Creative Vegetable Marketing
In Direct Markets

Katie Bishop - PrairieErth Farm

Claire Strader – FairShare & UW Extension
Summer CSA
175 Members
24 weeks

Winter CSA
150 Members
10 weeks

Market Bucks CSA
Farmers Markets
Outdoor May-Oct
Indoor Nov-April
Wholesale Stores Distributors Chefs
The Plan

What in the heck is going on out there??

CSA

Relate & Retain

Farmers Markets

The "experience factor"

And make more $$
Let's talk about food trends...
Culinary Restaurant Trends

2014
- Locally sourced meats/seafood
- Locally grown produce
- Environmental sustainability
- Healthful kids' meals
- Gluten-free cuisine
- Hyper-local
- Children's nutrition
- Non-wheat noodles/pasta
- Sustainable seafood
- Farm/estate branded items

2019
- Cannabis/CBD oil-infused drinks
- Cannabis/CBD oil-infused food
- Zero-waste cooking
- Globally-inspired breakfast dishes
- Global flavors in kids' meals
- Hyper-local
- New cuts of meat
- Veggie-centric/vegetable-forward cuisine
- Chef-driven fast-casual concepts
- Craft/artisan/locally produced spirits

Data from National Restaurant Association
"What's Hot" forecast.
Cheaper to eat at home

Home Cookin'
It's looking increasingly cheap to cook at home versus dine out

Restaurant inflation  Food at home inflation

Source: U.S. Bureau of Labor Statistics
Yet more people are eating away from home

Food-at-home and away-from-home expenditures in the United States, 1960-2017

Is This the Death Rattle of Mail-Order Meal Kits?

As the novelty of meal kits wears off, companies like Blue Apron and Hello Fresh are seemingly faced with a choice: pivot or die.
BLUE APRON
- Not profitable
- Lost 200K members 2017-2018
- 90% stop subscription in 1st year

AMAZON
- AmazonFresh
- Whole Foods
- Amazon Key (scary!)
- Quality is eh...
- 450 stores nationwide

Gallup Poll
- 84% never order groceries online
- 89% never order meal kits
  8/2018

HELLO FRESH
- Revenue up 90%
- & doubled it's customers
- Food quality is eh...

BRICK & MORTAR
- Hot meals & "ready to eat"
- Buying meal kit boxes (!!!)
- More "unusual" produce
Britney of Palm Harbor, FL    ✔ Verified Reviewer    $ Verified Buyer

Original review: Jan. 4, 2020

Hello Fresh was my saving grace. I'm a horrible cook and I bragged to everyone about how it helped me in the kitchen. And then we started regularly getting spoiled vegetables or punctured and leaking meat packages once a week. Customer service was always great, refunding is for those items, but it was enraging having to go through that process every week. The great recipes were no longer worth the hassle.
Although I generally found the recipes delicious and easy to prepare, I was consistently receiving missing or spoiled produce so recipes couldn't be prepared as designed. I finally became frustrated having to call every time my produce was spoiled, literally rotten, only to receive a $10 credit. I asked the last time when the boxes were actually packed. I was told at least 3 days prior to shipping. I asked if it could be an issue with a produce provider. I was told no. I changed my day to Monday just to make sure the produce was fresher. It wasn't. Arugula does not survive for a week in a bag. I did not ever receive arugula that was edible, not once. I'm thinking you should probably change your name to hello, I'm not really very fresh.

⭐⭐⭐⭐⭐

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<table>
<thead>
<tr>
<th>Reason</th>
<th>% of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Want to see/touch the product</td>
<td>51%</td>
</tr>
<tr>
<td>Want the groceries immediately when I buy them</td>
<td>42%</td>
</tr>
<tr>
<td>Quality concerns</td>
<td>31%</td>
</tr>
<tr>
<td>Enjoy grocery shopping</td>
<td>27%</td>
</tr>
<tr>
<td>Delivery concerns</td>
<td>17%</td>
</tr>
<tr>
<td>Not available in my area</td>
<td>13%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
</tr>
</tbody>
</table>

Note: ages 18+
Source: Market Track, March 30, 2017
What about you?
The plan

CSA - Relate & Retain
Veggie Guilt
Food waste was the highest rated reason people quit CSA.
Could you do it?
Half shares, bi-weekly, encourage sharing

Trial sized, Choice, Market shares

Education

Exit strategies
Education & "Exit Strategies"

Storage

Cooking

How to use excess

Clear out the fridge ideas
Root Vegetable Storage

**Sweet Potatoes**
Sweet potatoes should be stored away from direct light or heat in a dry area. Ideally, kept at around 55 degrees however never lower or you'll lose some of the sweetness. A drawer or basket in a pantry works great for long term storage.

