

# The future prospect of Community Supported Agriculture farm 'De Nieuwe Ronde': A profile analysis of the potential new consumer.



(© logo, CSA farm 'De Nieuwe Ronde')



Bachelor: Regional Development and Innovation

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Supervision: Hans Glas

In collaboration with CSA farm 'De Nieuwe Ronde' in Wageningen, The Netherlands

Supervision: Pieter Lammerts, Klaas Nijhof & Egbert Lantinga

Final version

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## **Acknowledgements**

This research is officially last project in order to obtain the bachelor of art diploma for the major Regional Development and Innovation taught at the Van Hall-Larenstein University of Applied Science. My personal interest has always led me towards the interaction that urban citizens have with agriculture and how this relates to the growing gap between producer and consumer. With this in mind I was content to find a good thesis organization in De Nieuwe Ronde. It has been an interesting journey with many mental challenges which I have enjoyed from the very first moment I stepped into the beautiful surrounding of De Nieuwe Ronde. This place has something magical and you feel at home the moment you enter. With satisfaction I look back at the months that this thesis has taken me to complete.

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Not to forget, all the participants in this research that have helped me with completing the questionnaire. Your effort is much appreciated. I have been inspired by Community supported Agriculture and will pursue to follow CSA and I am sure this concept will continue to attract a diverse group of people.



## Summary of Research

Since the agricultural sector has changed from conventional to a huge farm industry focus has changed more from quality to quantity with the result that farmers feel more than ever cut in their capabilities to produce healthy, fresh, good quality food. In the 80's pioneer Jan van der Tuin introduced a new concept in the USA that was designed to shorten the growing gap between producer and consumer; *Community Supported Agriculture (CSA)*. This concept of local food system combines aspects of trust, reciprocity, responsibility, and cooperation, together as consumers become 'part' of a farmer-producer cooperation that is based on a 'fair-income for the farmer' principle. In the field of CSA, since the 80's, three types contain three types of known CSA types: *Subscription farming, Shareholder CSA, Self-harvesting CSA*.

CSA farm *De Nieuwe Ronde* (free translated: new round/opportunity) in Wageningen, The Netherlands is a CSA farm that offers self-harvesting farming for their members where members are able to participate through several committees. Members pay a sum of money (subscription) up front that distributes the farmer's financial risk. This cooperation enables members to harvest organic produce which members need to harvest themselves. The labour of cultivating the soil is done by two farmers. De Nieuwe Ronde has been subjected in the last five years to serious aging among its members and together with possible member expansion wants to find out how the profile of potential new consumers looks like. This is essential to improve the relation of demand and supply and with that strengthen the communication towards the market, especially as CSA is an ambiguous concept. This research was carried out using a 6 page questionnaire that respondents on the street, university building, and on student campuses in Wageningen were asked to fill in. Whenever possible, responses were categorized by age groups to compare answers among groups. In total 51 (85%) respondents completed the questionnaire.

The results of the questionnaire indicate that respondents that CSA is a known aspect in the area but respondents are not familiar with CSA farm De Nieuwe Ronde. Furthermore, the respondents are conscious about environmental issues, consider eating healthy important, like to be active in- around nature and have a good idea how (global) sustainability fits in their lives and what it means to society. Respondents of younger age (<35) are more willing to participate in a CSA farm than respondents of older ages (<45). There is evidence that a low membership price does not affect the respondent's decision to self-harvest at a CSA farm. This said, it seems that respondents do wish to eat healthy but

do not wish to put a lot of effort in this. Convenience of the supermarket was given as the main reason, thus respondents choose convenience over price, and organic quality of the fresh produce. Equally, the lack of promotion and “no time” were given as two important reasons not to join a CSA farm. If respondents were a member especially people most likely to have children would like to see small farm animals on a CSA farm. In terms of communication respondents stated to use social media and websites every day for daily communication and, including email, would like to use these tools to receive newflashes, and other useful information if they were a member.

Even though CSA is a known concept around Wageningen, the central idea of what CSA entails is still missing among respondents. De Nieuwe Ronde would take an important step if they were to communicate clearly what people can and should expect when becoming a member. Focus should lie on the benefits that this concept provides over the conventional supermarket. Cooperation should be sought after with groups in social care that can assist the farmer with his workload, leaving more time to interact and focus on the members. To shorten the time during the week Box-reservation schemes could be an option for the members that don't have much time at hand to be in the garden. For communication and promotion De Nieuwe Ronde should look into the use of social media as it offers a platform for direct feedback from member-to-producer in which member groups can be stimulated to participate through events. This can enhance the feeling of trust and reciprocity, two important aspects of CSA.

# Table of contents

- The future prospect of Community Supported Agriculture farm ‘De Nieuwe Ronde’: A profile analysis of the potential new consumer..... 1
- The future prospect of Community Supported Agriculture farm ‘De Nieuwe Ronde’: A profile analysis of the potential new consumer..... 3
- Acknowledgements ..... 4
- Summary of Research..... 6
- Table of contents..... 8
  - List of tables and figures..... 10
- Introduction..... 12
- 1.0 Background..... 12
  - 1.1 CSA in The Netherlands and Western Europe..... 14
- 2.0 Contextual framework..... 16
  - 2.1 How it all began for CSA farm ‘De Nieuwe Ronde’ ..... 16
  - 2.2 Farming system and Fresh Produce ..... 17
  - 2.3 2011 a year of serious expansion ..... 17
  - 2.4 Organizational structure..... 18
  - 2.5 Means of communication..... 19
- 3.0 Conceptual framework..... 20
  - 3.1 The roots of CSA ..... 20
  - 3.2 A Swiss ingredient for the start of an American CSA foundation..... 21
  - 3.3 The Concept CSA, the theory explained:..... 21
  - 3.4 Difficulty with defining CSA ..... 22
  - 3.5 CSA Aspects ..... 23
  - 3.6 Multi aspects of Community Supported Agriculture ..... 24
    - 3.6.1 Subscription farming ..... 25
    - 3.6.2 Shareholder CSA: ..... 25
    - 3.6.3 “Pick Your Own-” or Self-harvesting farm ..... 26
  - 3.7 Social embeddedness and the ever growing distance between Producer-Consumer ..... 27

3.8	Regional connection and interaction leads to Reciprocity.....	28
4.0	Problem definition.....	29
4.1	Research objective .....	29
4.2	Main research question.....	29
4.3	Sub research questions .....	29
5.	Methodology .....	30
5.1	Research design.....	30
5.2	Collection of background information .....	31
5.3	Data collection and research steps taken by the researcher .....	31
5.4	Questionnaire development .....	32
5.5	Respondents .....	33
5.6	Data processing .....	34
5.7	Validation and reliability of the data.....	34
5.8	Research limitations .....	36
6.	Results .....	37
6.1	Introduction.....	37
6.2	Characteristics of the respondents' profile.....	38
6.3	Familiarization with CSA & opinion on CSA related issues.....	40
6.4	CSA & sustainability.....	44
6.5	Participation in CSA .....	45
6.6	Reasons for not joining De Nieuwe Ronde.....	47
6.7	Farm animals .....	49
6.8	Communication and marketing.....	50
7.	Discussion.....	54
7.1	Methodology .....	54
7.2	Sample size .....	54
7.3	Respondents.....	54
7.4	CSA as a theory.....	55
7.5	Familiarization with CSA & opinion on CSA related issues.....	55
7.6	Participation in CSA .....	56

7.7	Reasons for not joining De Nieuwe Ronde.....	57
7.8	Farm animals .....	57
7.9	Communication and marketing.....	58
8.	Conclusion & Recommendations .....	59
8.1	Time and motivation .....	59
8.2	Participation .....	60
8.3	Communication .....	60
9.	References.....	62
10.	Appendices .....	67
	Appendix 1.0 Questionnaire.....	67
	Appendix 2.0 Result tables.....	73

### ***List of tables and figures***

Table 1:	Comparison table of the three contemporary CSA styles present in The Netherlands. ....	27
Table 2:	Age of respondents.....	38
Table 3:	Area of living.....	38
Table 4:	Profession of respondents.....	39
Table 5:	Number of children per household.....	39
Table 6:	To which age category do you belong?.....	40
Table 7:	How important are the following keywords for you?.....	45
Figure 1:	Have you ever heard of a CSA farm before?.....	41
Figure 2:	Have you ever heard of CSA farm 'De Nieuwe Ronde'?.....	43
Figure 3:	<i>Would you harvest vegetables and herbs at CSA farm at a price of € 0, 75 per day per adult?</i> .....	46
Figure 4:	<i>Would you help out with small chores if you would be a member?</i> .....	47
Figure 5:	Do you consider small farm animals to have an added value for a CSA farm?.....	49
Figure 6:	On a weekly base how often do you use the following media?.....	50

Figure 7: Indicate how often they use the following social media on a weekly base?.....51

Figure 8: If you were a member how would you like to receive member information such as harvesting lists?.....52

Figure 9: would you like to join a harvest day?.....53

# Introduction

This thesis aims to provide an analysis into the characteristics of potential new consumers that might be interested in Dutch Community Supported Agriculture (CSA). CSA is an alternative local food system with roots in Japan. One CSA farm, in Wageningen, The Netherlands called 'De Nieuwe Ronde' has a serious issue with aging among its members and therefore it is important to start investigating how new potential consumers can be attracted and what their perception is on CSA and issues that encompass the foundation of CSA.

The first chapter provides an extensive background story of the concept of CSA. This is continued in the second chapter with a more thorough analysis of the Dutch CSA farm 'De Nieuwe Ronde'. This chapter explains the contextual framework in which the research was carried out. Chapter three explains the theories used that create the foundation of ideas for this research including an extensive history. Additionally it emphasizes the different types of CSA. Chapter four shows the problem definition, objective, and main- and sub-research questions. Afterwards chapter five provides the methodology in which the strategy of this research is explained and the steps taken that were necessary, than the results are presented in chapter six. In chapter seven the discussion focuses on the rationale behind the results and possible interpretations are given. In chapter eight the conclusion and recommendations end the research part and is the research analyzed as a whole and gives advice on how to continue with the points of recommendation.

## 1.0 Background

Picture lush green fields on which farmers cultivate their vegetables and hold their animals to feed their families day-in day-out, this picture hasn't changed much from what we know it today. However, this beautiful rosy picture that was described is something that is more suitable for developing countries where agriculture is still seen as a way of living in harmony with the land, where families share values of taking care of nature and social cohesion of communities. And more importantly, pass on these important values to their next of kin. Where once people felt connected with the lands they cultivated, in contemporary times, children have a hard time to distinguish a fruit from a vegetable and even have difficulties with answering an easy question; where does our milk come from? This is the harsh reality of the young generation that has completely lost their sense of feeling with nature (Pretty, 2002; Henderson & Van En, 2007; Salm, 1997).

Agriculture has changed over many centuries and decades from conventional subsistence farming towards a massive bio-industry where pig flats and stables with 800 cows have changed the landscape as we know it today. The increasing human population has forced the agricultural industry to expand in order to supply the food that is demanded. With this massive bio industry unforeseen externalities have occurred, from decreasing rain forests on a national level to an increase in global temperature due to massive emission numbers produced by the agricultural sector and other carbon emitting industries. Furthermore, the corporate world initiated to squeeze out the farmers leaving them exploited, with little profit and with ever decreasing harvest prices it is almost impossible to continue like this (Van der Ploeg, 2002). Research (Bove & Dufour, 2002; Groh & McFadden, 1990; Henderson & Van En, 2007; Pretty, 2002; Salm, 1997) has shown that throughout the last decade prices for agricultural produce have declined dramatically. Large multinational corporations have taken over the power on the market causing an unbalance between what the producer receives and what the consumer pays. Products have become cheaper for Western consumers at the expense of product quality, employee working conditions, and environmental pollution; all, leading to a decrease of living conditions for both nature and humans. When monopolistic structures seem to occur one would expect that governments would step in to act for the sake of its people. Unfortunately, multinationals have been able to take over the staff of power as export and import numbers have become increasingly important for national economies. Suddenly governments decided to open up their borders allowing other countries to set up trade agreements to import food from overseas at even more cheaper prices. Farmers cannot cope with the prices from other countries that work with low paid employees and have fewer regulations to comply with. These developments have led to the point that people started to question whether the conventional food system is a sustainable one. Intellectuals, concerned farmers and communities realized that alternative food systems needed to be more sustainable (Pretty, 2002).

Many scholars have studied the impact that our economies have on the environment and what externalities emanate with our high demand in food production. This has created a change in the mindset of many people and organizations. As a result, organizations such as Greenpeace formed to create a voice of the people against corporate companies exploiting the earth's finite resources. Once national governments became involved a drastic change was expected. However, despite the contribution of the political agenda organizations were still not convinced of the very effects of these political actions.

During the pre-second world war food crises intellectuals introduced their thoughts on how nations could sustain their food production, in a more sustainable method. Traditional concepts such as organic farming were strongly advocated by several pioneers and brought back the attention of the public (Heckman, 2006). Over the past decades the organic movement has gained strong popularity and, especially in western countries, has changed the view that many people had on agriculture and the exploitation of its resources.

In the early 80's groups of individuals started new movements to create awareness regarding the negative effects that the bio industry had, and still has today, on our health. Individuals such as Carlo Petrini (founder of the Slow food movement) created awareness and promoted the importance of local food initiatives, organic food for communities (Petrini, 2001).

Where the Slow food movement was able to deliver the mainstream the contextual story of organic food, a practical fundamental base was still missing. In 1984, another individual from Europe, Jan van der Tuin from Switzerland, created the concept of **Community Shared Agriculture (CSA)**, a concept that has found its roots in the early 70's in Japan (Swanson 2000). Due to a lack of arable land "because of urbanization" (Swanson, 2000) many Japanese municipalities had to improvise on how to deal with the increasing demand from households for fresh produce. In line with the lack of arable farm land a group of motivated people started to notice the power of multinational companies squeezing out local farmers. Additionally to that people in urban areas started to loose their touch with both countryside and producers.

### ***1.1 CSA in The Netherlands and Western Europe.***

Throughout centuries humans have always enjoyed the social aspect of food. History shows a growing tendency wherein people are more curious to find out where their food comes from. In this development we see large supermarkets in The Netherlands responding to this request by consumers requesting for more background information. Community farming has made a leap since the start of the German biodynamics<sup>1</sup> movement in the late 1960's (McFadden, 1990). This movement entailed an action that was based on the moral: biodynamic principles in cooperation with harmony for the environment (Groh, 1991). This interest to grow not for personal gain or profit but from an altruistic

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<sup>1</sup> Rudolf Steiner (founder of Anthroposophy, Waldorf Schooling) presented a series of lectures on his vision of Agriculture (later called Biodynamics) (Groh & McFadden, 1990).

perspective has been practiced over a longer period of time. The idea of organized community farming, as we know it as the contemporary practice, evolved later. Belgium was in 2009 home to two successful operating CSA farms, one located in Gent and the other one in Heverlee (Ntone, 2009).

The Dutch situation was initiated by a woman, called, Jolie Perotti. She had encountered the concept of community supported agriculture in practice in the United States and taken this to The Netherlands. Around 1996 Perotti initiated collaboration with the Dutch farm 'De Oosterwaarde' in Deventer to transform this from a conventional farm towards CSA cooperation. In The Netherlands CSA is usually referred to as 'Pergola farming'; however, CSA is a more general used term among CSA farmers (Nijhof, 2010). Farm 'De Oosterwaarde' has taken the first experimenting steps with the CSA concept in The Netherlands moreover has had a long trial-and-error phase in which it had to overcome many challenging situations. In the following years Perotti would support more farmers in their process to change their farm into a CSA farm. However, after a few years Perotti decided to immigrate to Scandinavia when lack in success had forced her to move elsewhere (Gajadin, 2001). In the following years, after Perotti's decision to leave, the Pergola concept continued under the wings of the LBC (*Lokale Boer Consument verbanden*) organization. During the take-over of the cooperation, LBC changed the Pergola system and widened the concept including adopt-a-cow systems. This organization has found a structured way to emphasize the strengths of the Pergola concept but failed in addition to expand the number of CSA farmers in The Netherlands. The common CSA structure in the Dutch Pergola started with vegetable subscriptions. Farm 'De Nieuwe Ronde' in Wageningen was one of the very first that started with a 'Self-harvesting' concept. This structure allowed members after a pre-paid annual membership fee to harvest their own picked fruits and vegetables under the supervision of a farmer. The number of Pergola farmers in The Netherlands is slowly increasing but still is, not able to compare itself, in terms of community participation and influence, with the CSA farms in the USA.

