

# CSA HOOKS

THE CSA FARMER'S GUIDE TO USING THE RIGHT WORDS &  
PHRASES TO ATTRACT THE PERFECT CSA MEMBER

[CSAInnovationNetwork.org](http://CSAInnovationNetwork.org)







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# How do you find more of the “right” customer for your farm?

ANSWER: You need to learn to speak their language.

Attracting the “perfect” customer to your CSA means you must understand *who they are*. You must know how they think and *how they talk* about your product. What do they value? What problem are you solving for them? What do they (really) want from you?

When you know them better than they know themselves, only then will you be able to start talking like your ideal clients.

And when you can talk like your customers think, you’ll begin to attract more of your ideal clients into your business.

**The key to successful marketing is using the very words of your ideal client to talk to them.** So when you struggle with what to “say” in your social media posts, or on your website, simply reach for the words you hear from your best clients all the time.

## The key is knowing your customer's “hooks.”





# So how do you find out what these "magic words" are?

We recommend you take the time to research your "best" customers to find the common themes and desires they share. Pay attention to the words, phrases, and stories that come up again and again.

To get you started, we've compiled data from our extensive research of CSA customers nationwide and summarized some of the big values that motivate your clients to buy a CSA membership.

In this guide, we share 6 of the most common messaging "hooks" that can guide your marketing strategy. As you build your marketing assets (website copy, brochures, social media posts or ads), you want to focus on these hooks as you tell your story.

**Whenever possible, try to weave in the actual words that CSA customers use when they talk about their CSA.** For this reason, each hook includes a selection of actual quotes from CSA customers taken from our surveys. We've also included an example of how to put each hook into action on an actual marketing asset. Experiment with the phrases yourself, and see if it helps attract more of your ideal client.

The goal of this resource is to help you cut through the noise and learn to speak the language of your CSA customer faster. Use this guide as your playbook to the most important CSA keywords to use in your messaging. *Are you ready to learn the hooks?...*







# I want to eat healthy.

HOOK #1

## THE PROBLEM:

I feel like I have unhealthy eating habits. I'm not eating enough veggies. I'm also eating too much processed food. I'm eating out too often each week. I may even have underlying health problems that are caused by my diet. I want to eat healthier! I believe it is my duty to make sure my family learns good eating habits. I think that by joining a CSA, I might start eating more vegetables and establish healthier eating habits for my family.



HOOK #1 - I WANT TO EAT HEALTHY.

# Sample Words from CSA Members

Quality, local produce that will inspire you and your family to eat healthier.

I joined the CSA to give us the extra push to eat more vegetables.

Eat more real food. Get away from processed foods.

I wanted to eat healthier by adding more veggies to our diet.

