The CSA Share Fair is a joyful community celebration bringing together Community Supported Agriculture (CSA) farms with local eaters.

The Portland Area Community Supported Agriculture Coalition (PACSAC) seeks partners to sponsor this annual celebration of community, healthy local food, and sustainable agriculture.
Why CSA?

Community Supported Agriculture is good for farmers, eaters, and our community.

- Makes Portland a better place to live by keeping local farms close to the city and supporting our healthy soil, clean air, and clean water.
- Supports our local farmers with the resources they need to thrive and support our regional economy.
- Helps to create a healthier Portland by connecting families with ultra-fresh, nutritious, local and seasonal food.

Community Supported Agriculture is thriving in Portland!

Oregonians have made it clear: we love our local food and farmers. Oregon ranks 10th in the nation for number of CSA farms. Between 2012 and 2015, the state’s farm-direct sales grew by 20% from $44 to $53 million, and the number of people subscribing to Oregon CSAs continues to rise.

Our past CSA Share Fair events have been met with an outpouring of enthusiasm among farmers and eaters, drawing in up to 1,500 people.
A Record of Success (2015-2018)

**Ingredients**
- CSA Subscriptions
- Produce & Fruit
- Pasture Raised Meat
- Wild Fish
- Garden Starts
- Flowers & Honey
- Eggs

**Impact**
- Average Shares Sold (Per Farm): $2.75
- Average Event Sales (Per Farm): $1,512

**Offerings**

**Activities**
- CSA Farm Matchmaking
- Cookbook Swap Meet
- Cooking Demos
- Stump the Chefs
- Kids’ Activities Galore
- Scavenger Hunt & Raffle
- Delicious Food and Drink

“It would be fabulous to have this event be yearly so we could increase the public’s awareness and understanding of the CSA model.”

ADELANTE MUJERES
Who are CSA Members?

Typical Member Profiles

- Couples or families with 1-2 children living at home
- 30-65 years old; median age is 42
- Combined annual household income of more than $100,000

75 percent

- Heard about CSA from referrals
- Women making the majority of food for their families
- Happy with their CSA membership and will recommend

50 percent

- Grow their own vegetables at home
- Shop at farmer’s markets and natural food stores
- Belong to a credit union
- Listen to public radio
- Donate or volunteer with non-profit organizations

33 percent

- Exercise at a gym or fitness facility
- Commute by bicycle
- Attend yoga classes
New partnerships mean more outreach and attendees.

In the past we have secured attendance of an average of 1,100 people; we are confident that over 1,500 people will attend this year’s Share Fair.

Through past Share Fairs, we are skilled at marketing through earned media (Willamette Weekly, NW Kids Magazine), partner organizations (Umpqua Bank, Friends of Family Farmers), farmer’s markets, through local farm newsletters, social media channels, and word of mouth.

In 2019, we are excited to expand our reach and our partnership with Ecotrust as we hold the Share Fair at the newly renovated The Redd in SE Portland. Ecotrust brings significant resources and expertise to our outreach efforts, and will help bring record attendance to our 2019 fair.

Our reach:

- **60** PACSAC Member Farms (and their thousands of members)
- **8K+** PACSAC & Partner Social Media Followers
Sponsorship Levels

Join us to help make the 2019 CSA Share Fair possible and multiply its impact! Show your alliance with our local farmers for this community-driven event that builds a strong local economy, and a brighter, healthier tomorrow.

Recognition in...

All outreach materials  Yes
Event program          Name
Event signage          Name
Brief presentation     No
Reserved tabling space Yes
Website                Name
Social Media posts     No

Seed  $500
Start $1,000
Flower $2,500
Fruit $5,000
Thank You For Your Support

We are seeking to confirm sponsorship commitments by February 8th, 2019

Holly Hutchason
PACSAC Program Director
info@portlandcsa.org

About PACSAC

The Portland Area CSA Coalition is a network of CSA farms that serves to connect farmers with each other and with eaters in the Portland metro area. PACSAC is a 501(c)3 organization, and is led by an advisory board of CSA farmers and supporters.