## 2.0 Contextual framework

### 2.1 *How it all began for CSA farm 'De Nieuwe Ronde'*

The very first foundation of any type of CSA in Wageningen was initiated by vegetable garden “de Kring” in 1994. De kring was a community farm that allowed members to harvest vegetables from the farm for which they only paid a membership fee. This idea to allow members to self-harvest vegetables was a new concept that was brought from the UK to The Netherlands (Otters, 2008). This project however failed very rapidly due to different strategy perceptions among people within the organization (Kloen, 2007). After this moment two former members of ‘De Kring’ stepped up and decided to continue the work of the organization with a new name: “De Nieuwe Ronde” (free translated: ‘The new round/opportunity’).

In 1998 Klaas Nijhof en Wendela Zijlstra started on a small plot of land with just 0,4 hectares on the outskirts of Wageningen, ‘De Eng’ that is to say. In the following years De Nieuwe Ronde expanded to cultivate on 1, 5 hectares of land. De Eng is a stretched area with agricultural parcels, houses and forest positioned on the north-east side of Wageningen. This area of Wageningen has a long history of agriculture. Fossils found in the soil indicate that farmers have tilled the soil far before 1800 at De Eng due to its rich nutritional soil level.

The tendency for success was set when the first “60 households” (accumulates to around 100 individuals) directly joined within the first year of business. After this impressive number of registrations the organization continued to grow steady in the years that passed. De Nieuwe Ronde continued to offer a subscription farming style of harvesting for people living in- and around Wageningen. Currently (2011), there are three different kinds of membership offered:

- Vegetables & herbs: At a cost of € 170, - (pp.) members are able to harvest fresh organic vegetables, berries and herbs every day for one individual.
- Flowers & Herbs: For only € 63, - members are able to pick a bouquet of flowers and herbs once per week.
- Financial contributor: This membership offers a member the possibility to purchase fresh produce with a discount of 40%. This is only when purchased in the garden. Additionally to the 40% discount these members too receive the newsletter ‘Het Groene Blaadje’.

## **2.2 Farming system and Fresh Produce**

The soil of De Nieuwe Ronde lends itself perfectly for cultivating fresh organic vegetables, herbs, flowers and a few fruits (different types of berry). Cultivation and soil preparation is done according to the SKAL<sup>2</sup> requirements. A wide crop rotation system is used to preserve and improve the ecological structure, and this way tries to prevent a high level of crop diseases. The farmer cultivates using a strategy that is in line with the values of the 3 p's<sup>3</sup> (people, planet, profit). This means no fertilizer, no pesticides, simply allowing nature to maintain control over the land where the farmer merely operates as a partner rather than an exploitive actor. The organization emphasizes to promote and stimulate local and 'forgotten' vegetables that are both organic and seasonal. In terms of quantity the aim of the vegetable garden is to provide enough fresh produce for every individual per day in a sustainable production method that is environment friendly. Unfortunately there are moments when not every household can be served. It happens that there are times when vegetables have a low yield. In situations like these, the first-come-first-serves approach is used. Whenever there is a surplus (e.g. zucchinis) the left-overs are either sold to shops or given away to families, or student campuses (Droevendaal)<sup>4</sup> in Wageningen.

## **2.3 2011 a year of serious expansion**

As of February 2011 De Nieuwe Ronde purchased 1,5 hectares of land where former organization *Bakvries*, a box-scheme vegetable garden, was located. In the same way as the primary garden the second one is located on De Eng. De Nieuwe Ronde appointed a young farmer: Pieter Lammerts, to join the organization and to cultivate the second garden. This second garden is situated on the eastern outskirts of Wageningen on 'Het Honingblokpadweg' connecting Wageningen with Renkum. The potential of this new garden explains itself in the way that the members can be offered an even wider variety of products. Moreover, the old waiting list is now redundant and new individuals are able to easily join De Nieuwe Ronde.

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<sup>2</sup> SKAL is the Dutch "inspection and certification body for organic production in The Netherlands".

<sup>3</sup> The 3 p's, aka as *triple bottom line*, is a notion that captures the values of sustainability in corporate social responsibility with financial success. It was first mentioned by Elkington (1998) and is strongly associated with the term '*sustainability*' which was mentioned by the famous Brundtland report from the UN in 1989.

<sup>4</sup> Droevendaal refers to a student complex in Wageningen where students are generally well associated with organic food, vegetarianism and often cultivate small vegetable gardens.

## **2.4 Organizational structure**

De Nieuwe Ronde's constitutional formation is that of an cooperation in which the members have a vote and saying as to what is decided upon by the farmers and the board. Every new person that decides to register automatically becomes a member of the cooperation. Decisions are made in consolidation with the members. Members have the possibility to join the member commission. The commission organizes events and activities such as: The *Strawberry celebration day, the open day, the green café* (Kloen, 2007).

Aside from the commission, a board advises the farmers with strategic planning. The board has several duties that might be: arranging means of promotion, consult farmers, consolidate with government, and establish connections with the Wageningen University and other research institutes, and bookkeeping. Additionally, the board helps out with small tasks such as painting, and creating the newsletter. The newsletter is used as a mean of communication towards the members.

The board writes every five years a strategic 5 year plan. This plan holds strategic steps that are, according to the board and farmers, necessary to maintain a healthy organization for the future. This strategic plan is presented to the members during annual members meeting. This meeting is, however, not well visited by members; according to farmer Pieter Lammerts of De Nieuwe Ronde: "less than 15% of the members visit the member meetings". Equally but not less important is the annual plan. The annual plan contains aspects like the financial budget, membership prices, farmer's income, vegetable lists, possible events etc. Members have the possibility to object against or propose other/different ideas that they find more appropriate. The board is elected by the members of the cooperation and members are thus in the position to volunteer for any position in the board.

As mentioned before the income of the two farmers is determined by the board. This is done in accordance with the two farmers and the members. The salary indication is rather ambiguous but should represent a 'fair' income that can sustain a farmer's family and cover his daily costs. This vision is one of the main elements of what CSA stands for, to provide the farmer a fair income. It is thus really important for CSA's to keep this in mind when setting up a CSA. The membership price is determined by the farmer's income.

## **2.5 Means of communication**

The current organizational structure emphasizes on strong social ties. A form of reciprocity exists wherein members stimulate each other to do small chores (weeding, painting, etc.) to assist the two farmers. In order to enhance communication with the members the cooperation publishes every 4 weeks the newsletter 'Het Groene Blaadjie'. This newsletter contains information concerning the latest status of the crops, a crop list regarding which crops to harvest, recipes, a column, the newsletter contains information regarding the harvest list, events, agenda, recipes and other notifications.

## 3.0 Conceptual framework

This chapter elaborates on the pillars of this research that are necessary to build a foundation to embark on this research. Previous research done by scholars will be reviewed and discussed to come up with new ideas and existing theories that can be useful to guide the researcher with his current work. The conceptual framework introduces new and explored theories on the concept of CSA.

### 3.1 *The roots of CSA*

The first example of a community supportive agriculture practice, in Japan: Teikei.

Many scientific documents have explained the CSA heritage and its roots throughout history. The country Japan plays a critical part in this as this is where the very first bricks of the cooperative system, later referred to as CSA, was built. In Japanese terms these cooperative systems are known as 'Teikei' which "literally translated means partnership or cooperation" (Wilson.EDU) "food with the farmer's face on it" (Lyons, 2003).

The cooperative system had, especially during and after the Second World War a strong influential role in the Japanese agriculture. When food was scarce and great concern over large amounts of pesticide used in agriculture it was clear that something had to change. New alternative food networks (AFN) were introduced (parker, 2005). The Teikei 'movement' was initiated by a group of women who were concerned about the growing amount of products imported from various countries. Upon this concern the group decided to approach local farmers to request if they could grow fresh produce for the group of women. In response the farmers asked the group of women to rally a larger group of people who could support this system (Parker, 2005; Swanson 2000). Japanese farmers, throughout history, have had a strong connection with the region. According to Parker (2005) cooperative systems have been very important for farmers as data shows; "The national representative body boasts 1,010 cooperatives...". Adding to that the contemporary amount of members that is involved in such a CSA in Japan, it's clear to conclude that cooperatives always have been popular among many Japanese households (Swanson, 2000). To reinforce this statement Parker adds to that: "... most of the 3 million farm households in Japan belong to one" (Parker, 2005). This can imply that citizens value a direct farmer-consumer connection as an important factor in their everyday grocery decision making process (Minamida, 1995).

### **3.2 A Swiss ingredient for the start of an American CSA foundation.**

A similar concept was created by Jan van der Tuin in 1984 that led a group of people in Geneva, Switzerland to co found a community supported agriculture project named: 'Topinambur'. This is considered as the first official registered CSA project in Europe. Van der Tuin obtained his inspiration from tourists who had visited similar projects in Chile in the 1970's. In cooperation with Jan van der Tuin, Robyn Van En and a group of motivated people together started in 1984 the Indian Line farm in Massachusetts. The American concept identifies itself with a motion in alternative thinking. The original thought of the Americans behind CSA according Adam (2006, pp. 1-2) was to: "re-establish a sense of connection to the land for urban dwellers and to foster a strong sense of community and cooperation". The project quickly grew in size and in members as they went from 30 members, during the initial phase, to 150 members within four years. Meanwhile, nearby in New Hampshire German Trauger Groh and two American men (Anthony Graham & Lincoln Geiger) initiated the Temple-Wilton Community farm<sup>5</sup>; The start of the CSA era in the USA was born (Adam,2006; Swanson, 2000). In 2007 over 12,549 CSA farms in the USA were registered by the USDA<sup>6</sup> national agriculture census.

### **3.3 The Concept CSA, the theory explained:**

The CSA concept, in its broadest definition, is home to two different types; the first one is "Subscription CSA (farmer-driven) and the second one is Shareholder CSA (consumer driven), both will be more explained in detail. The term CSA has been discussed widely in literature and has been given multiple names that each, in their own way, describe the concept; names as Community supported agriculture or Community shared agriculture are two terms often used (Fieldhouse, 1996) but the most common one is the term 'Community Supported Agriculture'. In literature, authors often use the definition set by the Robyn van En centre (See: history). Robyn van En has been one of the co-founders and this institute is one of the central CSA information points in the USA. The book of Groh and McFadden (1990) who both have been very influential in the initiation of CSA is another resource used by many authors. Having that said, authors seem to agree on several criteria that overlap each other if one is to define CSA (Salm, 1997).

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<sup>5</sup> <http://www.wilson.edu/wilson/asp/content.asp?id=1273>

<sup>6</sup> [http://www.agcensus.usda.gov/Publications/2007/Full\\_Report/Volume\\_1,\\_Chapter\\_2\\_US\\_State\\_Level/st99\\_2\\_044\\_044.pdf](http://www.agcensus.usda.gov/Publications/2007/Full_Report/Volume_1,_Chapter_2_US_State_Level/st99_2_044_044.pdf)

The Robyn van En centre and its university (Wilson College) identify the CSA system as:

*“CSA is a relationship of mutual support and commitment between local farmers and community members who pay the farmer an annual membership fee to cover the production costs of the farm. In turn, members receive a weekly share of the harvest during the local growing season.”* (Van En, 1985)

This definition differs from the one from Groh and McFadden (1990) who define CSA in a more abstract version, much more elaborated. Groh and McFadden refer to CSA as: *“In its starkest terms, Community Supported Agriculture (CSA) is a concept describing a community-based organization of producers and consumers”*. Groh and McFadden do not mention any form of payment system in which the consumer carries any form of risk that the farmer might encounter. However, Groh and McFadden do seem to reflect on the mutual support between farmer and consumer (Groh & McFadden, 1990).

### ***3.4 Difficulty with defining CSA***

The concept of CSA is home to many variations and hence it is difficult to create one universal formula that covers all spectra wherein the terms ‘community’ and ‘agriculture’ meet each other. What comes to mind to people if one thinks of Community supported agriculture is that it’s possible that this definition contains many different systems wherein agriculture and community are intertwined. By definition this concept might include anything from adopt a cow up to farmer-consumer gas schemes. However, the creators of the CSA concept have clearly described CSA including the direct farmer-consumer linkage as defined by Robyn van En in the early 1980’s (van En, 1984). By American standards CSA always involves a plot of land, a farmer and a group of individuals that forms a community who share the risk by paying an annual amount for a food subscription.

### **3.5 CSA Aspects**

CSA: A traditional concept in a new jacket.

When we follow the perception from initiators Van En, Groh & McFadden, and add additional literature from other researchers (Sharp, et al., 2002. Kolodinsky & Pelch, 1997. Fieldhouse, 1996. Adam, 2006. Salm, 1997. Swanson, 2000. Lyons, 2003) we can summarize the concept into steps. In general terms we can see that CSA contains the following elements:

1. Direct linkage Farmer-Consumer.
2. A CSA producer agrees to provide produce to the consumers.
3. Risk sharing- Consumers share the risks and responsibilities of the farmer that is involved in the farming process.
4. Participation of the CSA members is present: Usually consumers can be part of the decision making process.
5. Organic produce, through a diverse cropping system, and a 'fair price' for the farmer are usually considered as important objectives for any CSA cooperation.

1. As was mentioned before (see: history) direct farmer connections with the community were sought by (urban) citizens living in close proximities of farms (Adam, 2006). "Urban dwellers" (Adam, 2006) that felt as they were losing their connection with the rural areas felt that there was a need to re-establish this connection again that was once thriving in its early days. Kolodinsky & Pelch show in their research that this farmer-community connection is one of the main aspects and driving factors behind the concept of Community Supported Agriculture, furthermore, it is considered to be an important criterion for individuals to join a CSA (Kolodinsky & Pelch, 1997).

2 & 3. When farmers become involved in community supported agriculture they engage themselves in a sort of contract between consumers. In this essence the linear connection between producer and consumer is quite similar as with other industries. However, in CSA the consumer actually purchases a part of the risk that the farmer is facing when producing his crops. Furthermore, the consumer is well aware, at the moment the annual subscription fee is paid, that he/she will encounter moments when there is no particular harvest or a very minimal one. This connection provides the farmer with a back-up support system that 'conventional' farmers otherwise would not have.

4. CSA and participation are mutually connected/intertwined with one another. The commitment outspoken by the consumer when he/she enters the membership of the CSA farm is an essential criterion that any farm relies on. Without member participation there cannot Community Supported Agriculture. Members often take up the work of planting, weeding, harvesting, packaging, pest control, logistics , distribution of the produce and other small chores that are in need to be done (Henderson & Van En,2007; Salm, 1997). Members are frequently asked to become involved in the decision making process including; cultivation plan, visit member evenings and meetings, organize festivities all in other to strengthen the 'community' feeling (Adam, 2006).

5. Organic fruits and vegetables are often mentioned when one speak about CSA concept. But as Henderson and Van En mention: "*Organic certification is not a legal necessity for a CSA,..*" we can thus analyze that although the term organic and CSA are often mentioned it is not compulsory for CSA farms to produce organically. Both members and farmer strive for healthy food that is locally produced and in a sustainable way. Van En and Henderson are aware of the fact that the regulations, of the organic certification, do put lots of pressure on CSA farms including strict controlled regulations, high certification costs and "the paperwork" (Henderson & Van En,2007). Together with the conscious mind to cultivate organic or not organic comes "the aspect of biodiversity" (Salm, 1997) or multi-cropping. In order to decrease the risk of crop failure, maintain soil nutrition and basically to offer a varied supply of fresh produce, CSA farms incorporate a diversified crop system that is able to produce seasonal products throughout the year (Lyons, 2003; Groh & McFadden, 1990).

### ***3.6 Multi aspects of Community Supported Agriculture***

Throughout the history of CSA, the concept has developed and altered its fundamental methods (Adam, 2006) and has expanded to meet different needs from a more multi-diverse group of consumers. Literature shows that there is a wide connection between the multi-faceting of CSA and the change of consumers that are linked to CSA. In its most elemental form CSA consists according to Adam out of "two distinct types" (Adam, 2006):

### **3.6.1 Subscription farming** (also known as the “*box-scheme* system”) (Lyons, 2003)

The subscription farming method is a method that resembles a lot the traditional market structure in which a producer and a consumer have an indirect contract but do not support each other's work. In this case the farmer produces and manages the farm as he wants to and decides what will be in the vegetable 'box' per week. The consumers pay an annual subscription fee at the initiation of the season. The consumer will be able to pick up the weekly vegetable box at a set day of the week at several different locations in the city/village. This system allows the farmer to maintain full control over his farm. The consumer, which has limited time, will still be able to receive fresh, organic produce which is effectively distributed at several collection points.

