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**Support Local Agriculture: A Small Act with Big Results**  
***Now is the Time to Plant the Seed and Join a CSA***

PITTSBURGH, February 15, 2017 – With increasing skepticism about what people consume actually being the real deal, whether it's news, food, music, etc., now is the time to celebrate authentic, fresh food. There is nothing more genuine than locally grown fruits and vegetables from small farmers in communities around the country.

People struggle to feed themselves and their families nutritious, real foods, and farmers, without support from the local community, struggle to be as productive as possible. However, community-supported agriculture(CSA) is filling that void.

CSA is a subscription to a season's worth of sustainable, locally grown produce that is distributed to members throughout the harvesting season. It is a form of investment that allows small farmers to continue growing on a scale that may not be sustainable without the CSA model. CSA members enjoy the quality of fresh fruits and vegetables for their family, while supporting their local farm.

**It's Time to Plant the Seed and Join a CSA**

According to Small Farm Central's [CSA Farming Annual Report](#), the most popular time to join a CSA each year is at the end of February. To promote this important time for farmers, Small Farm Central coined [CSA Day](#) in 2015, and each year it falls on the last Friday in February. This year it is February 24 and will be celebrated throughout the U.S. and Canada. It's an entire day dedicated to the celebration of community-supported agriculture, and CSA farmers enjoy an influx of sign-ups from members, which gives them revenue when they need it most for the growing season.

"In a world with so many intractable problems – take your pick: homelessness, war, financial and political instability – joining a CSA is a small, but concrete act that improves our land, community, economy and quality of life. It is a small act with big consequences," said Simon Huntley, CEO of Small Farm Central and author of [Cultivating Customers: A Farmer's Guide to Online Marketing](#).

**CSA Programs Are a Unique Way to Feed Your Family**

Getting food from a CSA is different from going to a farmers market or using a grocery delivery service. CSA members make a seasonal commitment to a small farmer in their area, and the produce is either delivered to their door or picked up at a local distribution center. CSA members take pleasure in knowing where and how their food is grown, and typically have an open line of communication with their farmer.

“Community-supported agriculture is all about building relationships and feeding families,” said Huntley. “These farmers teach members what’s in season throughout the year, and help them appreciate and cook food they may not otherwise be exposed to.”

### **How to Get Involved with CSA Day**

People who believe in the value of a local farmer’s work and would like to help that farm be successful, sign up for a CSA on February 24, and use the hashtag #CSADay to join the online conversation. To find a CSA, search this [directory](#). People can also sign up [here](#) to stay up to date on news and updates about CSA Day.

### **About Small Farm Central and CSA Day**

In 2006, Simon Huntley combined his passion for helping small farmers and his experience in technology to found Small Farm Central. The organization serves the technology needs of small business farmers, including websites, ecommerce, CSA member management and marketing tools. Small Farm Central coined CSA Day in February 2015 to celebrate local agriculture among CSA members and farmers. Small Farm Central has worked with more than 1,000 farms across the U.S. and Canada. For more information, please visit [www.smallfarmcentral.com](http://www.smallfarmcentral.com) and [www.csaday.info](http://www.csaday.info).

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