



**SZÉCHENYI  
EGYETEM**  
UNIVERSITY OF GYŐR



# Benefits of Community Supported Agriculture in rural communities

Nóra Gombkötő, PhD

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# Effects of Community Supported Agriculture

## Macroeconomic level

Society

Environment

## Microeconomic level

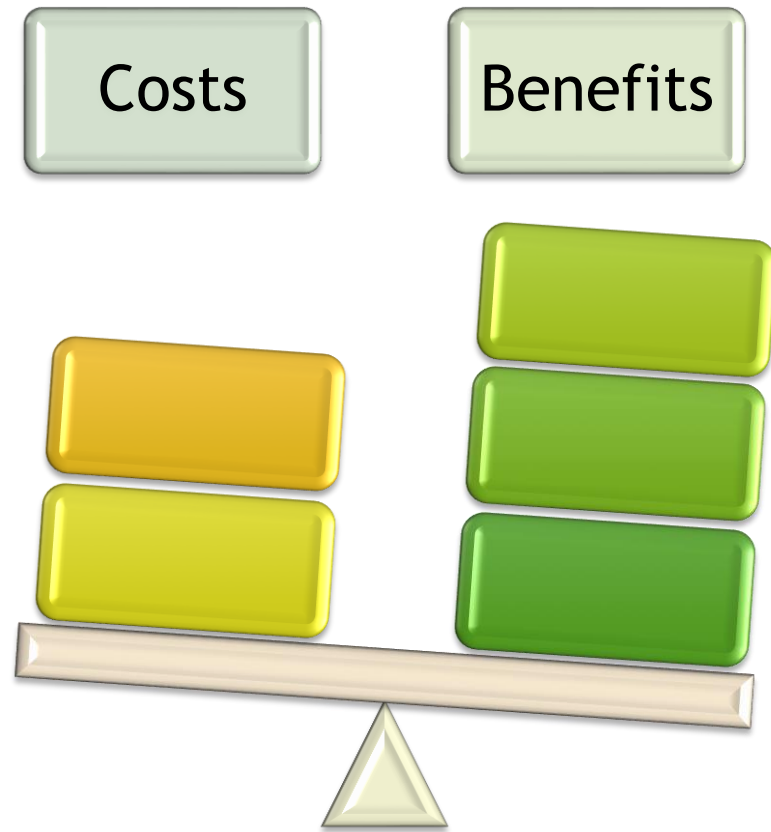
Farmers

Consumers/  
Members

# Farmers



# Costs and benefits of farmers



# Costs

- ▶ Production costs
  - ▶ Increased labour demand
  - ▶ Purchase of special varieties
- ▶ The costs of agricultural activities adapting to the needs of CSA partnership (e.g. initial investment costs for setting up organic farming, drip irrigation, etc.)
- ▶ Costs of direct marketing (e.g. packaging, weekly delivery)
- ▶ There is a need for thorough accounting on the management side.
- ▶ The need to open the farm to visitors and frequent customer relationships can lead to changes in the family's personal lifestyle.

# Benefits

Permanent customer base

Prepayment



Stable and decent income

Stable market

Pricing control

Low production risk

Low market competition

# Benefits

- ▶ Financial and moral support from customers → the farmer can concentrate on production and food processing.
- ▶ There is no need for an intermediary or retailer.
- ▶ A close personal relationship can be established between farmers and consumers, who provide regular feedback and also can manage the farm themselves.
- ▶ Community building among farmers.
- ▶ There is a safety net.

