



Just Roots CSA 2020



CSA OVERVIEW

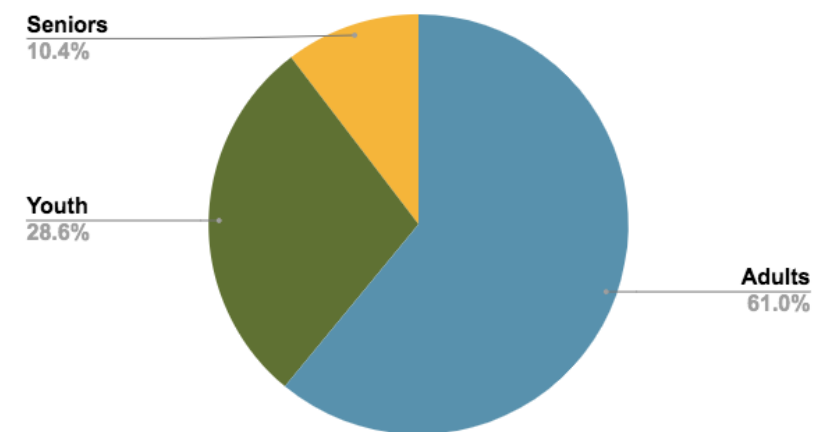
In 2020, Just Roots distributed 386 CSA shares to 1,205 individuals in Franklin, Hampshire and Hampden Counties.

FRANKLIN COUNTY CSA

Number served:

- 236 families
- 649 individuals

Franklin County CSA #'s served by age range



BOSTON CHILDREN'S HOSPITAL CSA

Number served:

- 150 families
- 556 individuals
 - 241 adults
 - 315 youth
 - 2 seniors
- 59% Hispanic, 31% White, 5% Black, 4% Other, 1% American Indian



Members of this CSA partnership with Boston Children's Hospital Accountable Care Organization received doorstep delivery of produce, local proteins, cookware, and monthly Blue Apron-style kits with access to online cooking workshops with the Just Roots team

77% of members reported increasing fruit & vegetable consumption by at least ½ cup per day since joining a CSA

77% also reported trying a new vegetable they hadn't eaten before

67% reported trying out new recipes

45% reported improved attitude in their households toward eating vegetables

55% reported increased willingness in their households to eat new foods

39% reported feeling more connected to community

41% reported improvement in physical well-being

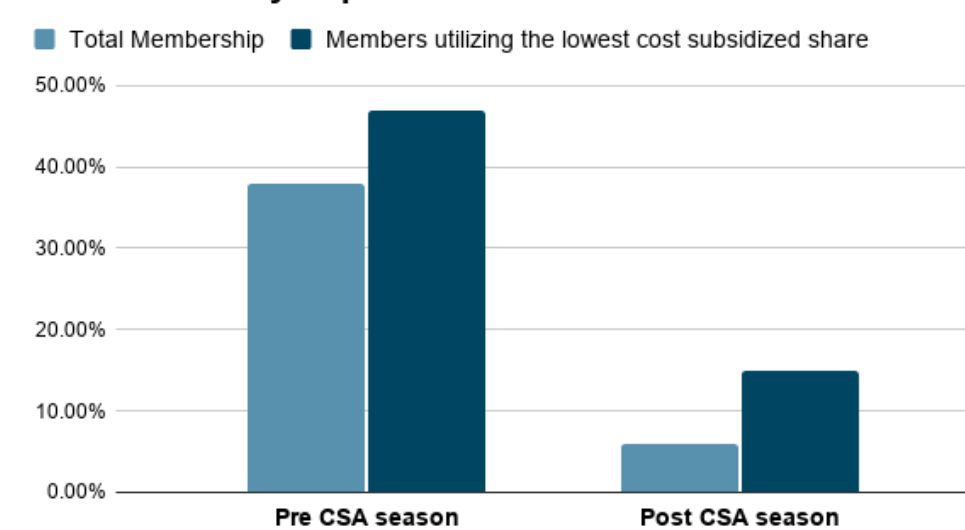
41% reported improvement in mental well-being

83% reported harvesting from the Pick-Your-Own garden, with 77% of those members reporting regular visits to the garden