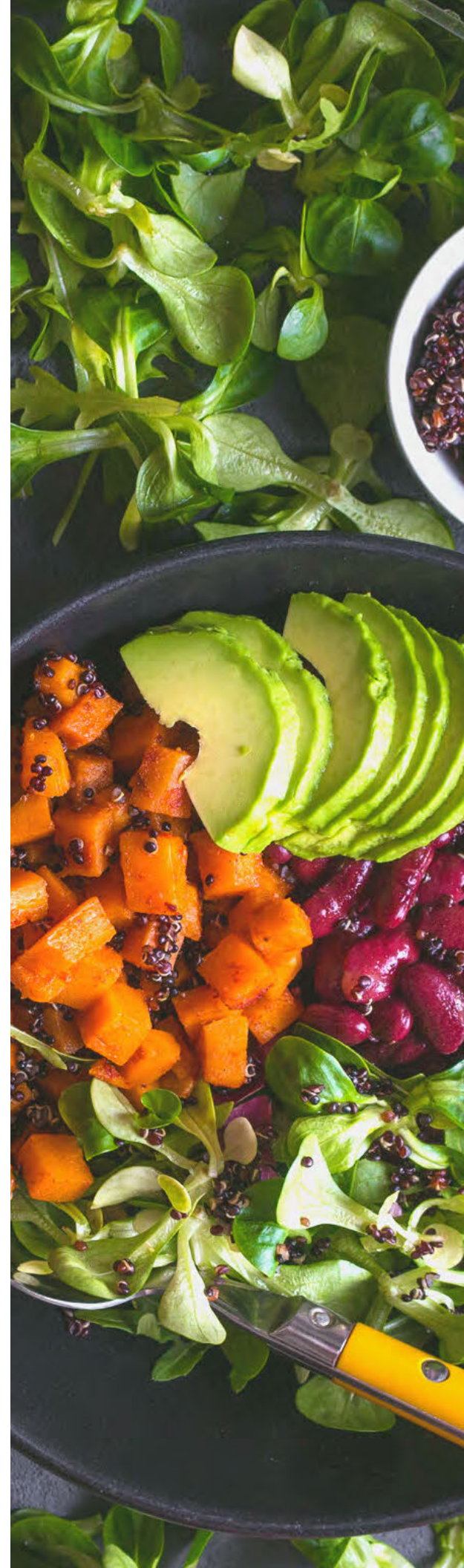
I was hoping we would try new veggies and just eat more veggies in general!

We have consistently eaten healthier with the addition of our CSA share to our weekly grocery items. It has forced me to try vegetables that are new to me, which is really exciting!

By cooking at home, I ended up eating healthier than buying processed food from the store. I have also learned a lot more about how to store or use the vegetables, which makes me more confident trying to eat healthier moving forward.

I definitely ate more veggies and cooked more!

We have saved a good amount of money by not eating out all the time!



# Putting the Hook into Action:

HOOK #1 - EAT HEALTHY  
SOCIAL MEDIA POST



Are your kids healthy eaters? When I became a mom, I felt one of my jobs was to teach my kids healthy eating habits from an early age. No soda or juice. No processed food. Lots of veggies. To this day, my oldest son Jed will often walk outside and pick a salad turnip from the field and eat it raw. (Yes... a salad turnip!)

I've seen countless of our CSA farm members experience the same success with their own kids. Healthy eating habits start at a young age! Surround your kids with all kinds of vegetables. It is a gift you are giving them.

FYI: Our CSA veggie box is packed with 7-10 veggies per week. Try out our CSA box membership with a 2 week Sampler trial. [www.yourfarm.com](http://www.yourfarm.com)





# I want to try a variety of new veggies.

HOOK #2

## THE PROBLEM:

I feel stuck in a cooking rut, eating the same things I've always eaten. I want to become better at cooking, but I'm not sure how to start. I want someone to grow unusual things for me, so I can experiment and feel successful in my kitchen. I like the idea of having a CSA because it will force me to step out of my comfort zone and try new things. But I also want someone to guide me through the experience so I don't feel so intimidated.



HOOK #2 - I WANT TO TRY A VARIETY OF NEW VEGGIES.

## Sample Words from CSA Members:

We joined to “force” our family to eat more healthy foods as well as branch out of our comfort zone and try new veggies.

I was hoping the CSA would help me to think more outside the box when it came to vegetables.

I enjoy experimenting with new recipes and using veggies I might not typically purchase at the store. I wanted to expand the variety of vegetables we were eating.

I was hoping it that it would provide me with some new vegetables to try and make me a little more adventurous in the kitchen.

I love having my family experience different types of vegetables. Some that we had never tried before. Or wouldn't have bought on my own.

We tried a bunch of vegetables that we would never have tried before. We now put squash in our chili, Swiss chard in salads and stir fry, kale in soups, etc. We now plan our meals around the veggies from the box. It was a fun challenge and got our whole family excited about eating “new” veggies.

It was great that it forced us to try new things and get out of the rut of eating the same vegetables every week.

I actually ate beets this year! Without my CSA, I wouldn't be trying new veggies!





