



Things to consider if setting up a bread CSA

The main options for a bread scheme seem to be :

- 1 A consumer co-op or similar, which contracts the farmer to grow the wheat and host farm walks etc or buys wheat, and contracts the baker to bake, and offers services to its members such as breadmaking and weekly bread in exchange for a membership fee. The consumer co-op could set its own principles and manage itself. It could even go on to buy similar services from other producers. They could agree to pay up front for a share in the harvest, thus sharing risk with the grower.
- 2 Something like [Stroudco](#), with control of the 'middleman' shared between various producers and consumers, who can opt to buy the bread.
- 3 A community controlled farm (like Stroud CSA, which is a community co-op), which leases land and employs farmers at an hourly rate. The community group would own all the produce from the land to divide as it saw fit and could pay a baker to bake.
- 4 A partnership agreement between farm, baker and buying group so that the baker has a stake too. For example, the risks in production could be shared between the baker and the consumers.
- 5 A community controlled bakery as a sub-business of the existing bakery, eg for a fee, use of the bakery and some expert staff every Sunday. But probably more efficient for the special bread to be baked in the normal run.
- 6 A community group which has a deal with the baker but not the farm. A simple trading relationship between the farm and the baker, but offering a good market to the farm if consumers agree to have weekly bread from the baker and specify the origin of the flour. Distribution is important. Home deliveries probably won't be economic, so existing bakery customers who are visiting the shop are obvious members of the scheme.

Which model you choose will depend on what you are trying to achieve. Key questions to answer first are:

- 1 Who should take the risk?
- 2 Who do you want to feel responsible for how the food is produced?
- 3 How much control does the farm want over his own business?

- 4 How much control does the baker want over his own business?
- 5 What will encourage loyalty from stakeholders?
- 6 What do you want to become in the long term?
- 7 What does each stakeholder need that the others can provide?
- 8 What learning does each stakeholder need, and how will new responsibilities encourage this?