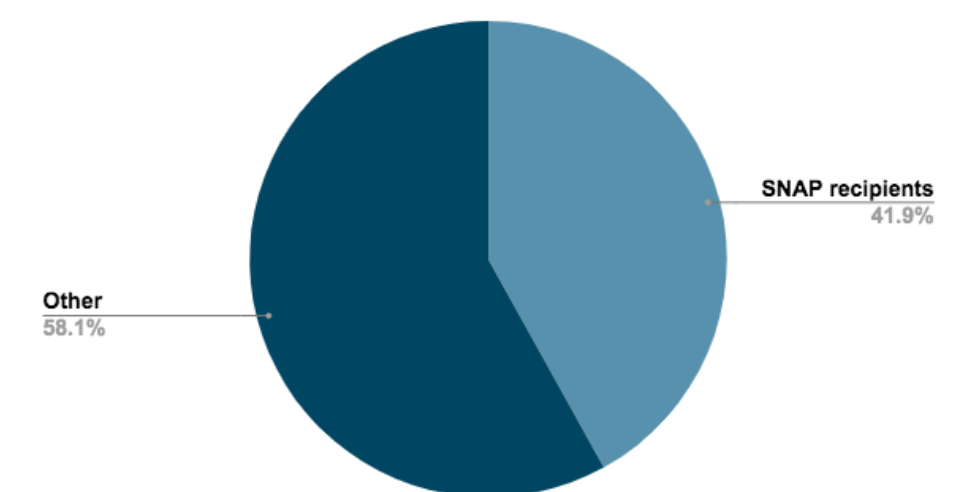


FOOD INSECURITY IN CSA MEMBERS

Food Insecurity Reported in CSA members



SNAP & HIP utilization

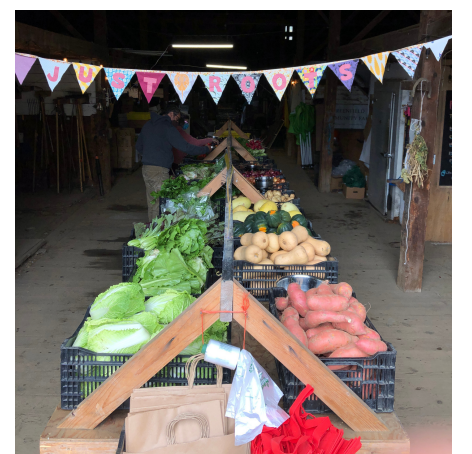


One extremely notable positive piece of data is the dramatic decrease of food insecurity in members' households due to their participation in the CSA. In the overall CSA community, concerns about having enough food to eat dropped from 38% of survey respondents before the CSA began, to 6% during CSA participation. In respondents specifically utilizing our lowest cost Subsidized share, those numbers dropped from 47% to 15%, respectively.

FRANKLIN COUNTY CSA DELIVERY

Number of home deliveries recipients: 23

Survey data showed that delivery recipients who held concerns about having enough food before the CSA dropped from 50% of survey respondents before the CSA began, to 0% during CSA participation.



Is the program increasing your access to healthy food?

Is your family eating more fruits and vegetables because of these deliveries?



"Yes, completely. Vegetables are so expensive at the store. I had to choose between buying pampers or buying vegetables. This has made me and my kids and grandkids very healthy."

"Yes, definitely. It has helped my son have veggies at his fingertips. He is very picky but having a variety of veggies for him to try has been such a blessing! It has helped me too with my health problems. I was put on a strict diet and everything I receive is something I must eat to get better."

"Yes, absolutely. My family is very picky. I wouldn't buy this produce at the store in fear that the family wouldn't eat it, but now that we have it, my family is eating it. This program has let me experiment with veggies I didn't think my family would eat."

TESTIMONIALS

"My family and I really enjoyed coming to the farm each week. My granddaughter loved the chickens and pick your own. Everyone was so helpful and lovely. I cherish the farm and plan to return for many years."

"Love seeing the staff every week at the pick-ups—always helpful, welcoming, friendly and inclusive! One week, Mary sold me on some Brussels sprouts greens that I'd never tried before, and they were divine, I wish I had gotten more! Love how knowledgeable everyone is and how helpful they are when it comes to demystifying unfamiliar produce. They encourage me to branch out from my normal cooking routine, and I appreciate that!"

"We are deeply grateful for the beautiful food, the warm welcome, the connection to the earth, and the positive connections to our community. You measurably improve many lives- including ours. We tell everyone we can how much we love Just Roots!"