This method, however, does not really give the consumer an incentive to become really involved with the farmer and his/her farm. The consumer will not experience, apart from occasional harvest loss, how the farmer's risks are affecting his business. Financial losses will not be shared between the farmer and consumer leaving the farmer still at the risky side of the end. Furthermore, as in 'box-schemes' consumers sometimes pay per box, the farmer will not be able to estimate the number of boxes he/she will sell “from week to week” (Salm, 1997). According to Adam, “Subscription CSA's now constitute more than 75 percent of all CSAs.”(Adam, 2006). This said, we can thus conclude that subscription farming plays a major role for farmers and communities who are involved or participate in CSA. In the Netherlands this type of CSA has the most members of all types of CSA. According to Van Beuningen (2001) there are 120 subscription farms currently present in The Netherlands offering box-schemes to members on a weekly base.

### **3.6.2 Shareholder CSA:**

Shareholder farming has always been part of the fundamental base originally designed by Van der Tuin and Van En (Henderson, 2007). Within this concept we can see a group of individuals that mutually decide to join forces and resources in order to obtain a piece of land that is suitable for a shareholder farm. Usually a farmer is hired and paid by the pool of financial resources that is collected through the sales of 'shares'. These so called shares are designed in such a way that they give the buyer of these shares a sense of ownership. This can enhance the motivation level and stimulate active membership among the core group (Adam, 2006). When members feel they have an intense connection with the cooperation, and mutual respect is present, active membership is more likely to occur. This active

membership can act as an incentive towards others and can stimulates the interaction among members.

The shareholder system- a new farm income generator?

One interesting feature of the shareholder system is that this system shares the risk the farm financially encounters is distributed among its members. This system, in the current form, is quite unique as it involves individuals of the community. One might wonder how the price of a share is determined; this is indeed an interesting aspect. The share's price is determined with the main goal to offer the farmer 'a fair or living wage' (Cooley & Lass, 1998). This is off course disputable, as to what can be considered a 'fair' price, but this will not be discussed within this report due to time limits. Cooley and Lass have identified the system of validating the prices of shares and have identified the calculation as: "Total cost of production is divided by the number of shares offered to establish the share price."(Cooley & Lass, 1998).

### ***3.6.3 "Pick Your Own-" or Self-harvesting farm***

The 'self-harvesting' concept of community farming in The Netherlands is more or less a new concept that has been introduced by farm 'De Nieuwe Ronde' in Wageningen. Since the late 90's this concept has expanded its roots from a try-out to a fully professional and organized system that has led to small success.

This method of Community supported agriculture enhances the interaction between the farmer and main public. The farmer in this case allows the public access on his farm land to assist him with cultivating crops, in return, the 'members' pay an annual subscription fee that allows them to harvest fresh produce on a daily or weekly bases.

The system is designed in such a way that members are actively stimulated to participate on any on-farm duties and activities, including decision making processes. This model shows many resemblances with shareholder farms as members interact with the garden but do not share as much liability and risk as the shareholder system entails. The main difference is that members usually do not own the farm or own shares, the farmer remains the owner in this situation.

Where shareholder farming emphasizes more on the sales of (organic) vegetable produce with the self-harvesting concept its focus is more concentrated on education, participation, and raising awareness and responsibility towards its members.

**Table 3 Comparison table of the three contemporary CSA styles present in The Netherlands.**

	<b>Self-harvest CSA</b>	<b>Subscription farming</b>	<b>Shareholder CSA</b>
Organizational structure	Farmer has full ownership but members have decision power	Farmer in full control	Members own or share ownership with farmer
Financial input system	Through member shares or membership fees	Through sales of boxes/bags of produce & occasionally includes a member contribution	Members buy 'shares' and become co-owner of the farm.
Participation level	Participate in small chores on the farm (weeding, painting, organizing events)	Members fill the boxes/bags with produce	Members take full responsibility and all tasks that are at hand. Sometimes a farmer is hired for agro-technical knowledge.
System of distribution	Self-harvest or pick-up from farm.	Box schemes at pick up points or delivered at home.	Pick up from farm or from shop.

### ***3.7 Social embeddedness and the ever growing distance between Producer-Consumer***

During the time of the green revolution in the early 1950's yields exploded in numbers as many agri-businesses found new developments to make crops more resistant through herbicides, pesticides, and hybrid crops. This development led to a booming market in which new stakeholders were introduced. The former short direct connection between producer-consumer went through a change where intermediaries such as processors, retailers, wholesalers, importers etc. became part of the chain. According to Henderson & van En (2007) this development has led to the conclusion that the total

percentages of price decline of farm produce “at the farm gate has fallen 60 percent”. This decrease in market price has led to a major decrease in farm numbers. As an example the numbers of farms in France went from “9 million farmers in 1880 became just 1.5 million by the 1990’s (Pretty, 2002). These shocking numbers are not any different for other countries. Throughout the past decades this change in farm size has been stimulated by governments as they were frightened for food scarcity and economic depression. Essentially it all came down to the point that small scale farms were forced to upscale production or go bankrupt.

### ***3.8 Regional connection and interaction leads to Reciprocity***

Farm size plays an important role on the surrounding community it interacts with. Scientists such as Pretty, 2002; van der Ploeg, 2002; Bove & Dufour, 2002; Henderson & van En, 2007; Groh & McFadden, 1990 all advocate the importance of the small scale family farm. In one of his many books Pretty (2002) mentions:

*“The Small farm offered the opportunity for “attachment” to local culture and care for the surrounding land”.*

The function of a farm is not simply to produce a product that is just sold on the market. It offers much more than that. These small scale family farms establish social cohesion among community members. It is often a location for people to gather, celebrate and socially interact with one another. This direct linkage serves as a tool for reciprocity that not only maintains social structures but it also enhances participation and trust. Reciprocity refers in this case to the act of giving something in return for the service or product that someone else has given or done to/for you. As social ties are very close in small rural communities this form of reciprocity is something that many people rely on, especially farmers who have many small chores and seasonal duties on the farm. Trust is an important cornerstone for building social capital in a community town or city (Moerbeek, 2001).

According to Pretty (2002) social relations, community interaction and participation seem to correlate as farm size increases. This shows just how vital the role of small scale farms is within the borders of community towns.

## **4.0 Problem definition**

There is a lack of knowledge concerning the enthusiasm of the new target group (young professionals & PhD students, bachelor & master students (both at Van Hall-Larenstein & Wageningen University), and young families) to the idea from De Nieuwe Ronde to expand the current CSA farm De Nieuwe Ronde in and around Wageningen. Furthermore, De Nieuwe Ronde is aiming to improve the current communication with potential new members. The problem is how such an organization should come about improving the currently used communication channels towards potential new members.

Community Based Agriculture in Wageningen has taken up a firm position in and around the town of Wageningen and with success. After 13 years of business De Nieuwe Ronde seeks new opportunities and possibilities to expand its current facility and offered activities. For expansion purposes it is necessary to know what the ideas and wishes of these potential target groups are.

### **4.1 Research objective**

Provide information through a market analysis in which the new determined potential target groups in the Wageningen CSA market are interviewed.

### **4.2 Main research question**

What is the view of young professionals, students, and young families living in Wageningen on urban agriculture and through which communication channels are they approached best?

### **4.3 Sub research questions**

1. How can we identify the target group of De Nieuwe Ronde?
2. What are current bottlenecks that withhold students, young professionals, and young families from joining De Nieuwe Ronde?
3. What communication channels do they consider important?
4. On which aspects is it possible for De Nieuwe Ronde to improve its marketing communication towards potential new members?
5. Is the target group reluctant to the idea to have production animals in the second garden?
6. How does this target group see their participation in a CSA project?

## **5. Methodology**

The research consists of two parts that are designed in such a way that they each complement and support each other's information. The first part of the report introduces the reader into the general idea behind the concept CSA. The final part contains a combination of qualitative- and quantitative data conducted through the use of questionnaires. This information should give an overview of the ideas and wishes of the future CSA market and next generation members.

### ***5.1 Research design***

This research includes both quantitative and qualitative data that is used to obtain information for this marketing type of research. The qualitative method type was chosen as it enables the researcher to obtain in depth information and specific details on rather complex issues that would otherwise be too complicated to obtain through quantitative research strategies. The main essence for the researcher is, during the interviews or questionnaires, to refrain from being biased. In general this is not completely possible but there are certain ways to limit the interviewer bias.

Statistical data is better obtained through questionnaires than semi-structured interviews by using closed questions that allow categorization. In addition, the questionnaire allows the interviewer to extract specific information that would otherwise be too difficult to ask or make the respondent feel uncomfortable.

An important aspect of the questionnaire is the way that the structure of the questions was presented to the respondents. As interviews allow easier settings for open questions this would not provide data that was necessary, a more statistical research was demanded, thus a compromise was sought after. The questionnaire contains both open and closed questions for the respondent to answer. The open questions allow respondents to give detailed information that the researcher otherwise would have not received if closed questions were asked. Closed questions are better to be used when a researcher is to compare statistical data among several groups of respondents.

In order to obtain qualitative and quantitative information to construct more in-depth overview of information on potential consumers, interviews were scheduled with the farmers of De Nieuwe Ronde; Klaas Nijhof, Pieter Lammerts, and Egbert Lantinga who is the chairman of the board.

This Interview was done according to the Semi-structured interview method, a tool that is often used within the policy of interviewers of the FAO<sup>7</sup>.

## **5.2 Collection of background information**

Prior to conducting the research, background information was gathered on the pros and cons of certain research methods. After several meetings and informal interviews with the commissioners (farmers & board of De Nieuwe Ronde) it became clear that the information required (market overview) tended to be more of a quantitative approach. This has led to analysing research methods that are suitable for obtaining quantitative data. Furthermore, as the respondents did not know much/to nothing about the actual organization and its practices it was necessary to go for questions that introduces the CSA & De Nieuwe Ronde concept. In order to build the conceptual framework it was necessary to browse through many digital articles, books in the library, observing different CSA farms (e.g. De Nieuwe Ronde in Wageningen and 'De Ommuurde Tuin' in Renkum) and see organic local shops and market stands.

## **5.3 Data collection and research steps taken by the researcher**

To obtain a high number of respondents numerous strategies were devised. Primarily online questionnaires have a high reach to many various groups of people. Unfortunately, as the commissioners required market data that desirably was obtained through non-members digital questionnaires were too difficult. Around 60 (more if time allows) questionnaires will be filled in through online and paper questionnaires distributed to the potential target group of De Nieuwe Ronde.

The town of Wageningen, home to CSA farm 'De Nieuwe Ronde' was the location used to collect data over a period of around 2 weeks. Especially busy areas such as the market square on Wednesday morning and Saturday were filled with people. To obtain respondents with fairly younger ages the Wageningen University building 'Forum' was a good place to ask students and staff members.

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<sup>7</sup> FAO: stands for the *Food and Agriculture Organization* of the United Nations which is an international agency whose aim it is to fight world hunger.

This period of data gathering started mid-July until the end of July. Of the 60 questionnaires, 51(85%) respondents completed the 5-page questionnaire. All the respondents that were asked to fill in the questionnaire were asked in the town of Wageningen. Though not all respondents actually live in Wageningen they do work, study (ied), or have other business with the town Wageningen, thus interesting potential respondents for the questionnaire.

The respondents were kindly asked if they happen to have 5 to 10 minutes of their time and if they are willing to participate with a thesis research project. When respondents said that they were willing to participate with the research the interviewer explained the purpose, goal, research question and the actual functioning of the 'De Nieuwe Ronde'. Additionally, the respondents were explained that that their personnel details would not be saved in a database nor distributed to third parties and only will be used for this research. To ensure the privacy of the respondents the researcher gave the questionnaires a specific number with the intention of sorting questionnaires by number rather than by personal details.

To show participants the commitment of the researcher a short verbal and written introduction was given with the particular name of the researcher. Furthermore, to stimulate participation respondents were explained they could win a voucher of € 10,-. In order to increase the success rate the questionnaires were conducted in Dutch as well for the ease of the interviewees.

#### ***5.4 Questionnaire development***

The Questionnaire (see Appendix 1.0) was structured into several sections each focusing on specific aspects of urban agriculture but all emphasizing the respondent's characteristics. In order to construct a questionnaire that manage to answer the complex research questions but is suitable for an audience, that is not much familiar with De Nieuwe Ronde, it was best to use more general questions. This is done to introduce the reader into the domain of CSA and urban agriculture. The researcher consulted literature such as Baarda & Kolmijn's (2007) 'Basisboek enquêteren' to acquire knowledge on how to create questionnaires and how the interviewer must act. This book has been used to construct the main model for the questionnaires. After 3 weeks of continuous revising and discussion with the farmers, chairman of the board, and fellow students the questionnaire was tested among students and staff members in Wageningen University campus building.

The questionnaire has been divided into six different parts and aims to describe the profile of the target group in terms of:

- 1 What is the respondent's view on given issues such as: environmental education, regional connection, the local environment, local products & local shops?
- 2 Is the respondent familiar with the concept of CSA and did they ever come across such a type here in Wageningen?
- 3 How do the respondents' consumption profile of (organic) vegetables look like and where do they purchase (organic) fresh produce?
- 4 Membership: Are the respondents connected with someone that is a member or would they consider becoming a member given a set of statements?
- 5 Do the respondents visit other types of CSA and what have they witnessed there?
- 6 What communication tools do the respondents use and to which extent?

Considering times restraints, this report only covers the questions one, two, four, and six.

### **5.5 Respondents**

This study focused especially on the target group that was described by the farmers during one of the informal meetings. The research paid extra focus on respondents that either: have young children, are students or young professionals

All respondents that filled in the questionnaire were asked in Wageningen. This was done in order to assure that the respondent had any relation with Wageningen, may it be work, study, friends or family business. Respondents were selected by the researcher based on visual appearance in age and if they had any children with them. There was no judgement made based upon ethnicity or race. The respondents all acted on voluntary base and did not receive any money or compensation for that matter. Participation of the respondents was merely by filling in the questionnaires and not through any other means.

- Young families

The term '*young families*' is a rather ambiguous subject that is hard to define. For the ease of the research young families include parents of children that go to elementary- and high school. Young families are likely to be found in the following places: shopping streets, Wageningen Market, in and around children playgrounds in Wageningen.

According to the CBS report: '*Gemeente op maat*' 28% of all children, living in Wageningen, in the age between 0-15 lives in the neighbourhood '*Uitbreidings-plan Noordwest*'. The neighbourhoods 'Nude' and 'verspreide huizen uiterwaarden' both inhabits 16% of that age group. Thus these three neighbourhoods were the most reliable places to find young families, statistically looking.

- Students & Young Professionals/recent graduates

Wageningen is a university town and has many student complexes where students live. For this research it was not important to which student category they belong whether they are Bachelor, Master- or PHD Students. Some of these complexes are: Droevendaalsesteeg, Haarweg, Bornsesteeg, Dijkgraaf, Hoevestein. Furthermore, the University buildings are locations where students and young professionals spend most of their time studying and/or socializing.

### ***5.6 Data processing***

The questionnaire outcomes were processed with software program Excel, and Statistical Package for Social Sciences (SPSS). To be able to analyze the quantitative data and construct useful crosstabs for comparing variable the SPSS program was very useful. Due to the small amount of respondents and lack of advice in statistical methods available no possible significant relations were measured or tested. The number of respondents (51) together with different age categories would make such a test less reliable and therefore this research functions more as a guideline of advice or trigger of interest rather than a statistical test to validate the given responses.

### ***5.7 Validation and reliability of the data***

In terms of validation the researcher realizes that especially for the questionnaires the respondents are in the position to give answers that are socially or culturally desired. When looking at the main purpose of this research it is to describe the profile of potential new members living in- and around Wageningen. The questionnaire can only cover a small part of someone's total picture of personal traits and characteristics. There were many, for the respondent, ambiguous keywords mentioned in the questionnaire that may have confused the respondent and have led to a different answer.