**Onions, Shallots, Garlic**
These need to stay dry - so don't store them in the refrigerator. A dark drawer or basket away from sunlight will work well. Don't keep your garlic or onions in a bag, they need to breath a bit.

**Roots without leafy tops**
Wrap these in a bag (cloth or plastic) and store in the crisper drawer of the refrigerator. These will store for months if kept wrapped and cool. If you have a heated garage or unheated basement, store excess there make sure it's dry and stays above freezing.

**Roots with leafy tops**
Immediately remove the leafy greens and store separately. Then wrap roots in a bag (cloth or plastic) and store in the crisper drawer of the refrigerator. If you have a heated garage or unheated basement, store excess there make sure its' dry and stays above freezing.

**Potatoes**
Keep them in the dark! Otherwise they will sprout very quickly and turn green. Refrigerating these will alter the starches and make them overly sweet. Keep them on the counter or in a drawer/basket away from direct heat, and keep covered (you can drape with a towel). Don't store with onions, the potatoes will sprout faster. Sprouting isn't bad, just pick them off.

www.prairierthfarm.com
DANGER ZONE VEGGIES

Root Veggies w/ leafy tops - Remove tops immediately. Save your beet, turnip, radish greens. They're delicious raw, in stir-fries - even smoothies. Bag roots & store in crisper drawer.

Fresh Herbs - Basil in a glass of water on the counter or wrapped in a damp paper towel in the door of the fridge. Everything else, in a bag in the fridge immediately.

Leafy Greens - If you have time to wash, spin dry & prep in plastic bags do it. At the very least,
You're the expert!

Don't assume they know
Flexibility
Figure 14. CSA challenges by CSA status (averages on 5-point scale)
# Reasons for discontinuing

<table>
<thead>
<tr>
<th>Reason</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Mean</th>
<th>St Dev</th>
<th>Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>The product mix did not meet my needs</td>
<td>47%</td>
<td>18%</td>
<td>35%</td>
<td>2.9</td>
<td>1.2</td>
<td>3</td>
</tr>
<tr>
<td>Lack of choice about products included</td>
<td>41%</td>
<td>18%</td>
<td>41%</td>
<td>3.0</td>
<td>1.3</td>
<td>3</td>
</tr>
<tr>
<td>Too little diversity in products in the share</td>
<td>33%</td>
<td>23%</td>
<td>44%</td>
<td>3.2</td>
<td>1.2</td>
<td>3</td>
</tr>
<tr>
<td>Lack of choice about quantity and/or frequency</td>
<td>23%</td>
<td>19%</td>
<td>58%</td>
<td>3.4</td>
<td>1.2</td>
<td>4</td>
</tr>
<tr>
<td>Lack of time for cooking or processing the food</td>
<td>27%</td>
<td>17%</td>
<td>56%</td>
<td>3.5</td>
<td>1.2</td>
<td>4</td>
</tr>
<tr>
<td>Price per box is too high</td>
<td>21%</td>
<td>25%</td>
<td>54%</td>
<td>3.5</td>
<td>1.1</td>
<td>4</td>
</tr>
<tr>
<td>Too low of a value</td>
<td>19%</td>
<td>26%</td>
<td>56%</td>
<td>3.5</td>
<td>1.1</td>
<td>4</td>
</tr>
<tr>
<td>Inconvenient to pick up or receive the share</td>
<td>25%</td>
<td>12%</td>
<td>63%</td>
<td>3.6</td>
<td>1.3</td>
<td>4</td>
</tr>
<tr>
<td>Too much food in the share</td>
<td>19%</td>
<td>16%</td>
<td>65%</td>
<td>3.6</td>
<td>1.1</td>
<td>4</td>
</tr>
<tr>
<td>Lack of knowledge for food preparation</td>
<td>17%</td>
<td>14%</td>
<td>69%</td>
<td>3.8</td>
<td>1.1</td>
<td>4</td>
</tr>
<tr>
<td>Too little food in the share</td>
<td>11%</td>
<td>18%</td>
<td>71%</td>
<td>3.9</td>
<td>1.0</td>
<td>4</td>
</tr>
<tr>
<td>Payment period is too long</td>
<td>3%</td>
<td>21%</td>
<td>77%</td>
<td>4.0</td>
<td>0.8</td>
<td>4</td>
</tr>
</tbody>
</table>
Options for Customization

