

CSA CUSTOMER RETENTION

AT SIENA FARMS

presented by:

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About Us



We grow on 50 acres of protected land in Sudbury, MA



In our 20th year of operation



Infrastructure includes 4 greenhouses and 5 high tunnels built 2.5 years ago, extending our growing season



Distributing CSAs year-round to the greater Boston area, Cape Cod, Manhattan, and Brooklyn



Distribution Outlets



CSA



Retail



Wholesale

Pandemic Growth & Current Scale

Summer Veggie Shares - Weekly Average



Customer Retention Strategies

Marketing

Discounts & Incentives

Community Engagement

Identifying Customer

Needs



Addressing Customer Needs

“Too many
veggies!”



Small Size

Traditional
Billing



Monthly
Subscription



Future Growth

- Keeping existing customers happy while expanding into new markets
- Taking advantage of and encouraging the shift towards local agriculture





Thank You!