Moreover, the low number of respondents for each age category makes it (statistically) less valid to compare the age categories with each other. Moreover, due to the lack of respondents and the very

short time period in which the data could be collected it was necessary to expand the sample size and include respondents that are over the age of 45. Even though the number is still relatively small they do however influence the data. If discussed one could opt for saying that people with the age of 40 and above are also in the position to have young children, even though the chance is less likely. They too might as well join De Nieuwe Ronde for a long time.

In this research the subject, the students, should be analysed whether the ones that were asked to fill in the questionnaire do make a good representation of all students living in Wageningen. Are they really reliable for a research that wants to include all sort of students that live in Wageningen? For the questionnaire a part of all the students asked to fill in the questionnaire live in Droevendaal, which is a student complex in which students are affiliated with 'green' ideas such as: environmental awareness, organic food, sustainability etc. If they were not included the results might have looked different. Furthermore, the discourse that in general students tend to stay only for a couple of years living in Wageningen, the question arises: whether students are really the right target group for an organisation that relies on long-term memberships? Are they really the correct people for such a research?

The researcher's role shouldn't be omitted from this research. As mentioned before in the methodology, the difficult situation occurred that because respondents were not aware of the CSA concept it had to be explained to them. This makes them very vulnerable to the given perception of the researcher. Even though this was minimized to a limited extent it still influences the perception that people have. The questions, however, were designed in a general way with as few obstructions for the respondent to be confused about, regarding the main topic. Moreover, the researcher stated prior to any questionnaire that his role would be to not interfere with the completing of the questionnaire. The reliability of the study was enhanced by providing every respondent the same type of questions and not excluding any group or type of people.

### **5.8 Research limitations**

There were several limitations to that obstructed this research from obtaining the best result in data as possible. The results of the present study have been generated through the methodology procedure outlined in chapter 3 during the summer of 2011. Even though the summer months (June & July) are both months in which climate is suitable for taking outdoor questionnaires they are also the months that most people take their holidays. This, in relation with the destined target group resulted in the low number of respondents. Additionally to that, the lack of motivation of people that were asked on the market stand in Wageningen caused the researcher to expand the target group. Would there have been more time at hand, more reliable sources of data could be obtained through more questionnaires. Ideally the sample size should have been at least a hundred respondents in order for the researcher to compare the different age groups with each valid number of respondents.

## 6. Results

### 6.1 Introduction

This chapter will display the results that were obtained through the questionnaires that were conducted on the streets of Wageningen. The structure in which the results are presented will follow the similar outline that the questionnaires have. This is done for the ease of the reader. With the outcome of the questionnaires the research analyzes the profiles of the respondents and to describe their understanding of the view they have on urban agriculture, especially in relation to the activities of the 'De Nieuwe Ronde'. The quantitative data is displayed in charts and tables possibly showing relationships between respondents' profile characteristics and the responses given by the respondents. The qualitative data is presented by actual quotes taken from the questionnaires. One should know that these quotes represent merely a simplified view rather than their complete opinion. To do so would be outside the limits of this research.

As each sub-chapter presents the results for some of the most important parts of the questionnaire, the discussion part emphasizes on aspects that are important to mention but could not be included in this research. This way the reader is still explained concerning the underlying thoughts and reasoning behind certain results and how the process towards those results might have affected these same results.

The following sub sections are identified in such a way that they follow the organizational structure that was set in the questionnaire (see: appendix 1.0) :

- Characteristics of the respondents' profile
- Familiarization with CSA & opinion on CSA related issues.
- Participation in CSA
- Communication and marketing

## 6.2 Characteristics of the respondents' profile.

The respondents' profile is an essential part of the analysis that is necessary for the De Nieuwe Ronde to respond to the wishes of this 'new' target group.

Table 2 represent the age of respondents including additional mathematic data. 47 from the 51 respondents filled in their age. In general the average age of all respondents corresponds to 36 years. With 20 years this was the youngest respondent and with 67 the oldest respondent.

	N	Minimum	Maximum	Mean
Age of respondents	47	20	67	36.49 (14.6)*

\*Standard deviation

The respondents profile is divided by 41% male respondents and 59% of the female sex. This makes the female respondents the majority of the respondents. The area of living (table 3) indicates where the respondents say they live around this area of Wageningen. Wageningen is with 56,9 % the number one location. 11 respondents, making up 21,6%, mentioned they actually do not live in Wageningen. The remaining respondents live in other areas around Wageningen with Ede (7,8%) being the third chosen option in the list. While conducting the questionnaires respondents that mentioned living outside Wageningen do work, study (ied) or have a family or friends living in Wageningen. People that filled in the 'other' (see questionnaire) option lived in places such as: "Utrecht", "Velp", "Heelsum", or "Driebergen".

	Frequency	Valid Percent
Wageningen	29	56,9
Bennekom	2	3,9
Rhenen	1	2,0
Renkum	2	3,9
Arnhem	1	2,0
Ede	4	7,8
Doorwerth	1	2,0
Other	11	21,6
Total	51	100,0

Respondents had different reasons why they live in Wageningen. This is supported by table 4 where the questionnaire asked the respondents for their profession. From the 50 respondents 17 (34%) respondents mentioned that they spend their days in Wageningen studying at one of the few educational institutes in Wageningen. The biggest category with 19 responses is the people that work either with- or at the 'Wageningen University and Research Centre' (WUR). The category 'other' included answers such as: 'product developer', "Chemist", "Test consultant", and "Landscape Architect".

	Frequency	Valid Percent
Student	17	34,0
Wageningen university staff	19	38,0
Other	14	28,0
Total	50	100,0

Table 5 includes the number of children per household. This question was answered by 51 respondents and shows that the largest group, with 42 (82, 4 %) respondents, do not have any children. The remaining 9 (17, 6 %) respondents either have one, two, three or more than three children.

# of children	Frequency	Valid Percent
0	42	82.4
1	1	2.0
2	3	5.9
3	4	7.8
>3	1	2.0
Total	51	100.0

The questionnaire asked the respondents to fill in to which age category they belong for comparison purpose. The respondents seem to be rather evenly distributed among the different age categories. Respondents in the age category 25-35 is with 31, 4 % the largest group of all respondents. Respondents under 25 are the second biggest group with 27, 5 %.

Age category	Frequency	Valid Percent
<25	14	27,5
25-35	16	31,4
36-45	7	13,7
46-55	5	9,8
>55	9	17,6
Total	51	100,0

The respondents' level of education is asked to determine the overall level of education in Wageningen. From the 51 respondents 31 (60, 8 %) stated that they have followed or still follow WO (university) level of education. 16 (31,4%) respondents followed higher education (HBO) and with 4 (7,8%) respondents MBO was the category that least respondents followed.

### **6.3 Familiarization with CSA & opinion on CSA related issues**

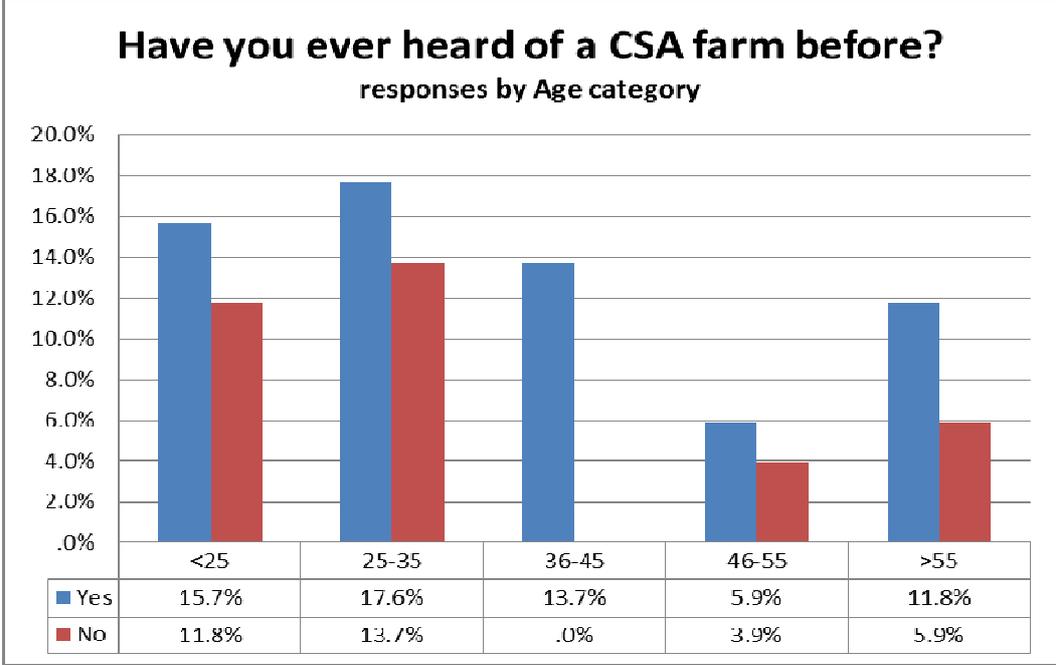
This chapter presents the data that aims to explore how respondents view important aspects that are present in contemporary society; these contain aspects that are connected with urban agriculture and especially with CSA farm 'De Nieuwe Ronde'. This will help De Nieuwe Ronde to understand how people in and around Wageningen have their own perception of urban agriculture and how these conceptual ideas influence their decision making in everyday life. As CSA is still a relative new concept in The Netherlands for the main public the questionnaire tried to introduce the respondent first into the concept by asking whether he or she has ever heard of this concept.

As De Nieuwe Ronde is aiming to attract people that have a high probability of staying long with De Nieuwe Ronde it was important to compare the responses from different age groups with one another.

Respondents were asked whether they were familiar in any sort of way with the concept of Community Supported Agriculture. Figure 2 shows the result by comparing different age groups with the question as to they have ever heard of a CSA farm before. The respondents were explained that this question could include any type of CSA that they have heard about. Of all 51 respondents 33 (64.7 %) responded knowing or having heard of a CSA farm before, 18 (35, 3 %) respondents did not. From

all respondents that have heard of a CSA farm before the largest group with 17, 6 % was the age category of 25-35. What must be noted here is that the majority of respondents belong to the age groups less than 35 years of age. Respondents that are part of the age category 36-45 simply were with too few numbers, thus explaining why 0% has answered no in this category.

**Figure 1**



The questionnaire asked the respondents if they have ever heard of CSA farm De Nieuwe Ronde. Of the 49 (see: figure 3) responses that were counted 28 (57, 1%) respondents answered not knowing De Nieuwe Ronde. The remaining 21 ( 42, 9%) respondents answered positive to this question.

For clarification purposes the responses were cross linked with age categories to be able to distinguish between different age groups. Furthermore, in case the respondents were familiar with De Nieuwe Ronde they were asked to identify how exactly they became aware of CSA farm De Nieuwe Ronde. Several options were given such as:

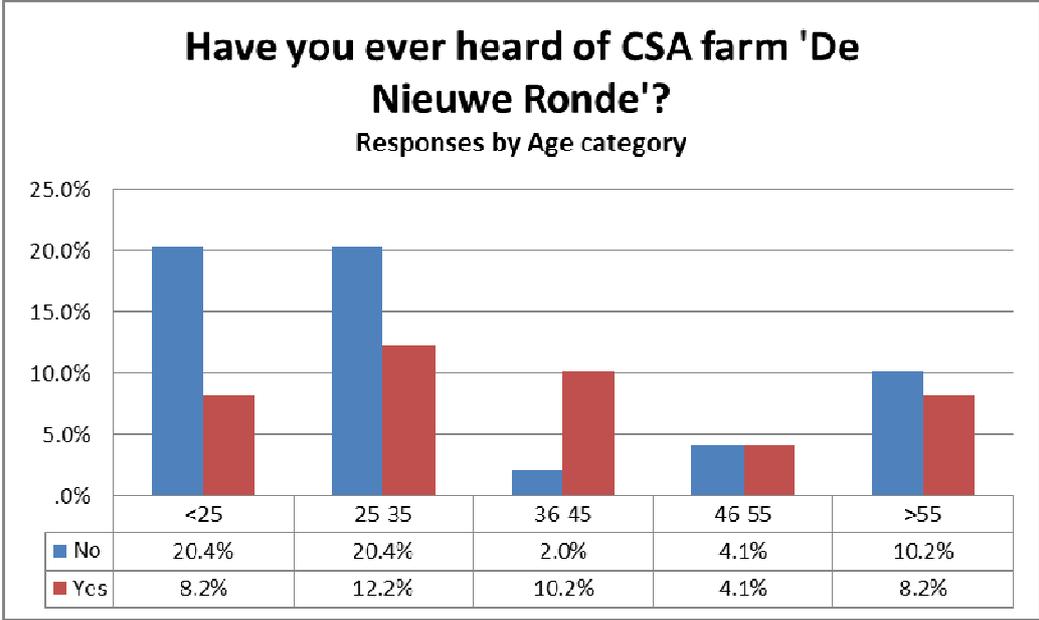
- Through a Person (family, acquaintances, colleagues, and friends)
- Local newspaper, internet, magazine.

An extra option was given to specify through which medium exactly they discovered De Nieuwe Ronde.

- Through the organic fruit & vegetable store
- Flyer of De Nieuwe Ronde
- Through other ways of communication

The several given options were from a multiple choice category thus allowing people to select more than just one option. From all the respondents that responded positive in knowing the De Nieuwe Ronde seven times through family was chosen as the main reason. Acquaintances, friends, and colleagues were each chosen two times making it the option that was least often chosen by respondents. In order to find out which newspaper the respondents have read they were asked to write down the name of the medium. Two respondents mentioned to have read the “*Veluwe Post*” and “*Veluwe krant*” and to have seen an “advertisement or article”. One respondent stated that he/she visited the website “[www.groentekennisnet.nl](http://www.groentekennisnet.nl)” where the respondent found the name of De Nieuwe Ronde. The organic supermarket ‘Buys & Ko’, situated in the centre of Wageningen, was mentioned one time. This is very likely as De Nieuwe Ronde sells their surplus of fresh produce to Buys & Ko and used to have fliers of De Nieuwe Ronde in their shop.

Figure 2



The following three sections were included in the questionnaire in order to understand the respondents’ perspective on different subjects that play an important role in contemporary news. Furthermore, people were asked to write down their opinion regarding general publicly discussed topics such as ‘Sustainability’ and urban agriculture. These are so called ‘open’ questions that invite the respondent to clarify their own vision.

The following summary is just a sample taken from the many different opinions given by many respondents. What is interesting to mention is the fact that so many different respondents at times had completely different views on one similar topic.

As the concept of community supported agriculture is an ambiguous and unknown topic the respondent was asked to express their view as to what they think contains or includes community supported agriculture. 13 respondents answered that in their eyes CSA stands for “collaboration”. The top 5 given responses after “collaboration” are: “organic”, “cultivating vegetables together”, “fresh vegetables”, “community”, and “self-harvest”. These given keywords are more or less in the same line with the cornerstones that are so profoundly rooted in CSA. A few people considered CSA to be a “hippie” “Community” with inconvenient issues that come with self-harvesting such as: “sand in your

*food*” and *“work that’s half done”*. One response that seemed to stick out from the rest is one that sees CSA as some sort of *“communism”*.

#### **6.4 CSA & sustainability**

The next open question is related to what people think of sustainability. This famous notion was introduced by the UN ‘Brundtland report’ in 1989 and has embedded itself into contemporary societal environmental issues. It was assumed by the interviewer that everyone would know about this topic or at least has some sort of opinion about it. Here, again people had a very mixed idea of ‘sustainability’. The following list summarizes the keywords in a concise way: *“respect for the earth”* was mentioned 11 times by respondents. Likewise related to environment and nature respondents mentioned *“preservation of natural resources”, “important”, “future generation”* and *“care for each other”* to be important for them. The majority of the respondents said something that was in the line of: *“Being aware of the impact that we as humans have on the natural environment and that we should try to preserve those natural resources for the next future generation”*. This is very much in line with the Brundtland definition. Interesting quotes to mention were: *“nothing special, just something normal”, “important but not the highest priority”* and *“Wageningen fashion word”*.

To add to the analysis of the respondents’ profile, the respondents were asked to rate 9 various subjects from ‘very unimportant up to ‘very important’. Table 7 shows that more than half (58, 8%, when added up) of the respondents consider the ‘purchase of regional products’ to be important for them. This pattern is similar for the next given subject; ‘connection with the region’. ‘Education of environmental awareness’ is considered to be extremely important as 90, 2% (Respectively: 54, 9% & 53, 3%) either chose this as important or very important. In the overview it appears that respondents consider in most cases the given subjects to have significance in their eyes.

