

# MARKET RESEARCH FOR FRESH START FARMS

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## Abstract

Fresh Start Farms and ORIS had not been successful in doing a survey at the end of last season and asked us to conduct a survey. Fresh Start Farms operates a community supported agriculture program that is run by refugees. ORIS stands for organization for refugee immigration success is a partner of Fresh Start Farms. The objective of this survey was to help them improve their organization. The survey was sent to 120 recipients and as of April 1, 42 recipients have responded. ORIS staff saw the need for the survey to see why members were staying or leaving Fresh Start Farms to inform how they can improve the community supported agriculture program. Our study shows that the members are concerned with the quality of food they have been given. The members wish to see more variety in the vegetables that they are receiving. We found that Fresh Start Farms should try to find a way to use the social mission interests of the members as a hook. The survey said that overall members are satisfied with the quality of the food and with Fresh Start Farms.

## Introduction

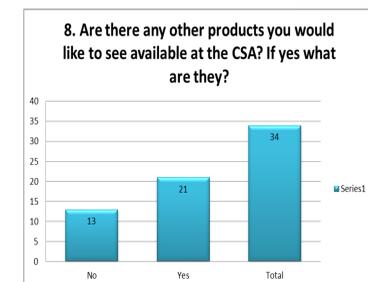
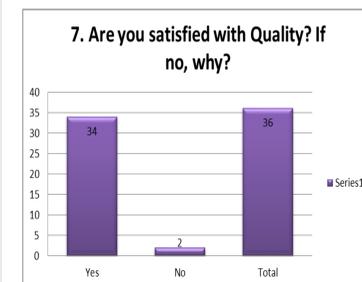
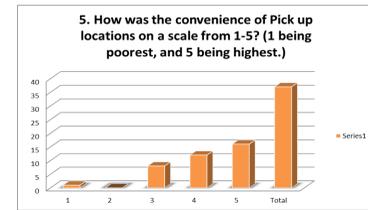
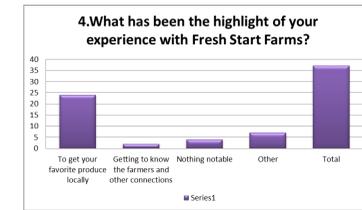
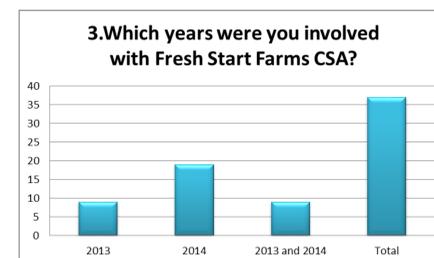
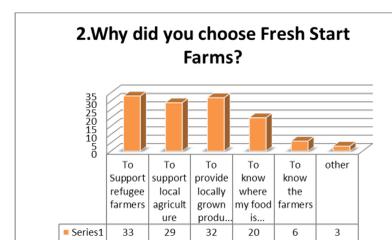
The objectives were to conduct market research with the Fresh Start Farms CSA. We were to assess the overall quality, and member satisfaction with the program, and identify what improvements could be made to increase membership to the farm, and to assure the refugees are getting enough customers to maintain or grow the program's reputation and business.. We also attended a general meeting with the members and partners of the Fresh Start Farms CSA to get to know the farmers first hand, and get an idea of what we would be working with, and understand the efforts they were putting into working the CSA on their own.



## Method

Generated research questions with staff from ORIS. The ORIS staff pre-tested the questions before they were sent out. 120 former and current members were sent a survey to complete. The questions were created in Qualtrics, a survey tool. The questions were meant to see how members felt about the quality of the food they were receiving, locations of pick up spots, size of shares and general feelings. The survey has been administered to the members twice thus far. The questions themselves varied in format. Some were “yes, no” questions and others were open ended. The goal of the survey is to gather as much information about the members and their reaction Fresh Start Farms as possible.

## Results



## Discussion

There were three significant findings. Since the members are stating that overall they are happy with Fresh Start Farms so these issues can be addressed. The first is that the quality of the food being sent to the members needs to be improved. ORIS is and Fresh Start Farms thought quality might have been a member concern because the farm distributes food to the CSA members, whole sale distributors and to farmers markets. In order to keep membership in the CSA the farmers will have to find a way to give good quality food to all of their clientele, while still getting their pick of the vegetables. The survey also showed that members wanted to have more variety in the foods that they were receiving. Many of the members stated that the reason they joined Fresh Start Farm was for a social mission. Fresh Start Farms needs to find a way to involve their members in the social mission. To make the members feel that they are a part of something. Using the social mission of Fresh Start Farms is a great hook.