Harvie: $500 set up & 7%
Farmigo: 2%
Barn2Door: $299 set up & $69/mo
CSAware: 2%

Flexibility within the box.
Farms must meet certain criteria for credit card sales. A 2.9% + $0.30/transaction fee plus a 7% transaction fee applies. There is a $500 one-time set up fee.
Rate all vegetables at beginning of season

Box is always set based on those preferences

Can swap items and buy extras before delivery

Get automated recipes based on box contents
Forecast’s harvest 3-4 days before delivery

Automated newsletter goes out with each member’s veg list

Pull harvest and pack lists after members adjust box

Print box labels and pack individual boxes

Harvie handles customer support for software issues
370 weekly boxes in 2019
50% full with auto renew in November 2019 for 2020 season
Less waste in harvest is helping to cover cost
Members love it, based on personal conversations
40% of members further customize each week
Can contact Robyn
Started customizing in 2017
525 weekly boxes in 2019
Using Farmigo
Farmigo

- Members love customization
- Hard to tell if retention is better
- Customers are learning to use it = fewer software calls
- Uses Mailchimp for email design, then pastes into Farmigo
- Likes the flexibility for the farm
- Does not like forecasting but is getting better at it
Farmigo

2% of deliveries or $150 a month (minimum)

Only pay during the active season

Fairly easy to use
**Farmigo**

**PROS:**
- Inexpensive
- CSA management tool (no spreadsheets)
- Online store
- Email communications

**CONS:**
- No mobile app
- Email inconsistent
- Accounting functions confusing
- Label format
- Want something that works synergistically w/ wholesale
CSA were
2% of sales, $100/month minimum during season
Reschedule shares
Customers can customize shares and buy extras
Priority placement on Local Harvest

Newsletters?
Recipes?
Barn2Door

Not specific to CSA, primarily for online sales

Automated reminders, newsletters, and invoices

Harvest and pack lists

$1,007 to $1,687 per year

+ 3.9% on credit card sales through Swipe

Attracts young CSA members?
What about you?

What does affect Retention?

- All Organic Practices: 31% greater retention
- Longer Season: 2.8% greater retention per month
- Fruit in Standard Shares: 8.6% greater retention
Easy ways to offer flexibility

Single-person share sizes
Nibble Share (far right)

⅓ to ½ of a grocery bag, weekly, 5-8 different items, generally less obscure vegetables
Easy ways to offer flexibility

Exchange table

Trade
Easy ways to offer flexibility

Vacation Holds & Rescheduling
Other ways to offer flexibility

This or that?

OR

OR
Pack your own at the farm.
Pack your own at market
Other ways to offer flexibility

Allow them to purchase extra
I pre-ordered 15 pounds of eggplant.

We have that ready for you right here!
Other ways to offer flexibility

Take as much as you need

OR

OR
“...there are a lot of people who are seriously upset that it takes so long to join because our turnover rate averages about 7%.”

- Anthony Graham
https://lotfotl.com/2020-choice-csa/
Farmers Market
CSA Shares
Who's doing them?
**Market Buck Investment Options:**

<table>
<thead>
<tr>
<th>Your Investment</th>
<th>% of return</th>
<th>Total Bucks Loaded</th>
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<tbody>
<tr>
<td>$200</td>
<td>5%</td>
<td>$210.00</td>
</tr>
<tr>
<td>$300</td>
<td>7%</td>
<td>$321.00</td>
</tr>
<tr>
<td>$450</td>
<td>10%</td>
<td>$495.00</td>
</tr>
<tr>
<td>$600</td>
<td>13%</td>
<td>$678.00</td>
</tr>
<tr>
<td>$750</td>
<td>15%</td>
<td>$862.50</td>
</tr>
</tbody>
</table>

Other benefits of our Market Bucks CSA include:
* CSA-only farm tours
* Invite to our exclusive Harvest Party
* Market Bucks CSA members are “tier two” for signing up for future CSA programs. This is a great benefit because our winter CSA’s specifically sell out quick. So if you’re a Market Bucks CSA member you’ll get to sign-up for all other CSAs after the Traditional CSA folks get a chance, but before the general public!
* Access to the newsletter with recipes, farm news and more!
* Gift card as a gift!
* Never have to worry about missing a share if you’re out of town!
* The gift card can be used on garden transplants, cookbooks, our jams or sweet treats, or anything you can think of to support our stand all year long! Including the Thanksgiving market and winter markets!

Get the best of both worlds and enjoy the farmer’s market atmosphere!

You know you’re coming to the market anyway, why not save some $$ and support your local farmers!
How does a Market Share work?