<b>Table 7 How important are the following keywords for you?</b>					
	<b>Very unimportant</b>	<b>Unimportant</b>	<b>Neither important/unimportant</b>	<b>Important</b>	<b>Very important</b>
purchase of regional products	3,9	9,8	27,5	45,1	13,7
Connection with the region	2,0	11,8	31,4	45,1	9,8
Education of environmental awareness	0	0	9,8	54,9	35,3
Meeting new people	0	5,9	37,3	39,2	17,6
Being active in-around nature	0	0	21,6	58,8	19,6
Education in-around Nature	0	7,8	27,5	56,9	7,8
Participate in social activities	0	0	23,5	60,8	15,7
Eating healthy	0	0	3,9	49,0	47,1
Recycling of leftovers	2,0	5,9	19,6	47,1	25,5

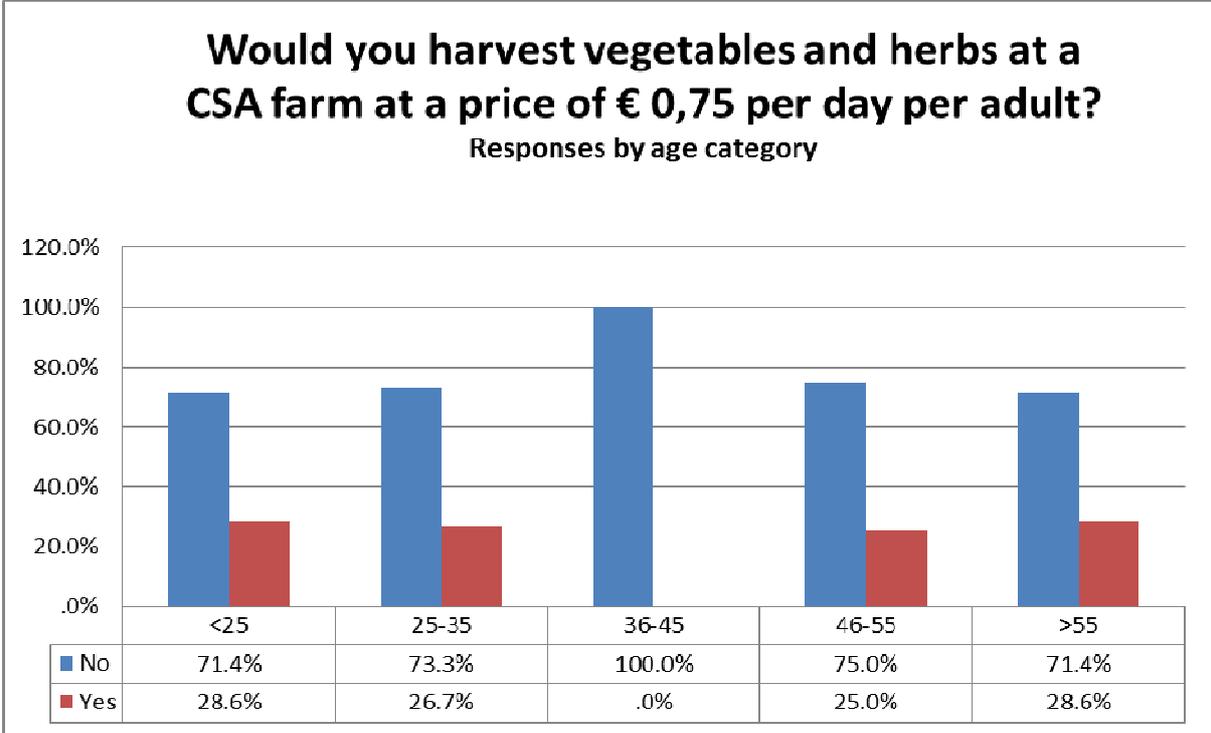
### **6.5 Participation in CSA**

To explore how different age categories can become more involved with CSA, after the respondents' analysis the questionnaire continues with CSA questions. The questions are more of a hypothetical nature and tries to test the respondents capability to imagine a setting (active member participation, shared responsibility) that is common at a CSA farm.

Respondents were asked to provide information to the question: *Would you harvest vegetables and herbs at CSA farm at a price of € 0, 75 per day per adult?* As mentioned before, this question has no solid foundation for many respondents that are not familiar with the concept or have visited a CSA farm before. However, the question is constructed in such a way that it gives the respondent a clearer vision of blurry concept, hence the '€ 0, 75', 'harvesting vegetables and herbs', 'at a CSA farm', 'per adult per day'. This sentence includes many keywords that are descriptive for CSA farm De Nieuwe Ronde. Figure 4 shows the results of this question for each age category. Every age category is compared only with its own category and not with others. 43 (84, 3%) from the 51 completed questionnaires answered this question. The data shows that 32 (72,7 %) responded not to become a member and 12 ( 27,3 %) respondent were interested to pay € 0,75 and harvest their own vegetables. From all respondents below 25 years of age 71, 4 % said not to be willing to harvest at a CSA farm. A similar pattern can be witnessed with the other age categories. Three respondents could not decide

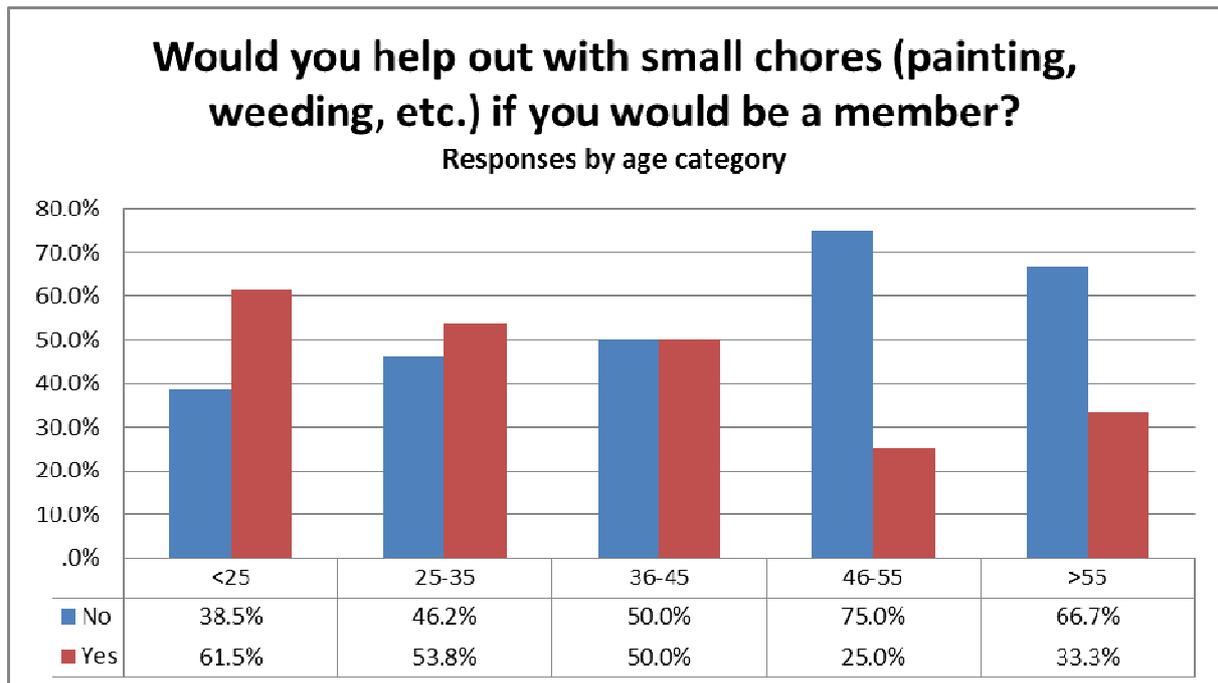
and stated that they “might” consider accepting the offer. One respondent that is interested mentioned that: “It depends where it is. Problem is that we don't have much time for that. But the idea is nice! ”.

Figure 3



Member participation is with many CSA a common issue that they seem to struggle with. De Nieuwe Ronde is in that sense not much different from many other CSA farms and/or CSA projects. Thus the questionnaire covers the logic question: Would you help out with small chores if you would be a member? Similar to the previous question age categories are used for comparing purpose. From all 51 questionnaires 40 respondents (78, 4%) answered this question. Exactly 20 (50%) respondents agreed to participate if they would be a member; consequently 20 (50%) respondents disagreed to participate. When cross checking the responses with the age categories one can observe that respondents that reach the age of 45 they become less willing to participate with small chores. This is confirmed by the percentages given for age category 46-55 (75%) >55 (66, 7%). Respondents under the age of 36 responded in both age category, <25, and 25-35, positive to the question with 61, 5 %, and 53, 8 %, respectively.

Figure 4



### 6.6 Reasons for not joining De Nieuwe Ronde

To complement the previous two questions the questionnaire tries to elaborate more on actual reasons why respondents are currently not a member yet. An open question was set up that allowed the respondent to write down their views and reasons. What follows are a selection from all the responses. As time an important factor in everyone's daily life many respondents answered that they basically "have no time". However, most of people stated to be "unaware of the CSA farm" or have "never heard of it". After categorizing all the responses the following list of reasons, in ranked order, can be compiled:

1. "Unaware of the garden"
2. "No time"
3. "own vegetable garden"
4. "Distance is too big"
5. "No interest/ No motivation"

6. Other reasons (such as: *“unaware with this type of CSA”, “have other priorities”, “I am very attached to non-season related vegetables that I buy in the supermarket”*).
7. *“I am already a member of a vegetable subscription (‘groente abonnement’)”*
8. *“It is too expensive”*
9. *“Unaware of cheap price”*

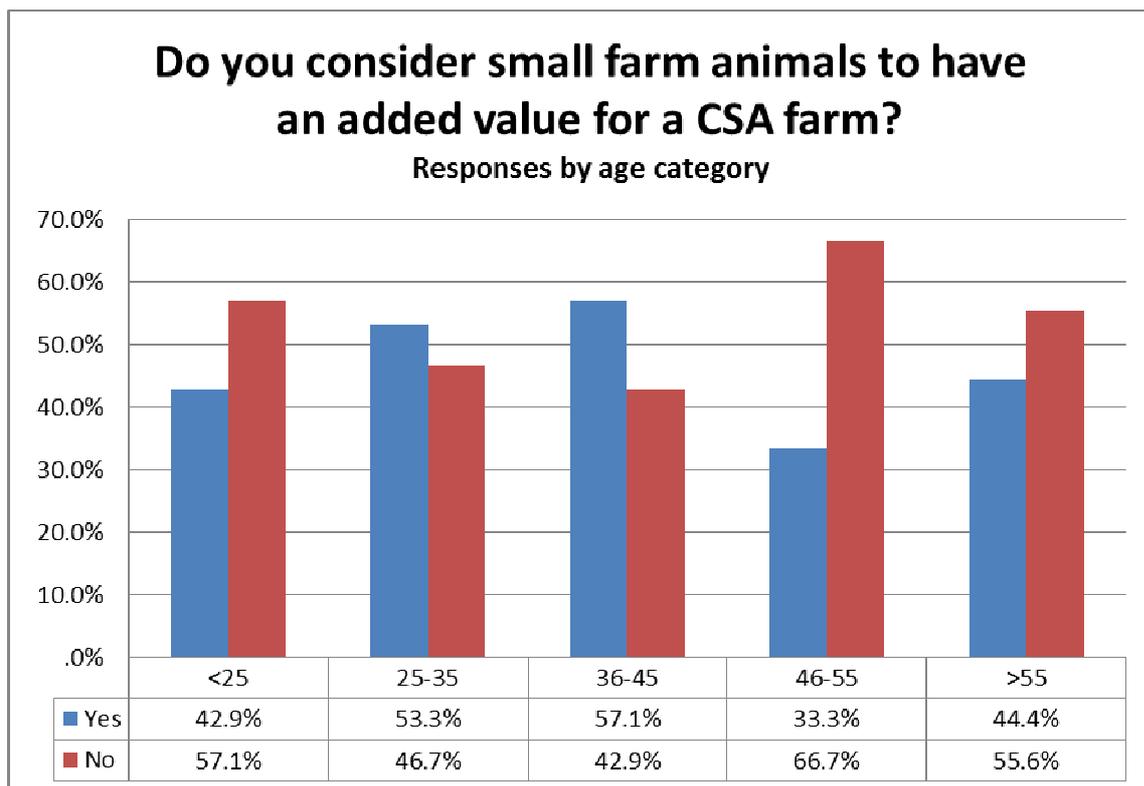
There were several respondents that had a response that was categorized as ‘other’. One respondent said: *“It’s too expensive, if I want organic vegetables I will start my own vegetable garden”*.

Another respondent mentioned to: *“not trust the organic labelling system”* another respondent stated to *“enjoy the privacy of an own garden”*. A few respondents thought that: *“the supermarket is a lot easier and has everything that I need”*. Another respondent was willing to comprise but asked the question: *“does De Nieuwe Ronde produce Jams, Honey, and Wine, compost or bio-gas?”*

## 6.7 Farm animals

De Nieuwe Ronde has discussed whether it would be an idea for the future to have small farm animals (chickens, goats, rabbits, pony's & bees). The respondents were asked if they consider small farm animals to have an added value for a CSA farm. In total, from the 51 respondents 48 (94, 11%) completed the question. From the 48 respondents 25 (52.1%) replied with no whereas 23 (47.9%) said yes. Similar to previous questions, this question was cross checked with different age categories to see if there are significant differences to be found. Each age category represents a value of 100%. This is done as each age category has a different number of respondents, making it thus hard to compare. What can be observed from figure 6 is that for the age category '< 25' 42,9% agrees with the question whereas the age group '25-35', 53,3% agrees. This is likewise for the age category of 36-45. However, when respondents are of an older age they disagree more with the question than their younger co-respondents.

Figure 5

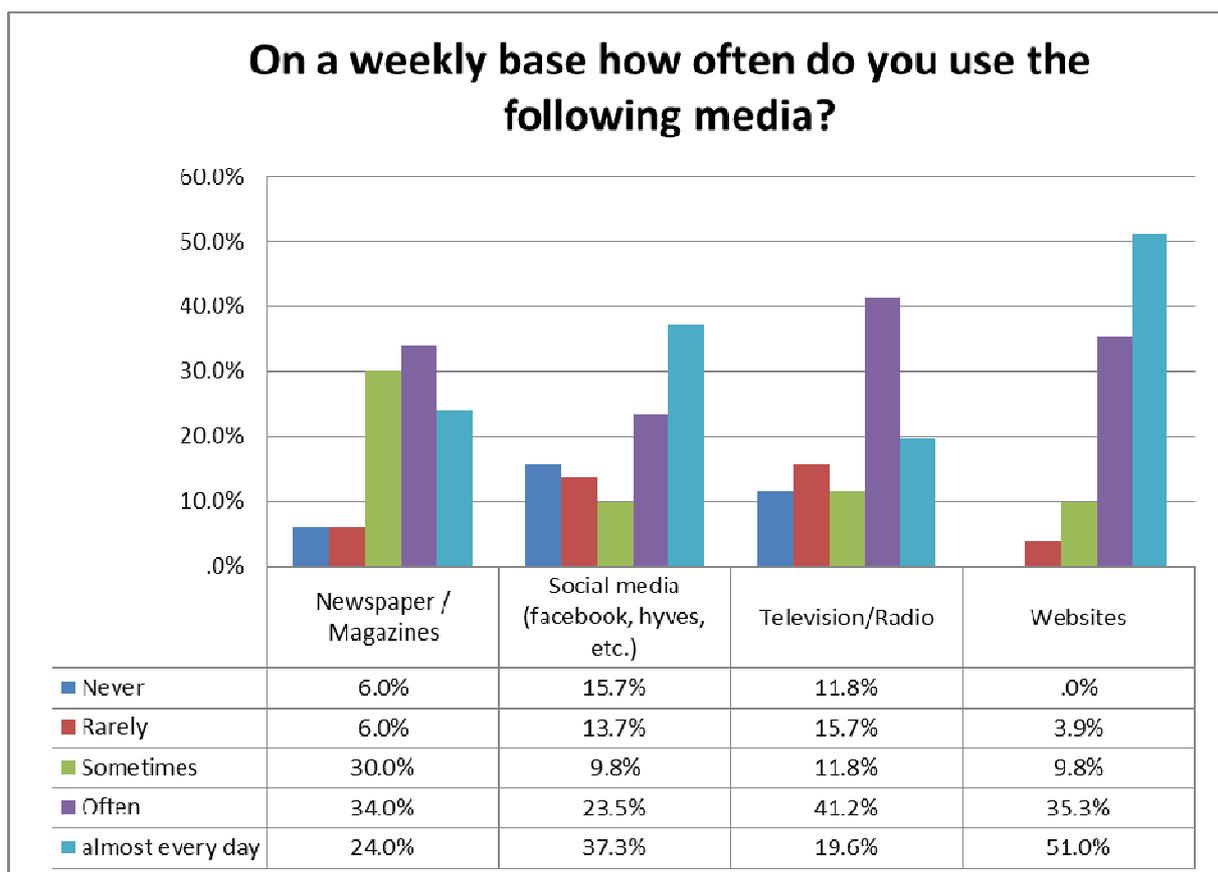


## 6.8 Communication and marketing

There were many questions included in the questionnaire that are related to communication towards the market and potential new members. The reason for this is to analyze the pattern of communication tools potential new members use. Media is divided into two different categories; conventional media such as: newspapers, radio, television and internet websites; and popular social media. In terms of marketing, finding out how often certain media is used provides important knowledge to an organization.