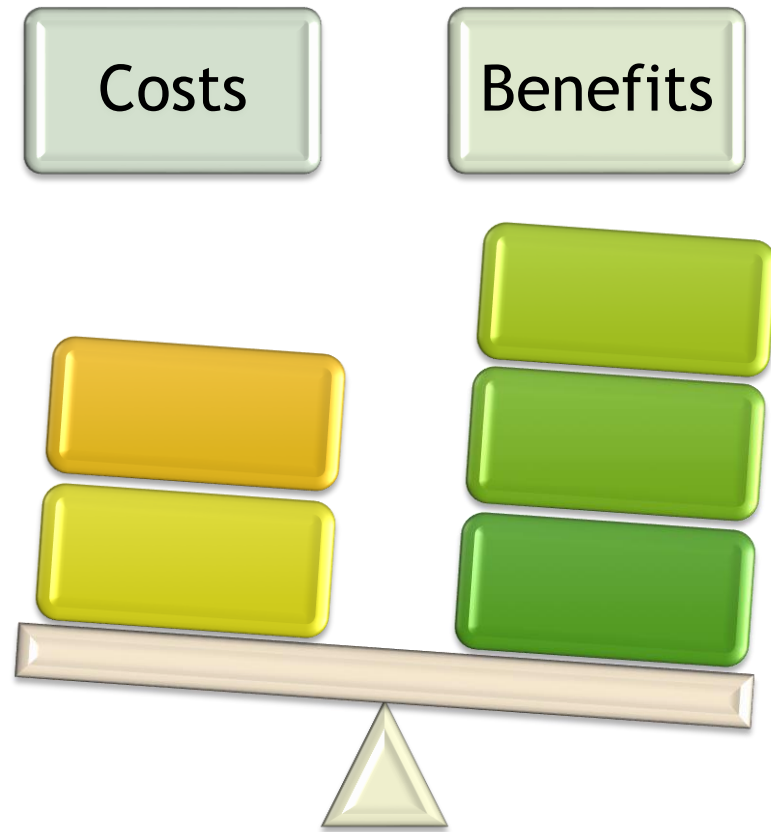


# Consumers





# Costs and benefits of consumers



# Costs

- ▶ Higher prices than in supermarkets.
- ▶ Commitment for the whole season.
- ▶ Risk of investing in crop damage.
- ▶ Abandonment of the wide range of products offered by traditional food distribution channels.
- ▶ Unpredictability of quality and quantity of vegetables.
- ▶ The weekly pick up of the share is inconvenience.
- ▶ The contents of the vegetable box are not chosen by the consumers. (The box may contain unknown varieties of vegetables and can be difficult to store, process and cook.)
- ▶ Consumers' routines are changing dramatically.



# Benefits

- ▶ They can get products with beneficial properties (organic, safe, fresh, healthy, delicious) every week.
- ▶ These products have higher quality than products from supermarket.
- ▶ They can get seasonal and special products.
- ▶ Positive change in consumer behavior (healthier eating habits, varied vegetable consumption, less shopping).
- ▶ They know the farm and the farmer they are buying from.
- ▶ They are members of a community.
- ▶ Addressing the concerns of environmentally conscious customers.
- ▶ They can visit the farm and work there, therefore, they get education, information, and stress relief.
- ▶ Access to organic products at reasonable prices.
- ▶ Direct contact with the farm, the producer and the rural area.





# Society

- ▶ Social integration
- ▶ Building partnerships
- ▶ Building social communities
- ▶ Sharing knowledge
- ▶ Civil renewal and cooperation at community level
- ▶ Support of local identity
- ▶ Personal contact with the place of residence
- ▶ Promotion of rural development
- ▶ Regional development with the support of local farmers.
- ▶ Some CSA partnerships give the poor surplus or take measures aimed at social inclusion.
- ▶ Education role
  - ▶ Education of volunteers
  - ▶ Host of interns
  - ▶ employment of employees
- ▶ Offer new jobs (organic farm, social farm - people with disabilities)
- ▶ The possibility of access to healthy foods
- ▶ Global food security



# Environment

- ▶ Organic or biodynamic farming → environmentally friendly cultivation
- ▶ Local varieties → biodiversity
- ▶ local food production and consumption → shorter food kilometers (reducing the need for energy and the adverse environmental effects of transport)

- ▶ ecological sustainability
- ▶ Maintaining of land
- ▶ Maintaining of farming traditions in the area
- ▶ Maintaining of landscape
- ▶ Reduction of ecological footprint
- ▶ Less food waste
- ▶ Role in spatial planning  
(maintaining green areas near cities)





# Conclusion



THANK YOU FOR YOUR KIND ATTENTION!