# Putting the Hook into Action:

HOOK #2 - TRY A VARIETY OF NEW FOODS  
SOCIAL MEDIA POST



Check out this screenshot from CSA Member XXXXX.

Jalapeno peanut brittle? Chocolate beet muffins?... Oh YEEESSSS!

This Chocolate Beet Muffin recipe is shared every year by one of our farm members, and I swear it always blows everyone away. I love how our farm's CSA membership helps you learn how to try new things in the kitchen.

FYI: Our weekly CSA veggie box (valued at about \$25/week) exposes our members to at least one new vegetable per week. Wanna add a little adventure in your cooking?...

Try out our CSA box membership with a 2 week Sampler trial.

[www.yourfarm.com](http://www.yourfarm.com)





# Fresh, high-quality, superior tasting veggies

HOOK #3

## THE PROBLEM:

My veggies I buy from the store don't last very long because they're not very fresh. My veggies I buy at the store don't taste very good because they're bred for travel, not taste. As a creative home chef, I want my meals to taste out-of-this world. When cooking for taste, the quality of the ingredient matters — I can't find great-tasting ingredients at the grocery store. So I'm willing to pay to get access to superior-quality foods.



HOOK #3 -FRESH, HIGH-QUALITY, SUPERIOR TASTE

# Sample Words from CSA Members:

The quality and taste is superior.

I wanted to have fresh organic products that were of high quality and actually fresh.

I really enjoy the farm fresh taste of the vegetables. It made a total different to me, and I really started to enjoy cooking with all of these fresh ingredients, especially knowing the family of the people who grew them.

Gavin says thank you for the Romanesco cauliflower. We called it Christmas tree cauliflower and they got excited about it. It was delicious!

Taste the rainbow with our Vegan Skillet Nachos featuring farm fresh cubanelle, poblano, jalapeño, orange and red snack peppers, red onions, corn, and tomatoes! Delicious, sweet, and with a little heat. So pretty and fresh!

I have a freezer full of veggies thanks to you! I didn't know how to store or preserve before, but your tutorials gave me a new hobby.

My husband asked me where the beets in this dish came from because he could taste the difference.

My pea shoots look and taste as good as two weeks ago when I got them!



# Putting the Hook into Action:

HOOK #3 - FRESH, HIGH QUALITY & SUPERIOR TASTE  
SOCIAL MEDIA POST



We put these into our CSA farm members' boxes this week... It's called Romanesco. And apparently they like it! Here's an email I got: "Gavin says thank you for the Romanesco cauliflower. We called it Christmas tree cauliflower and they got excited about it. It was delicious!"

Thank you, Gavin! Our fall veggies taste really sweet because the cold temperatures create more sugars in the plant. Taste also depends on how healthy your farmer's soil is. We're glad you approve! And we're excited to hear you're eating lots of veggies! (Good job, Mom!)

Try out our CSA box membership with a 2 week Sampler trial.  
[www.yourfarm.com](http://www.yourfarm.com)





# I want to support a local business.

HOOK #4

## THE PROBLEM:

Right now, I don't know where my food is coming from, or how it is grown. I'm supporting the "Big Ag" systems of the world, and my local food system is in danger of disappearing. I need to keep my local food source secure and thriving because strong local communities depend on it. I value providing a small farm with financial stability — this makes me feel like I'm doing something significant with my dollars. I want to support local, even if it means I pay more.

HOOK #4 - I WANT TO SUPPORT LOCAL.

# Sample Words from CSA Members:

I wanted to support a local farm and become more connected to the food source, rather than simply being a distant consumer of resources.

We wanted to support a local farmer and get fresh veggies.

I wanted to support local people and to eat better, fresher foods.

I love supporting local and knowing where my food comes from.

I wanted to be a part of a locally-owned farm that produces healthy, organic, and delicious produce every week.

The most important thing for us was that not only were we now eating better quality organic vegetables, but we were also supporting a local small business and helping out someone in our community.