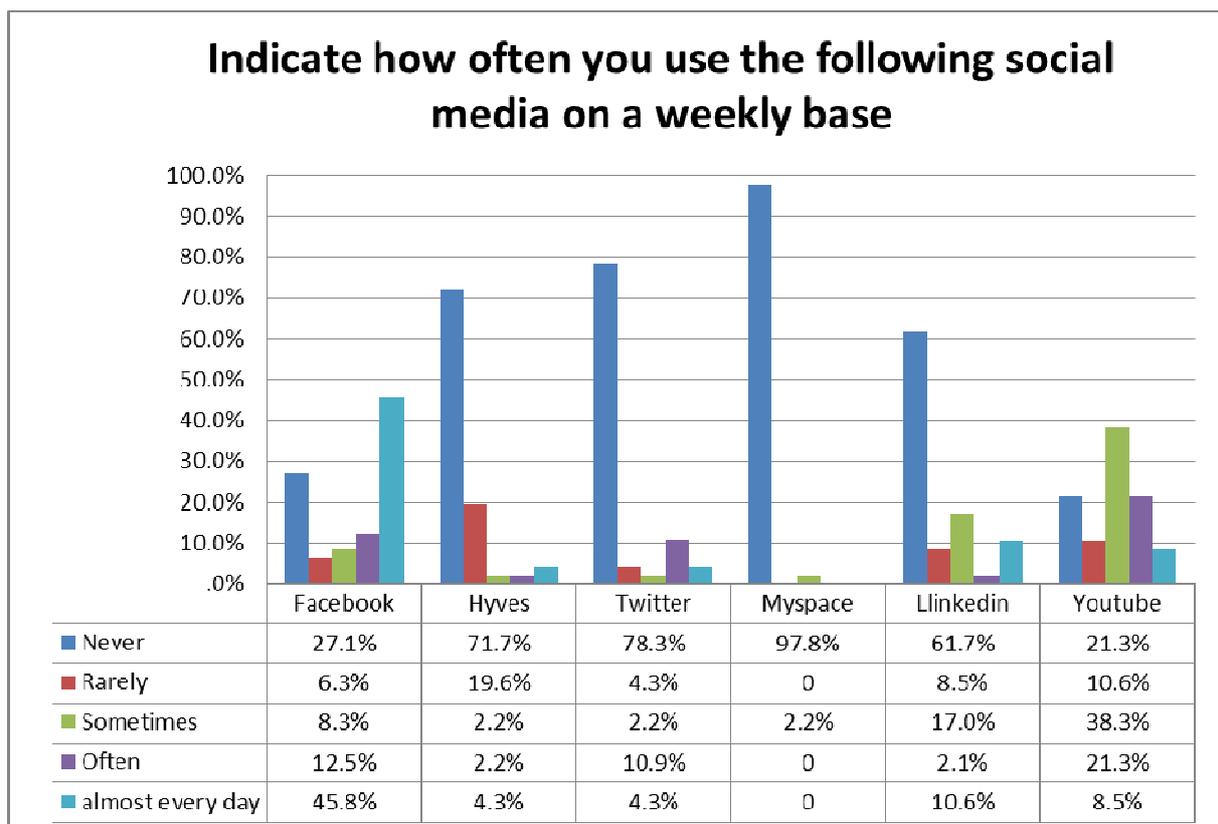
Figure 7 provides information on which media is used and more important how often. The question was answered by all 51 respondents. The data is presented in figure 6. The percentages for each category added up represent 100 %. After a closer inspection one can examine that especially with 37,3 % social media is used 'almost every day' by many respondents. The majority, with 51 %, has responded using 'websites' almost every day.

Figure 6



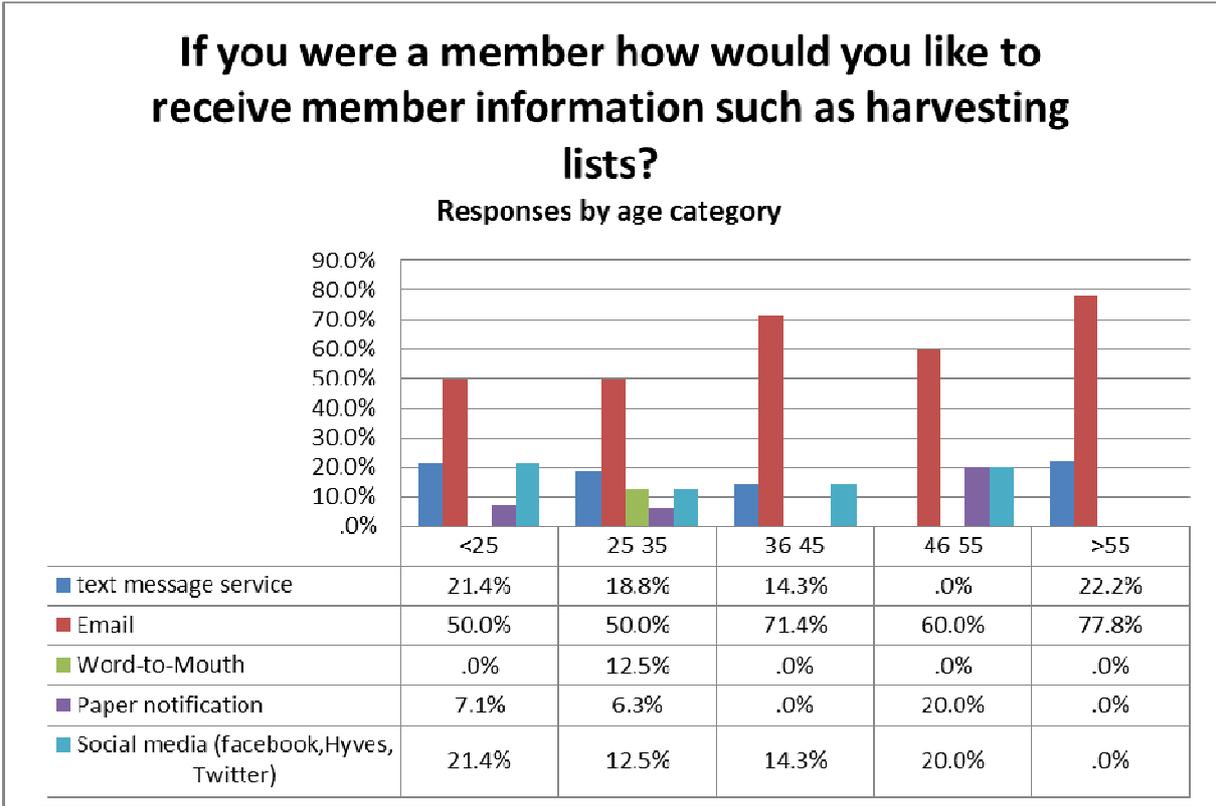
Since a few years social media has been targeted to be a new marketing tool for many businesses. With this in mind it would be interesting to ask the respondents a question related to their use with social media. Respondents were asked to ‘Indicate how often they use the following social media on a weekly base’. The question that was asked illustrates different popular social media tools that are used nowadays in The Netherlands. Some of those are: Facebook, Hyves, Twitter, Myspace, Llinkedin, and YouTube. This question was completed by 48 (94,11%) respondents. When taking a closer look at figure 8 the following results can be presented: Predominantly Hyves, Twitter and definitely Myspace are never used by many respondents with 71,7 % , 78,3 % , 97,8 % respectively. Facebook seems to be a popular social media tool; from the Facebook users 12,5 % said to use Facebook “often” and 45,8 % “very often”. These two values added up, consisting ½ of the people, show to considerably use Facebook. Secondly, respondents pointed out using “YouTube” significantly with 1/3<sup>rd</sup> of its users mentioning to use it “often” or “almost every day”.

Figure 7



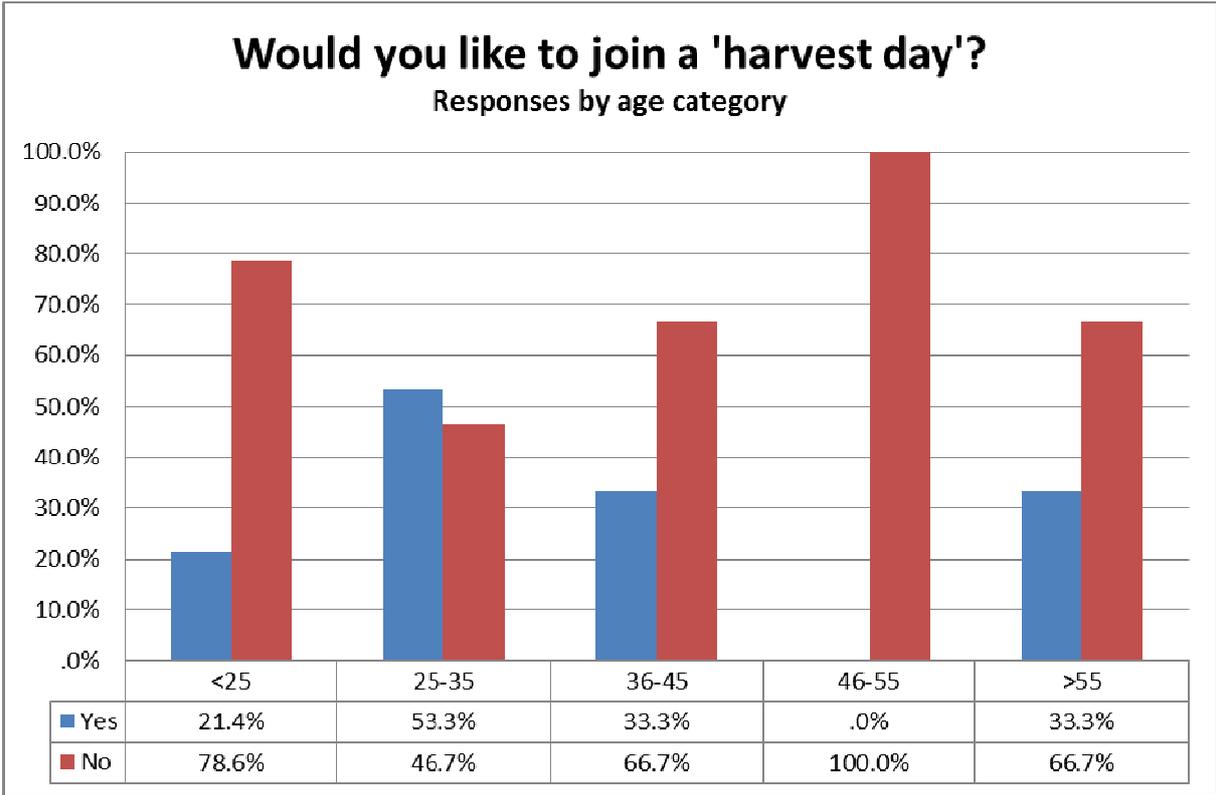
A hypothetical situation was created in the questionnaire by asking the respondents “how they would like receive member information such as harvesting lists”. Within CSA farm De Nieuwe Ronde, members and farmers consider newsletter ‘Het groene blaadje’ to be of great value. For De Nieuwe Ronde this is the direct communication method to distribute information among its members regarding vegetables, recipes, events and other important notifications . Figure 9 compares for each age category the ratio of responses for every communication method. Respondents were able to choose multiple options. Of the 45 (88%) respondents in total 30 respondents chose only one option and 15 respondents chose more than only one option. In the end, all scores were added to get to a total which was than calculated to 100%. All respondents, no matter the age category, chose “email” the most often (>25 (50%), 25-35 (50%), 36-45 (71,4), 46-55 (60%), >55 (77,8%) ) compared to other communication methods. Respondents under the age of 25 chose “Social media” and “text message service”, with both 21,4 %, as their second communication method. With percentages below 20% “word-to-mouth”and “paper notification” were the least chosen options.

Figure 8



With the aim of attracting potential new members De Nieuwe Ronde has the idea to create so called 'harvest days'. These are intentionally organized to allow potential new members to get a taste of some of the benefits a member has. Against a fixed or variable price people are allowed to harvest organic vegetables. So far this is a new concept that hasn't been developed yet. The questionnaire asked the respondents: "would you like to join a harvest day?". For De Nieuwe Ronde it is interesting to know how each age category responds to this new idea. Altogether 48 (94,1%) respondents completed this question of which 33,3 % said "yes" and 66,7 % replied with "no". When these percentages were cross checked with the different age categories the next graph (figure 10) could be presented. Figure 9 illustrates that from all age categories only the majority of the respondents between the age of 25-35 responded with "yes" (53,3 %).

**Figure 9**



## **7. Discussion**

*In this chapter the rationale behind the results will be provided including the interpretation and explanation that has led to the conclusions. Moreover, the materials and methods are analysed that were used in order to collect and process the data. Additionally to that, the discussion provides an area for self-reflection and personal opinion of the researcher.*

### **7.1 Methodology**

In this study, the questionnaire was set out as a tool to obtain quantitative data by asking people on the streets of Wageningen if they were willing to fill it in. The strategy to go for questionnaires entails that it includes many closed boundaries that both the researcher and respondents have to work with. The closed questions created implications for respondents as they are not capable in expressing their answer exactly how they would like to. Something you have with open questions. This has obstructed the process that finds answers on the main- and sub-research questions. In this sense, the concept of CSA was too specific to find really good answers.

The lack of a hypothesis represented an obstacle in obtaining hard data with strong evidence.

### **7.2 Sample size**

It must be mentioned that for the validity of the data it is necessary to increase the sample size significantly. The relatively small sample size (51 respondents) is too small to be able to distinguish different age groups from one another and to obtain significant results after comparing. In order to be able to give a significant analysis among the different age groups a bigger sample size would be necessary.

### **7.3 Respondents**

Respondents on the street of Wageningen seemed to be very reluctant to fill in the questionnaire. When asked to participate, the idea of a questionnaire, even though it was for personal research, must have scared off respondents. This conflicted in obtaining higher number of responses, especially from non-university related people.

The majority of the students that were asked to fill in the questionnaire live in the student complex 'Droevendaal'. This is an alternative student complex where students live and strive to live in a very sustainable fashion. Students living in this complex are usually considered to be more 'green' and aware of environmental issues, and also CSA. Their location of living might have influenced the results

but as an address is not asked for, how many exact numbers of respondents live in Droevendaal is just speculating. Furthermore, most respondents that were asked to complete the questionnaire are either studying or working with the Wageningen University. This implicates that the respondents are a bit more biased towards certain questions related to CSA.

#### **7.4 *CSA as a theory***

Community supported agriculture is as mentioned before a very 'ambiguous' definition that causes confusion for many people. The fact that for the same abbreviation (CSA) different meanings (Community 'shared' agriculture,) are recorded does not support a strong understanding of the concept. The concept itself contains multiple dimensions of community agriculture and makes it hard to see what exactly to include.

The respondents' lack of background knowledge on this topic made it very difficult to include specific CSA related questions. The inclusion of so called 'shallow' or very general questions resulted in the fact that the final data does not provide strong evidence but mere a foundation on which can be continued.

