

The following marketing themes and trends have been found helpful for groups wishing to promote their CSAs:

- Connecting farmers directly with consumers.
- “Food with a Face” themes.
- Marketing to groups with social consciences, such as churches, environmental groups and civic groups.
- Lower cost per share.
- Marketing to individuals who want organically grown food and who are socially conscious.
- Marketing to individuals who are well educated. Education level was found to be a very significant predictor of membership status, with members generally having a higher level of education.

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... and justice for all

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