# Putting the Hook into Action:

HOOK #4 -I WANT TO SUPPORT LOCAL.  
SOCIAL MEDIA POST



Is supporting a local farmer important to you? I'm Farmer Kurt, and my favorite part of the week is getting to look my customers in the eye as I pass them my box of freshly packed veggies. So many of these customers are now my *friends*, and I'm grateful for each of them choosing to support my local business.

When you become a CSA member of our farm, not only will you get a weekly box of the freshest, tastiest food from my fields, you'll be a part of something bigger -- creating a secure local food network for our small town community. I invite you to become a member of our CSA and let me be your farmer. Join now at [www.yourfarmstore.com](http://www.yourfarmstore.com)



# I want to know my farmer and where my food comes from.

HOOK #5

## **THE PROBLEM:**

I don't know how my food is grown, and that makes me nervous. I feel disconnected from the whole food system. I want to look my farmer in the eye, so I can trust my food is safely grown. I want to be able to feel like I have some control over what I'm eating. Knowing my farmer gives me security and peace of mind that what I'm feeding my family is safe. I also want my farmer to show me the story of farming, so I feel like an educated consumer.



HOOK #5 - I WANT TO KNOW MY FARMER.

# Sample Words from CSA Members:

I liked the idea of supporting local farmers and knowing where my food was coming from.

We wanted to know where our food was coming from.

Knowing that it was organic and local was important. We wanted to support our local farmer(s) and be a part of something bigger.

I loved the idea of knowing where my food is coming from and that it was local. Also I love the idea of supporting a local farmer.

After so many years of participating in the CSA, I love how my Sylvania pick up peeps know me by name. Even though I wear my mask I am often greeted with a friendly “Hey Miss Lisa” that has evolved into “Norm!!!!”



# Putting the Hook into Action:

HOOK #5 - I WANT TO KNOW MY FARMER.  
WEBSITE COPY



The screenshot shows the top section of the Shared Legacy Farms website. On the left is the logo for Shared Legacy Farms, Elmore, OH, featuring a red barn icon. To the right of the logo are navigation links: ABOUT, CSA VEGBOX, ONLINE STORE, and NEWSLETTER, followed by a shopping cart icon. Below the navigation is a large green banner. On the left side of the banner is a photograph of a family: a woman with red hair, a man with a beard, and two young boys. On the right side of the banner, the text reads: 'Meet Farmer Kurt & Corinna'. Below this is a paragraph: 'We understand what it feels like to want to look your farmer in the eye and know where your food comes from. We know you value quality ingredients that will make your home cuisine shine.' This is followed by another paragraph: 'After 12 years, our farm is more than just a place to get superior tasting veggies. It's a place where you become a part of local food movement that is reconnecting our community.' Below that is the text: 'We will change the way you eat.' At the bottom right of the banner is an orange button with the text 'MEET YOUR FARMERS'.