The results contain the following subchapters

- Familiarization with CSA & opinion on CSA related issues.
- Participation in CSA
- Communication and marketing

#### **7.5 *Familiarization with CSA & opinion on CSA related issues***

With the first question "have you ever heard of CSA before?" must be mentioned that it is a very conflicting question for some respondents as it was first necessary for the interviewer to explain in short the concept of CSA. This might have affected the respondents' capacity to come up with an answer that they fully support. The final result seems to be in line with what was expected, especially as there are many local food network initiatives in Wageningen (see: WEP, Buys&Ko, Ecomap) that promote some sort of CSA type. Furthermore, CSAs in and around Wageningen are generally located on popular hiking trails such as De Nieuwe Ronde itself, but also 'De Ommuurde Tuin' in Renkum. Many people have responded to have passed by De Nieuwe Ronde and remembered the sign that is in front of the garden next to the road.

Respondents mostly mentioned that whenever they were thinking of a CSA farm it related in their eyes a lot to an “alternative” “hippy” sort of community. Interesting to see is how respondents interpret questions differently. Additionally, the actual structure of a typical CSA farm is still really unclear for many respondents. The general view analysed from the database show that respondents think that members of a CSA farm have to be involved in every process of the production until selling. Why they share such an idea is unclear and need to be investigated. In many CSA farms, such as De Nieuwe Ronde, it happens that members are stimulated on a voluntary basis to participate but duties are never obligatory at this CSA farm.

### **7.6 Participation in CSA**

As was mentioned in the results earlier, participation is something of a tense issue for many CSAs. This is not much different for other cooperations or organizations in which voluntary work is demanded. For this reasons De Nieuwe Ronde wants to emphasize on the cheap membership price (€ 0,75 p.p.p.d) that it is used as a promotion tool to attract potential new members. When one looks at the results of the question: would you harvest vegetables and herbs at a CSA farm at a price of €0, 75 a day per adult, than we see that the large majority (72, 2%) is not willing to pay €0,72 per day to harvest vegetables. This could be seen as quite remarkable. One would expect that especially with the current economic crisis and rising food prices respondents would be willing to pay such a small amount per day to get vegetables.

Pretty (2002) stated that “*people within the urban fringes lose their touch with agriculture*” this phenomena can be linked to the question if people are willing to get their hands dirty when working at a farm. One of the many important aspects between farmer and member is the willingness to do something for another (see: reciprocity).

It was expected that a large majority would agree to not help out when asked: Would you help out with small chores if you would be a member? It came as a surprise to see that half of the respondents agreed to help out. A possible reason for this high ration could be that respondents tend to give an answer that portrays the respondent in a good light, which is not necessarily represents the truth (Baarda et. Al. 2007). The examples (painting & weeding) given in the question do have an influence on the respondent’s perception of possible chores that are done on a CSA farm. When respondents read these examples they tend to stop imagining own examples and solely think of the given examples.

Perhaps it would've been better to not give any examples at all and just let the respondent imagine possible examples of different tasks.

### **7.7 Reasons for not joining De Nieuwe Ronde**

On average respondents do tend to give expected responses to the question why they would not join a CSA farm. Busy lives, distance and lack of motivation for harvesting all resulted in people disliking the idea to join. Interesting to mention is that a four respondents mentioned that "it is too expensive". Given this statement it is clear that these respondents were not aware of the rational cheap membership, especially when compared to every day (organic) vegetable shopping in conventional large supermarkets. This idea of some respondents being unaware is confirmed by the opinions of other respondents that have said to be "*unaware of the cheap price*". The questionnaire even emphasized the cheap price as it stated that the membership price (per annum) by providing a small calculation (€ 170, - / 240 days =€ 0, 75) for explanation purpose. Furthermore, nine out of 51 responses show that respondents "*have my own vegetable garden*" this is the third most often given answer after "*unaware of the garden*" and "*no time*". It seems to be almost unlikely that respondents harvest as many vegetables from their own garden as they would do if they would be a member of a CSA farm. It is not a big surprise that respondents rather choose for the convenience of the supermarket than the remote farm shops or CSA farms as is confirmed by scholars (Vanoppen, Verbeke & Van Huylenbroeck, 2002).

### **7.8 Farm animals**

De Nieuwe Ronde considers the purchase of 'small' farm animals as a diversification technique that can enrich the current operations. However, as small farm animals require a completely different approach this is not something that is done overnight. For this reason the rational intention behind asking respondents if they consider small farm animals to have an added value is to acquire what the market demand is for this type of farming. When the respondents were asked this question the final result shows an even balance between respondents replying with Yes (47,9 %) and No (52.1 %). The result was as expected. One possible reason for the people that said no could be that as respondents have the idea that they need to perform a lot of work in a CSA they might become overwhelmed with the idea of having to maintain farm animals as well. It might seem all too much for them.

## **7.9 Communication and marketing**

CSA farms in general are known to have discomforts with the idea to open up their CSA farm for mass marketing which comes with consequences, mass up scaling. This is one of the reasons why De Nieuwe Ronde has had a waiting list for several years, also because their production was enough for the members at that time. At the moment with the second garden potential new members need to be approached and with the focus on the future the members need to be approached in an younger stage which increases the probability that a member stays for a longer time. New communications methods have opened up the market and have made it easier to communicate and share things with each other. The questionnaire asked the respondents to indicate on a weekly base how often they used the given media examples (social media, newspapers, TV, etc.). In terms of methodology some respondents found the given answer categories rather vague. Especially the categories 'vaak' (often) and 'regelmatig' (almost every day) (Free translated from Dutch) were confusing for some of the respondents.

With current development in social media it is not surprising to see that social media is used 'often' or 'almost every day' by the respondents. This is the same for internet websites. The more conventional media tools such as radio, TV, and newspapers are less frequently used by the respondents. This follows current developments and research on marketing confirms that promotion is more and more specialized by using internet sources such as weblogs, social media, and internet forums (Evans, 2008).

## 8. Conclusion & Recommendations

Respondents can be analysed as very environmental conscious people that are aware of the CSA concept but still have difficulties in perfectly describing their expectations and what is expected from potential new members when being a member. Respondents tend to be unaware of the garden, have a lack of time, and an own a vegetable garden. These are also given as the main reasons to not join a CSA farm. The respondents are ambitious when it comes to learn about contemporary topics such as environment and nature. Furthermore, they do wish to eat healthy and have a good idea about how sustainability fits in their lives and what it means to us as a society.

### General conclusions

- Respondents between the ages 25-45 are most likely to have young children and these are the same people that agree that animals have an added value for CSA farms.
- Price is not a determinant factor for many respondents
- Many respondents consider email and social media to be an important tool for direct communication if they were a member.

### 8.1 *Time and motivation*

The fact that respondents do not have either the time or motivation to become fully involved in 'getting their hands dirty' might be an issue for De Nieuwe Ronde. It does however give De Nieuwe Ronde the information that allows them to perhaps shorten the time that potential new members, especially during weekdays, need to get their fresh produce. This could be perhaps enhanced through analysing which current steps take up most of the members' time from the moment they enter the garden until departure.

Some small practical ideas, and other general ideas, to tackle this could be to:

- Set up a vegetable reservation system where people, during weekdays, have the possibility to reserve vegetables (against a higher price) which can then be picked up at the farm gate.
- Clear signs or a large map (using different colours) that immediately shows what vegetables can be harvest and where.

- Well maintained paths in between the rows of crops. This allows a speedier harvesting process.
- Offer introduction gardening workshops for new, and existing, members or provide some sort of instruction manual that includes information on: garden tools, harvesting instructions, garden ethics,
- For diversity and long-term strategy, it would be an idea to look into the option of offering eggs, honey cheese. This could be realized through partnerships/collaborations with local entrepreneurs that promote the sales of local products.
- Look into the option to offer student discounts. With such a proportion of students living in Wageningen and especially 'green' minded people in student complex Droevendaal there is much potential for new memberships. Students in Droevendaal tend to stick around for a long time. Furthermore, these students live only 2 minutes away from the garden and thus the distance won't be much a conflicting factor. This was often mentioned in the questionnaire as an important factor for people not to join De Nieuwe Ronde.

## ***8.2 Participation***

In terms of participation, respondents from the older generation (>35) seem to be more willing to become involved in garden activities than the younger ones. This could be well communicated with well-planned volunteer manuals that clearly explain what members can do, how to do that, what they need and with who they can ask for more specific information.

External participation can be sought after by creating linkages with groups of mentally challenged people or any other types of groups that need care. The effect of nature on the mental state has been widely investigated and perhaps some connection can be created between De Nieuwe Ronde and car institutions. These groups could take over lots of small, 'easy' duties such as weeding, plowing etc. that otherwise the farm needs to do.

## ***8.3 Communication***

In relation to CSA farm De Nieuwe Ronde it seems that the CSA farm has not yet managed to raise much awareness of its existence, especially among people of the younger generation (<35). An

effective method for promotion could be the use of social media. Nowadays social media is not only used in circles among teenagers, students, and young professionals but as well people in their 30's, 40's and above use it to stay in contact with family, friends and colleagues. Not only is it a tool that is very often used by people <35 it also is a platform for many companies to promote their products and services. Furthermore, these social media platforms have made it very easy for users to rapidly share information they have found and to react and reflect on this. Having this said, the power with these tools lies in the capacity to communicate with your peer group in an interactive way that involves a direct connection of feedback with the consumer. In practical terms, De Nieuwe Ronde could use social media in their benefit for example to:

- Create social events that nourish and improves social ties between the members: Through Facebook events can be created in an instant and many people can be invited to join such an event. Friends of De Nieuwe Ronde can invite their own friends to join the event; a snowball effect is easily created. A short list of examples could include: campfires, opening and closing of the season, children events, workshops, (e.g. pumpkin) festival with music jam sessions (many student bands around), Puzzle tours through the garden for children (elementary school), BBQ's or 'Potluck' dinners with fresh produce from the garden.

- Use Facebook and twitter to easily distribute harvest list. Many working class people own smartphone nowadays. With one post on Facebook or twitter members can easily see which vegetables they can harvest and on which field. The farmer is in the position to easily update or change the list to their likings.

- Member communication. Members can set up a group on Facebook where they can discuss with each other things that matter. Farmers can use these 'group-sites' to upload photos, videos (perhaps a webcam), statements, ask about expectations, polls, share ideas, plans, and receive feedback on those ideas from their (none) core members. This way there is a fast direct connection that skips frustrating log-in procedures that many conventional websites require from their members to access the member part of the site. Stress the importance of local food production and show for example the prices of nearby supermarkets for comparison. This will confirm one of the reasons why people join the garden, fresh organic produce against a fair (cheap) price.

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## 10. Appendices

### Appendix 1.0



Groentekwekerij De  
Nieuwe Ronde

### Questionnaire



Hogeschool  
**VAN HALL  
LARENSTEIN**  
ONDERDEEL VAN WAGENINGEN UR

Toelichting

Hartelijk dank voor de tijd die u vrij wilt maken om de vragenlijst in te vullen. Deze vragenlijst is onderdeel van een afstudeer scriptie voor de opleiding Plattelandsvernieuwing wat gegeven wordt op de Hogeschool Van Hall Larenstein te Wageningen.

De vragen zijn zo opgesteld dat ze een antwoord moeten geven op de doel vraag van het onderzoek : ***Wat is het beeld van HBO & WO studenten, jonge gezinnen, en Young Professionals betreffende stadslandbouw in Wageningen en hoe zijn deze doelgroepen het beste te bereiken?***

De vragenlijst zal hoogstens 10 minuten in beslag nemen. Probeer u de vragenlijst zo volledig mogelijk in te vullen. Mocht u een vraag toch niet kunnen beantwoorden ga dan verder naar de volgende vraag.

- Onder de mensen die de vragenlijst invullen zal een VVV cheque van 10,- worden verloot. Vergeet niet uw email adres in te vullen onderaan de laatste pagina!

**Uw gegevens worden niet aan derden verstrekt. De antwoordlijsten ontvangen een nummer en uw persoonlijke gegevens zullen niet worden gebruikt en/of opgeslagen.**

Vincent Markiet

#### Persoonlijke gegevens

Naam: \_\_\_\_\_

email: \_\_\_\_\_

Leeftijd: \_\_\_\_\_

Geslacht M / V (**omcirkel het juiste antwoord**)

Beroep: \_\_\_\_\_

Woonplaats: Wageningen / Bennekom / Rhenen / Renkum / Arnhem / Ede / Doorwerth /  
anders : \_\_\_\_\_

Hoeveel kinderen heeft u? 0 / 1 / 2 / 3 / >3

Tot welke leeftijds categorie behoort u? Jonger dan 25 / 25-35 / 36-45 / 46-55 / Ouder dan 55

Opleidings niveau: Voortgezet onderwijs / MBO / HBO / WO

**1.0 Achtergrond informatie/ natuur & landbouw**

1. Heeft u wel eens van een gemeenschappelijke groentekwekerij gehoord? Ja / nee
2. Heeft u ooit wel eens van de zelfoogst groentekwekerij De Nieuwe Ronde te Wageningen gehoord? Nee / ja

Zo ja, hoe precies?

Personen: Vrienden / kennissen / familie / collega's

Via: lokale krant / internet / tijdschrift. welke om precies te zijn?

\_\_\_\_\_

Internet- Welke website?\_\_\_\_\_

Via een biologische groenten en/of fruit winkel.- welke winkel?\_\_\_\_\_

Via de folder van De Nieuwe Ronde. Ja / Nee

Anders\_\_\_\_\_

3. Wat voor trefwoorden komen er bij u op als u aan een gemeenschappelijke groentekwekerij denkt?\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

4. Wat voor betekenis heeft duurzaamheid voor u?\_\_\_\_\_

\_\_\_\_\_

5. Kunt u aangeven in hoeverre de volgende zaken belangrijk voor u zijn?

	Zeer onbelangrijk	Onbelangrijk	Noch belangrijk/ onbelangrijk	Belangrijk	Zeer belangrijk
Kopen van regionale producten	1	2	3	4	5
Connectie/ Band hebben met de regio.	1	2	3	4	5
Bewust zijn/leren van hedendaagse milieu problemen	1	2	3	4	5
Ontmoeten van nieuwe mensen	1	2	3	4	5
Actief bezig zijn in en met de natuur	1	2	3	4	5
Educatief bezig zijn in de natuur	1	2	3	4	5
Sociale activiteiten ondernemen	1	2	3	4	5
Gezond eten	1	2	3	4	5
Recycling etenswaren	1	2	3	4	5

## 2.0 Huishouden

1. Hoe belangrijk vindt u biologische producten voor uw huishouden? Niet belangrijk / belangrijk / erg belangrijk
2. Zou u meer biologische groenten en fruit eten als de prijs ervan lager zou zijn dan in de supermarkt? Ja / Nee
3. Koopt u uw biologische groenten en fruit ergens anders dan de niet-biologische groenten en fruit? Ja / Nee

Zo ja, waar: Lokale markt / Supermarkt / eigen tuin / op de boerderij / bio supermarkt / groentekwekerij/ groenten abonnement / elders namelijk: \_\_\_\_\_

\_\_\_\_\_

Zo nee, waar dan wel: lokale supermarkt / Supermarkt / markt / eigen tuin / groenten abonnement / groentekwekerij / elders \_\_\_\_\_

4. Hoeveel gram groente eet u als individu gemiddeld per dag? <200gr / 200 - 300gr / >300 gr

### 3.0 Familie met Kinderen (*Heeft u geen kinderen ga dan naar vraag 4.0!*)

1. Heeft het voor uw kinderen een meerwaarde als zij biologische groenten kunnen eten? Ja / Nee
2. Hoe belangrijk vindt u sociale activiteiten\* voor u en uw kinderen? Niet belangrijk / belangrijk / zeer belangrijk *\*(denk hierbij aan: samen tuinieren, (kinder)workshops volgen, schilderen)*
3. Krijgt u kind educatie over groenten en fruit op de basis school of thuis? Ja / Nee

### 4.0 Lidmaatschap

1. Kent u iemand in uw naaste kring die lid is van een groentekwekerij? Ja / Nee
2. Bent u of uw huishouden ooit lid geweest van een groenten abonnement? Ja / Nee (*Zo nee, gad an naar vraag 4.5!*)

