large, vibrant image of various fresh fruits and vegetables (apples, pears, tomatoes, carrots, broccoli) serves as the main header image. Below this, a smaller inset photo shows two hands holding a wooden produce box. The page name is repeated below the main image, accompanied by '55 likes · 26 talking about this' and buttons for 'Liked' and 'Message'. A 'Community' section identifies it as 'Western Washington University's CSA'. Below this are tabs for 'About', 'Photos', 'Likes' (showing 55 likes), and 'Events'. A 'Highlights' dropdown menu is visible. The main content area includes a 'Status' update box with a 'Write something...' prompt, a link shared by the page from 'Yesterday', and a promotional post for 'Viking Supported Agriculture (VSA) Boxes - WWU OS' with the website 'www.wvu.edu'. On the right side, there is a 'Friends' section with 8 members and a 'Recent Posts by Others on Viking Supported Agriculture' section featuring posts from 'Clayton Burrows' and 'Growing Washington'.





# VIKING SUPPORTED AGRICULTURE



LOCAL  
FRESH  
ORGANIC  
FRUITS  
VEGGIES



SIGN UP TO RECEIVE A WEEKLY BOX OF LOCAL, FRESH AND ORGANIC FRUITS AND VEGGIES TO HELP OUR COMMUNITY SUPPORT SUSTAINABLE LOCAL AGRICULTURE!

- Choose to customize your box or let the farmer choose for you
- Students receive 15% OFF any box they buy
- The full program runs from June 21st to December 6th
- Fall only dates will be available
- Contact Simon Davis-Cohen for more information: [simon@readthedirt.org](mailto:simon@readthedirt.org)
- Visit [growingwashington.org](http://growingwashington.org) to sign up or [www.wvu.edu/sustain/vsa/](http://www.wvu.edu/sustain/vsa/) to learn more



Promotion to run May 19-26

advertising paid for by a grant from the Whatcom Community Foundation



# Table Advertising





# VIKING SUPPORTED AGRICULTURE

**What:** By signing up you will receive a box of *local*, fresh, *organic* fruits and veggies to help our community support sustainable, local agriculture! You can choose to customize your box and pick weekly which fruits and vegetables to receive or sign up for a Farmers Choice Box and let the farmer decide what goes in your box! Eat good food and save money!

**When:** Every Thursday beginning June 21<sup>st</sup> - November 1<sup>st</sup> (20 weeks) or December 6<sup>th</sup> (25 weeks)

Or sign up for fall only beginning in early October!

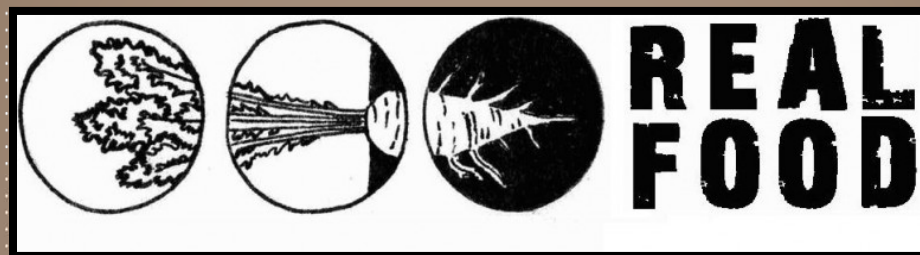
To sign up or for more information contact Simon Davis-Cohen at [Simon@readthedirt.org](mailto:Simon@readthedirt.org) or visit [growingwashington.org](http://growingwashington.org)

*Program funded by a grant from the Whatcom Community  
Foundation*



# How does the VSA promote Western Sustainability?

- Connect consumer with farmer
- Eliminate waste
- Eliminate the use of pesticides
- Eliminate the excessive use of fossil fuels
- Keep money in local community
- Strengthen sense of community





# Special Thanks to

Growing Washington

Simon Davis-Cohen

Shyane Smith

Derek Bryson

And everyone involved!