



Case Study - Economic Development Council

Defining a Market for Community Supported Agriculture

THE CLIENT

The Chester County Economic Development Council (CCEDC) is a private, non-governmental entity that promotes a competitive edge for new and existing businesses by providing proven financial solutions, cultivating workforce talent, leveraging business partnerships, and fostering entrepreneurial collaboration.

THE PROJECT

The CCEDC engaged Fox MC to develop a marketing plan for regional Community Supported Agriculture (CSA) programs that have farmed for less than 10 years. The team conducted extensive primary and secondary research to determine the target market for CSAs, articulate a unique value proposition, and create a guide to help new CSAs position and market themselves effectively to expand their CSA memberships and reduce member turnover.

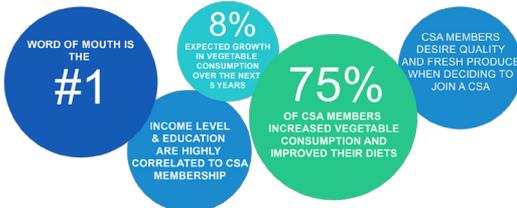
“The Fox students provided a valuable, objective view of our industry, with great insights on how we at CCEDC can enhance our customers’ experiences.

” – Gary Smith,
CEO

KEY FINDINGS & RECOMMENDATIONS

The team’s recommendations and insights included:

- An analysis of trends in produce consumption and purchase, highlighting the growth of vegetable consumption in the US market and the primacy of local food in that growth.
- Guidelines for effectively generating word of mouth via social media. Word of mouth is central as a means of increasing customer satisfaction and driving new CSA member subscriptions.
- Strategies for leveraging customer values of local food, relationship with the farmer and convenience to rebrand existing processes and create new experiences that increase the product value to the customer.



KEY FINDINGS & RECOMMENDATIONS (CONT)

- Metrics and methods for implementing quality control to improve product offerings and reduce member turnover.
- Opportunities for utilizing the CCEDC to gain network benefits through ongoing trainings and coordinated marketing efforts.

RESULTS

The farmers involved in this project immediately began implementing the team's recommendations to focus their digital marketing, improve the customer experience and increase their reach to potential customers. The CCEDC distributed the marketing guide to additional farmers within their network, and will continue to increase their support of regional CSAs in response to the recommendations made in the report.