Zo ja welke? \_\_\_\_\_  
\_\_\_\_\_

3. Hoe bent u lid geworden van De Nieuwe Ronde? Via: Kennissen / vrienden/ familie / collega's
4. Waarom bent u lid geworden van De Nieuwe Ronde? \_\_\_\_\_  
\_\_\_\_\_
5. Zou u voor een prijs van gemiddeld € 0.75 (€170,- / 240 dagen) euro per dag, per volwassene, zelf u biologische groenten en kruiden oogsten in een groentekwekerij? Ja / Nee
6. Mocht u lid willen worden, zou u dan ook willen (*is niet verplicht*) meehelpen met kleine (onderhoud) klusjes (Denk aan: onkruid wieden, activiteiten organiseren voor kinderen, bordjes maken/schilderen etc. ) Ja / Nee
7. Wat zijn/is de reden(en) dat u nog geen lid bent? \_\_\_\_\_  
\_\_\_\_\_
8. Heeft het voor u of u huishouden een meerwaarde als een tuin kinderboerderij dieren heeft (kippen, schapen, konijnen, pony's etc. )? Ja / Nee

### 5.0 Omliggende markt/Concurrentie

1. Koopt of haalt u ook biologische producten ergens anders vandaan dan alleen de Nieuwe Ronde? Ja / Nee  
Zo ja waar? en wat is de reden hiervan? \_\_\_\_\_  
\_\_\_\_\_

2. Heeft u wel eens een andere tuin bezocht? Ja / Nee

Zo ja. Zijn er bepaalde aspecten die u bij deze tuin heeft gezien dat u opviel? \_\_\_\_\_

---

---

3. Wat weerhoudt u ervan om u groenten niet bij andere boeren te kopen?

---

## 6.0 Communicatie / marketing

1. Hoe vaak gebruikt u de volgende media tijdens uw studie en/of werk op een wekelijkse basis?

Medium	Nooit	Weinig	Soms	vaak	regelmatig
Krant / tijdschrift	1	2	3	4	5
Sociale media - facebook / hyves / twitter / myspace / llinkedin / youtube	1	2	3	4	5
Televisie / radio / folders	1	2	3	4	5
Websites	1	2	3	4	5

2. Hoe vaak gebruikt u de volgende sociale media op een wekelijkse basis?

Social medium Platform	Nooit	Weinig	Soms	vaak	regelmatig
Facebook	1	2	3	4	5
Hyves	1	2	3	4	5
Twitter	1	2	3	4	5
Myspace	1	2	3	4	5
Llinkedin	1	2	3	4	5
Youtube	1	2	3	4	5

3. Stel dat u lid zou zijn, via welk van de onderstaande middelen zou u eventueel op de hoogte gehouden willen worden omtrent welke groenten geogst kunnen worden?

- Sms dienst / email / mond-op-mond / papieren melding / sociale media (facebook, hyves, twitter)

4. Zou u graag een keer met een oogst-dag\* willen meedoen (**\*een oogst-dag houdt in dat u 1 dag, tegen betaling, kan komen oogsten**)

Ja / Nee

5. Wilt u graag op de hoogte gehouden willen worden omtrent de ontwikkelingen rond groentekwekerij De Nieuwe Ronde? Ja / Nee

6. Wilt u een informatieve flyer over Groentekwekerij de Nieuwe Ronde per email ontvangen?

Ja / nee

7. Wilt u een kopie van het onderzoeks rapport ontvangen?

Ja / Nee

Zo ja, vul dan hier uw gegevens in:

Naam \_\_\_\_\_

Email adres \_\_\_\_\_

Bedankt voor uw medewerking!

## Appendix 2.0 Result tables

Q1.0

**To which age category do you belong? \* Have you ever heard of CSA farm De'Nieuwe Rond'?** Crosstabulation

			Have you ever heard of CSA farm De'Nieuwe Rond'?		Total
			No	Yes	
To which age category do you belong?	<25	Count	10	4	14
		% of Total	20.4%	8.2%	28.6%
	25-35	Count	10	6	16
		% of Total	20.4%	12.2%	32.7%
	36-45	Count	1	5	6
		% of Total	2.0%	10.2%	12.2%
	46-55	Count	2	2	4
		% of Total	4.1%	4.1%	8.2%
	>55	Count	5	4	9
		% of Total	10.2%	8.2%	18.4%
Total		Count	28	21	49
		% of Total	57.1%	42.9%	100.0%

**How important are the following keywords for you? purchase of regional products**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very unimportant	2	2.9	3.9	3.9
	Unimportant	5	7.4	9.8	13.7
	Neither important/unimportant	14	20.6	27.5	41.2
	Important	23	33.8	45.1	86.3
	Very important	7	10.3	13.7	100.0
	Total	51	75.0	100.0	
Missing	System	17	25.0		
Total		68	100.0		

**Education of environmental awareness**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither important/unimportant	5	7.4	9.8	9.8
	Important	28	41.2	54.9	64.7
	Very important	18	26.5	35.3	100.0
	Total	51	75.0	100.0	
Missing	System	17	25.0		
Total		68	100.0		

**Meeting new people**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unimportant	3	4.4	5.9	5.9
	Neither important/unimportant	19	27.9	37.3	43.1
	Important	20	29.4	39.2	82.4
	Very important	9	13.2	17.6	100.0
	Total	51	75.0	100.0	
Missing	System	17	25.0		
Total		68	100.0		

**Being active in-around nature**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither important/unimportant	11	16.2	21.6	21.6
	Important	30	44.1	58.8	80.4
	Very important	10	14.7	19.6	100.0
	Total	51	75.0	100.0	
Missing	System	17	25.0		
Total		68	100.0		

**Education in-around Nature**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unimportant	4	5.9	7.8	7.8
	Neither important/unimportant	14	20.6	27.5	35.3
	Important	29	42.6	56.9	92.2
	Very important	4	5.9	7.8	100.0
	Total	51	75.0	100.0	
Missing	System	17	25.0		
Total		68	100.0		

**Participate in social activities**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither important/unimportant	12	17.6	23.5	23.5
	Important	31	45.6	60.8	84.3
	Very important	8	11.8	15.7	100.0
	Total	51	75.0	100.0	
Missing	System	17	25.0		
Total		68	100.0		

**Eating healthy**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither important/unimportant	2	2.9	3.9	3.9
	Important	25	36.8	49.0	52.9
	Very important	24	35.3	47.1	100.0
	Total	51	75.0	100.0	
Missing	System	17	25.0		
Total		68	100.0		

**How important do you consider organic produce for your household?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very unimportant	10	14.7	19.6	19.6
	important	33	48.5	64.7	84.3
	Very important	8	11.8	15.7	100.0
	Total	51	75.0	100.0	
Missing	System	17	25.0		
Total		68	100.0		

**Recycling of leftovers**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unimportant	3	4.4	6.0	6.0
	Neither important/unimportant	10	14.7	20.0	26.0
	Important	24	35.3	48.0	74.0
	Very important	13	19.1	26.0	100.0
	Total	50	73.5	100.0	
Missing	System	18	26.5		
Total		68	100.0		

**Do you know anyone close to you that is a member of CSA farm 'De Nieuwe Ronde'?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	16	23.5	31.4	31.4
	No	35	51.5	68.6	100.0
	Total	51	75.0	100.0	
Missing	System	17	25.0		
Total		68	100.0		

**Have you, or your household, been a member of any CSA type recently?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	15	22.1	29.4	29.4
	No	36	52.9	70.6	100.0
	Total	51	75.0	100.0	
Missing	System	17	25.0		
Total		68	100.0		

**How did you become a member of 'De Nieuwe Ronde'?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Family	1	1.5	100.0	100.0
Missing	System	67	98.5		
Total		68	100.0		

**Would you harvest vegetables and herbs at a CSA farm at a price of € 0,75 a day.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	21	30.9	32.3	32.3
	Yes	12	17.6	18.5	50.8
	No	32	47.1	49.2	100.0
	Total	65	95.6	100.0	
Missing	System	3	4.4		
Total		68	100.0		

**Would you buy more organic produce if you could buy these cheaper somewhere else than the conventional supermarket?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	41	60.3	85.4	85.4
	No	7	10.3	14.6	100.0
	Total	48	70.6	100.0	
Missing	System	20	29.4		
Total		68	100.0		

Do you purchase your organic vegetables and fruits elsewhere than non-organic vegetables&fruit					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	24	35.3	46.2	46.2
	No	28	41.2	53.8	100.0
	Total	52	76.5	100.0	
Missing	System	16	23.5		
Total		68	100.0		

**If yes where exactly?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Local market	5	7.4	10.6	10.6
	Supermarket	5	7.4	10.6	21.3
	Own garden	9	13.2	19.1	40.4
	at a farm	3	4.4	6.4	46.8
	Organic supermarket	13	19.1	27.7	74.5
	CSA farm	4	5.9	8.5	83.0
	vegetable subscription	5	7.4	10.6	93.6
	Other	3	4.4	6.4	100.0
	Total	47	69.1	100.0	
Missing	System	21	30.9		
Total		68	100.0		

**If no, where exactly?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Local market	5	7.4	20.0	20.0
	supermarket	12	17.6	48.0	68.0
	market	5	7.4	20.0	88.0
	own garden	3	4.4	12.0	100.0
	Total	25	36.8	100.0	
Missing	System	43	63.2		
Total		68	100.0		

**How many grams of vegetables do you eat on average per day?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<200gr	11	16.2	23.9	23.9
	200-300gr	29	42.6	63.0	87.0
	>300gr	6	8.8	13.0	100.0
	Total	46	67.6	100.0	
Missing	System	22	32.4		
Total		68	100.0		

**Do you consider organic vegetables to be an added value for your household?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	6	8.8	66.7	66.7
	No	2	2.9	22.2	88.9
	3	1	1.5	11.1	100.0
	Total	9	13.2	100.0	
Missing	System	59	86.8		
Total		68	100.0		

**How important are social activities for you and your children?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not important	2	2.9	33.3	33.3
	Important	4	5.9	66.7	100.0
	Total	6	8.8	100.0	
Missing	System	62	91.2		
Total		68	100.0		

**Does your child receive education regarding fruits and vegetables?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	6	8.8	100.0	100.0
Missing System	62	91.2		
Total	68	100.0		

**Do you know anyone close to you that is a member of CSA farm 'De Nieuwe Ronde'?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	16	23.5	31.4	31.4
No	35	51.5	68.6	100.0
Total	51	75.0	100.0	
Missing System	17	25.0		
Total	68	100.0		

**Have you, or your household, been a member of any CSA type recently?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	15	22.1	29.4	29.4
No	36	52.9	70.6	100.0
Total	51	75.0	100.0	
Missing System	17	25.0		
Total	68	100.0		

**How did you become a member of 'De Nieuwe Ronde'?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Family	1	1.5	100.0	100.0
Missing System	67	98.5		
Total	68	100.0		

**Would you harvest vegetables and herbs at a CSA farm at a price of € 0,75 a day.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	12	17.6	27.3	27.3
No	32	47.1	72.7	100.0
Total	44	64.7	100.0	
Missing System	24	35.3		
Total	68	100.0		

**Would you help out with small chores (painting, weeding, etc.) if you would be a member?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	20	29.4	50.0	50.0
	No	20	29.4	50.0	100.0
	Total	40	58.8	100.0	
Missing	System	28	41.2		
Total		68	100.0		

**Do you consider small farm animals to have an added value for a CSA farm?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	23	33.8	47.9	47.9
	No	25	36.8	52.1	100.0
	Total	48	70.6	100.0	
Missing	System	20	29.4		
Total		68	100.0		

**Have you visited another CSA farm?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	10	14.7	26.3	26.3
	No	28	41.2	73.7	100.0
	Total	38	55.9	100.0	
Missing	System	30	44.1		
Total		68	100.0		

**On a weekly base how often do you use the following media?  
Newspaper/ magazine**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	3	4.4	6.0	6.0
	Rarely	3	4.4	6.0	12.0
	Sometimes	15	22.1	30.0	42.0
	Often	17	25.0	34.0	76.0
	almost every day	12	17.6	24.0	100.0
	Total	50	73.5	100.0	
Missing	System	18	26.5		
Total		68	100.0		

**Social media (facebook, hyves, etc.)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	8	11.8	15.7	15.7
	Rarely	7	10.3	13.7	29.4
	Sometimes	5	7.4	9.8	39.2
	Often	12	17.6	23.5	62.7
	almost every day	19	27.9	37.3	100.0
	Total	51	75.0	100.0	
Missing	System	17	25.0		
Total		68	100.0		

**Television / radio / flyers**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	6	8.8	11.8	11.8
	Rarely	8	11.8	15.7	27.5
	Sometimes	6	8.8	11.8	39.2
	Often	21	30.9	41.2	80.4
	almost every day	10	14.7	19.6	100.0
	Total	51	75.0	100.0	
Missing	System	17	25.0		
Total		68	100.0		

**Websites**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rarely	2	2.9	3.9	3.9
	Sometimes	5	7.4	9.8	13.7
	Often	18	26.5	35.3	49.0
	almost every day	26	38.2	51.0	100.0
	Total	51	75.0	100.0	
Missing	System	17	25.0		
Total		68	100.0		

**Indicate how often you use the following social media on a weekly base? Facebook**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	13	19.1	27.1	27.1
	Rarely	3	4.4	6.3	33.3
	Sometimes	4	5.9	8.3	41.7
	Often	6	8.8	12.5	54.2
	almost every day	22	32.4	45.8	100.0
	Total	48	70.6	100.0	
Missing	System	20	29.4		
Total		68	100.0		

**Hyves**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	33	48.5	71.7	71.7
	Rarely	9	13.2	19.6	91.3
	Sometimes	1	1.5	2.2	93.5
	Often	1	1.5	2.2	95.7
	almost every day	2	2.9	4.3	100.0
	Total	46	67.6	100.0	
Missing	System	22	32.4		
Total		68	100.0		

**Twitter**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	36	52.9	78.3	78.3
	Rarely	2	2.9	4.3	82.6
	Sometimes	1	1.5	2.2	84.8
	Often	5	7.4	10.9	95.7
	almost every day	2	2.9	4.3	100.0
	Total	46	67.6	100.0	
Missing	System	22	32.4		
Total		68	100.0		

**Myspace**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	45	66.2	97.8	97.8
	Sometimes	1	1.5	2.2	100.0
	Total	46	67.6	100.0	
Missing	System	22	32.4		
Total		68	100.0		

**Llinkedin**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	29	42.6	61.7	61.7
	Rarely	4	5.9	8.5	70.2
	Sometimes	8	11.8	17.0	87.2
	Often	1	1.5	2.1	89.4
	almost every day	5	7.4	10.6	100.0
	Total	47	69.1	100.0	
Missing	System	21	30.9		
Total		68	100.0		

**Youtube**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	10	14.7	21.3	21.3
	Rarely	5	7.4	10.6	31.9
	Sometimes	18	26.5	38.3	70.2
	Often	10	14.7	21.3	91.5
	almost every day	4	5.9	8.5	100.0
	Total	47	69.1	100.0	
Missing	System	21	30.9		
Total		68	100.0		

**If you were a member how would you like to receive member information such as harvesting lists?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid text message service	12	17.6	17.9	17.9
Email	35	51.5	52.2	70.1
Word-to-Mouth	2	2.9	3.0	73.1
Paper notification	4	5.9	6.0	79.1
Social media (facebook,Hyves, Twitter)	14	20.6	20.9	100.0
Total	67	98.5	100.0	
Missing System	1	1.5		
Total	68	100.0		

**Would you like to join a 'harvest day' ?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	16	23.5	33.3	33.3
No	32	47.1	66.7	100.0
Total	48	70.6	100.0	
Missing System	20	29.4		
Total	68	100.0		

**Would you like to receive updates regarding the 'De Nieuwe Ronde'?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	16	23.5	32.0	32.0
No	34	50.0	68.0	100.0
Total	50	73.5	100.0	
Missing System	18	26.5		
Total	68	100.0		

**Would you like to receive an informative flyer from 'De Nieuwe Ronde'?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	21	30.9	42.0	42.0
	No	29	42.6	58.0	100.0
	Total	50	73.5	100.0	
Missing	System	18	26.5		
Total		68	100.0		

**Would you like to receive a copy of the final report?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	20	29.4	40.0	40.0
	No	30	44.1	60.0	100.0
	Total	50	73.5	100.0	
Missing	System	18	26.5		
Total		68	100.0		