
Living Lab Presentation

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



Economic Sustainability of CSA Food Gardens

Presented by Kasia Erhardt & Sterre Jongsma



Stichting Groninger Voedseltuinen (SGV)



- Goal: 100 Food gardens in the province of Groningen
- For residents, for gardener and for municipalities



Context

What is a CSA Food garden?



Sustainability

- **CSA**= Community Supported Agriculture
- Direct partnership between people and producer with shared risk and reward
- **Food garden** is where a professional gardener produces ecologically grown vegetables and fruits for local residents while fulfilling social functions.

- **Economic:** supporting local economy and entrepreneurship
- **Environmental:** regenerative functions for soil and biodiversity, no pesticide-use and reduced emissions
- **Social:** Health benefits, educational purposes, community cohesion and psychological effects

Problem



Goal of the Research

Many food gardens earn minimum or below minimum income

This threatens the potential of the movement to transform the current food system

Our research goal was to help existing and future gardeners to be more financially secure



Gardener and
Garden
Diversity

Working Hours
and Start-up
Challenges

Financial Input
and Costs

Business Models
and Challenges

Results



General findings

- Strong diversity among food gardeners
- Incomes is generally low among food gardeners, while high amount & intensity of labour
- Food gardeners did not express strong discontent about their income
- Anti capitalist logic was observed:

NO!



- Focus on monetary return
- Dichotomy of producer and consumer
- Unlimited growth

YES!



- Motivation reaches further than "making a living"
- Community members who are also producers
- Rhetoric of sufficiency

Key finding: Prices are too low



Many gardeners are unwilling to increase prices for their products, although this will significantly increase financial security



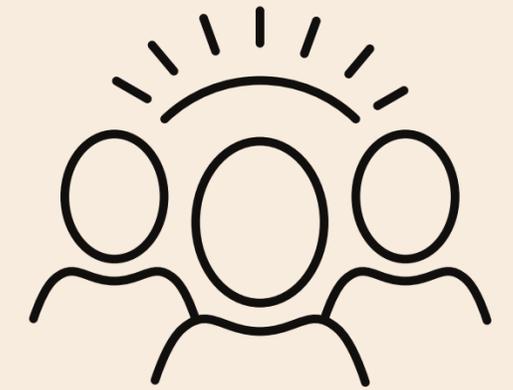
Our advise to gardeners:

Increase prices but combine it with solidarity_payment and increased transparency

Solidarity payment

A method where customers will decide themselves what hourly wage they want to pay the gardener based on their own hourly wage.

Key finding: Community is key



Stronger communities can lead to more financial security



Our advise to gardeners:

Prioritize and maximize quality moment of contact with and among community members

Gardeners have unique perspectives on succesfull food garden business models and there are differing degrees of financial security among gardeners



Our advise to SGV:

Facilitate gardeners helping eachother by organising cross-garden visits and intervision evenings



Other key findings

Supermarket culture, standards for low vegetable prices and underappreciation of food gardens negatively impact financial security



Our advise to gardeners and SGV:
Educate on the negative externalities of supermarket fresh produce, the added value of CSA food gardens

External financing such as subsidies can help to receive financial input, but it also creates dependencies



Our advise to gardeners:
Depend on community-based funding and let subsidies only finance one-time investments

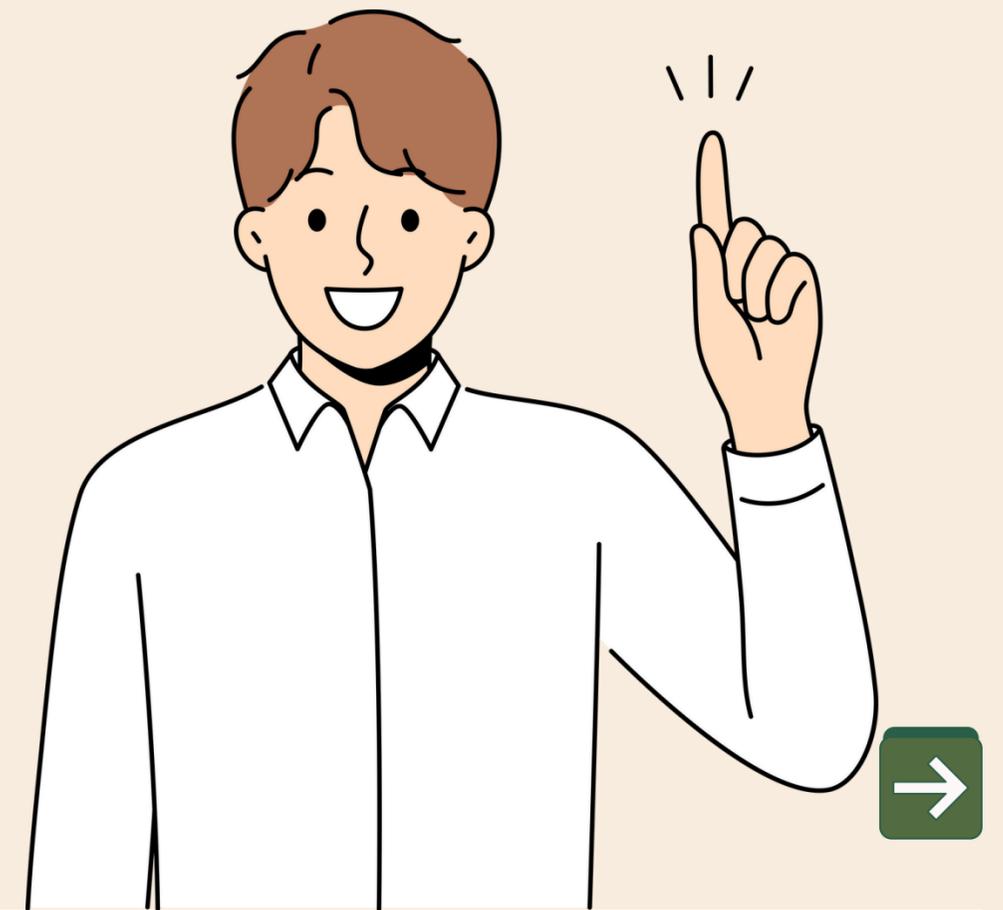
TAKE AWAYS

Food gardens demonstrate sustainable agricultural production and it is important that along with organizations like SGV, the obstacles to ensure economic sustainability for food gardeners are collectively addressed

RECOMMENDATIONS FOR ACTION

- Increase prices within the solidarity model
- Educate for legitimacy and understanding
- Foster strong community
- Prioritize local funding sources

Conclusion



Research output



1. To do list for starting gardeners
2. Overview of Business models in Groningen

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TUINEN**

Size of the garden:

Starting year:

Name Food Garden

Key Partners Who are the external partners and with who is there collaboration?	Key Activities Which activities are necessary to create, sell and deliver your product?	Value Propositions What is the offer to the customers?	Customer Relationship How are the gardeners in contact with the customers?	Customer Segments What is the targeted customer group and what do they want?
	Key Resources What are the internal help resources (including people)?		Channels How do customers know your product and service?	
Cost Structure What are important costs?		Revenue Stream What are the revenue streams?		

THANK YOU!
ANY QUESTIONS?