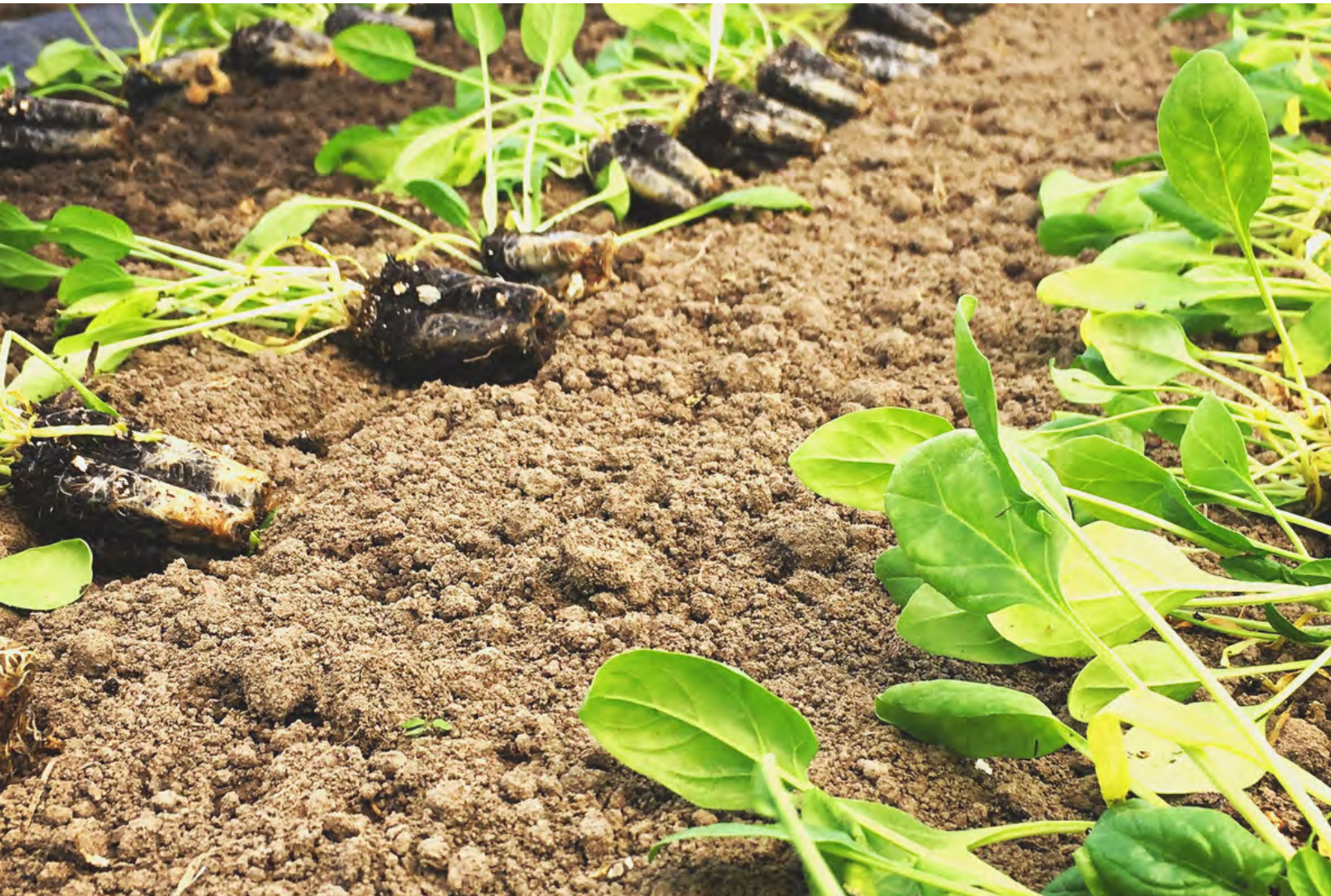
## MEET FARMER KURT & CORINNA

We understand what it feels like to want to look your farmer in the eye and know where your food comes from. We know you value quality ingredients that will make your home cuisine shine.

After 12 years, our farm is more than just a place to get superior tasting veggies. It's a place where you become a part of local food movement that is reconnecting our community.

Join our farm. We will change the way you eat.





# I care about the environment and how my food is raised.

HOOK #6

## **THE PROBLEM:**

I care about the environment and I'm worried that my buying decisions are having a negative affect on Mother Earth. I'm trying to educate myself about the food system's impact on the planet, but I'm confused by all the labels and lingo. I feel like Big Ag is in control and is trying to hide what's really going on. I want to choose a farmer who is also a responsible steward of Mother Nature. I see this as my small way to participate in a greater mission to save our planet.



## Sample Words from CSA Members:

I really like to cook, and I like the challenge of incorporating different ingredients into my menu for the week. I also think socially conscious farming is very important in our current climate. Farmers need to be supported in making decisions that are good for the environment.

I believe that our food is our health, and fresh, organic produce is natural nourishment. And knowing where my food comes from--down to the actual farm--gives me peace of mind for my own cooking and knowing I'm doing my part to support practices I care about, like combating climate change by buying and eating local, seasonal products through CSA.

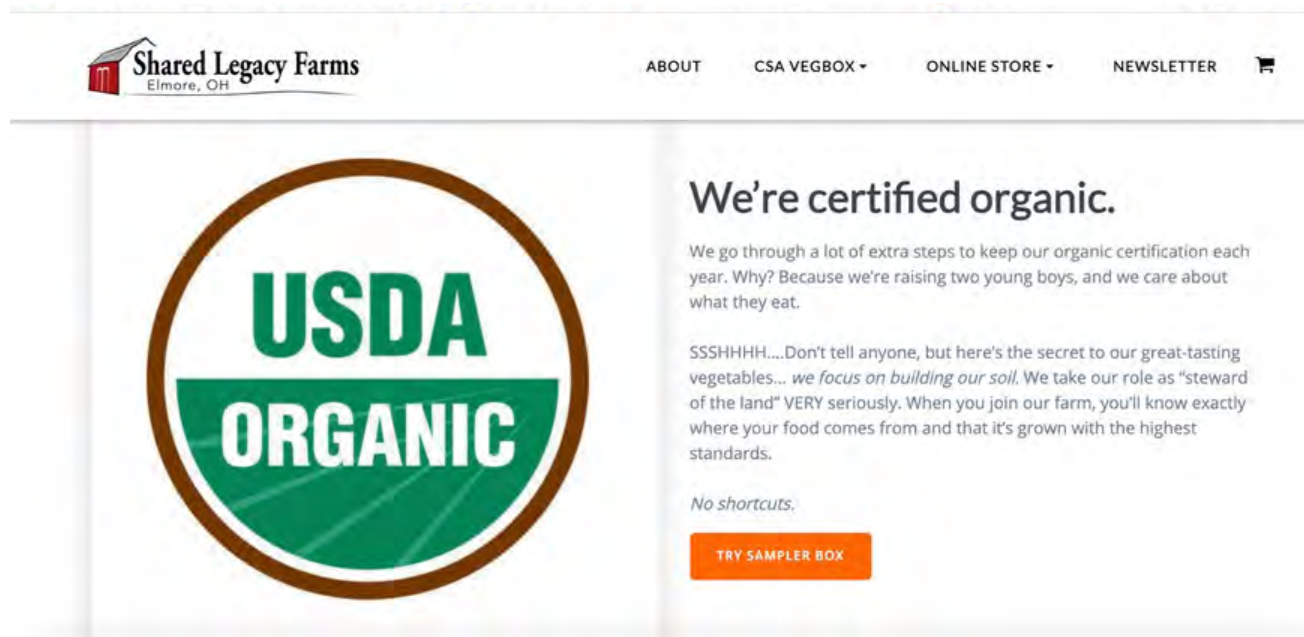
We joined a CSA farm because of our commitment to supporting local farmers. An added perk is receiving local, organic and healthy food that is grown in a way that sustains the earth. One of the many things we enjoy is the "Community" that is formed by joining a CSA. We take our children to "our" farm and participate in events they hold where we get to know the farmers, get to know the members and get to know the farm where our food is grown.





# Putting the Hook into Action:

HOOK #6 - PROTECT THE ENVIRONMENT.  
WEBSITE COPY



## WE'RE CERTIFIED ORGANIC.

We go through a lot of extra steps to keep our organic certification each year. Why? Because we're raising two young boys, and we care about what they eat.

SSSHHH...Don't tell anyone, but here's the secret to our great-tasting vegetables... we focus on building our soil. We take our role as "steward of the land" VERY seriously. When you join our farm, you'll know exactly where your food comes from and that it's grown with the highest standards.

No shortcuts.