Members purchase a Market Share in $100 increments. **Members who sign up for a Market Share of $300 or more will receive 10% in bonus funds on their card.** At the $300 level and above, members are also invited to all on-farm U-pick opportunities (sauce and cherry tomatoes, flower, herbs, and other crops). Regardless of share level, all market members receive occasional specials at the stand, weekly recipes and news from the farm, and invitations to farm events. Our website and weekly emails give you a preview of our market offerings so that you can plan accordingly. As a CSA member, Market Share members receive HMO rebates through their insurance providers. Visit www.csacoalition.org/about-csa/csa-members for more information.
Our Market Card

Enjoy fresh, local food year-round.
Support our farm.
Save some money.

Siena Farms’ Market Cards are pre-paid cards for shopping at Siena Farms’ retail locations. When you buy or recharge a Market Card, you provide essential seed money to the farm. We thank you by adding bonus value to your card, up front.

You can buy a Market Card in person at any of our retail locations. You can also purchase one right here with a secure online payment—we’ll email a confirmation and ask you to confirm the shipping address, then promptly mail the Market Card.

The more you plant, the bigger the harvest.

<table>
<thead>
<tr>
<th>You Pay</th>
<th>$50</th>
<th>$100</th>
<th>$250</th>
<th>$500</th>
<th>$1000</th>
</tr>
</thead>
<tbody>
<tr>
<td>You Get</td>
<td>$55</td>
<td>$115</td>
<td>$300</td>
<td>$625</td>
<td>$1300</td>
</tr>
<tr>
<td>Bonus Value</td>
<td>10%</td>
<td>15%</td>
<td>20%</td>
<td>25%</td>
<td>30%</td>
</tr>
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Don't give away the farm.

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Enjoy fresh, local food year-round.
Support our farm.
Save some money.

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<td>25%</td>
<td>30%</td>
</tr>
</tbody>
</table>
...you have to ask: does getting money up front reduce my overall expenses? Can I "borrow" the money from my customers for less than I could borrow it from the bank?"

Chris Blanchard
*Farmstand CSA Cards* can be purchased at different levels, and we will add 10% value to all cards paid for by April 1st (after that, 5% is added). The minimum amount is $200.

Suggested price points:

- $200 (your card will be issued for $220)
- $300 (your card will be issued for $330)
- $400 (your card will be issued for $440)
- $600 (your card will be issued for $660)

- As long as you write a check for an amount **$200 or greater**, we will put that amount plus an additional % onto your card (10% by April 1st, or 5% after).

- Place your order online for **Farmstand CSA Cards** and pay online with an additional 3% online processing fee or send us a check for the amount you're purchasing the card for. Make sure that we have your name, email address, and phone number so we can reference your card. That way we can look you up if you ever forget your card. Please include your mailing address so we can send you your card once we receive and process your payment.

- If you have a card from the previous year, just keep it, mail us a check (or pay through Paypal), when you place an order online telling us you still have the card in the "notes" section at checkout. We can look it up and reload the card remotely - we don't need the physical card in our presence. Reduce, Reuse, Recycle!!
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*Farmstand CSA FAQ's*
# 2018 Market Credit CSA: $200

**Name:**

<table>
<thead>
<tr>
<th>Date</th>
<th>Purchase</th>
<th>New Total</th>
<th>Date</th>
<th>Purchase</th>
<th>New Total</th>
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<tr>
<td>4/1</td>
<td>-</td>
<td>$220</td>
<td>6/30</td>
<td>$3</td>
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<td>4/14</td>
<td>$17</td>
<td>$203</td>
<td>7/14</td>
<td>$18</td>
<td>$94</td>
</tr>
<tr>
<td>4/21</td>
<td>$5</td>
<td>$198</td>
<td>8/11</td>
<td>$13</td>
<td>$81</td>
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<td>5/12</td>
<td>$12</td>
<td>$186</td>
<td>8/18</td>
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<td>$36</td>
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<td>$35</td>
<td>$151</td>
<td>9/1</td>
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<td>$28</td>
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<tr>
<td>6/2</td>
<td>$20</td>
<td>$131</td>
<td>9/29</td>
<td>$10</td>
<td>$18</td>
</tr>
<tr>
<td>6/9</td>
<td>$16</td>
<td>$115</td>
<td>11/17</td>
<td>$18</td>
<td>$0</td>
</tr>
</tbody>
</table>

Extra 10% to say THANKS!
Don't create too much extra work.

<table>
<thead>
<tr>
<th>Date</th>
<th>Purchase</th>
<th>New Total</th>
<th>Date</th>
<th>Purchase</th>
<th>New Total</th>
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<tr>
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<td>$12</td>
<td>$86</td>
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<td>5/26</td>
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<td>6/9</td>
<td>$16</td>
<td>$115</td>
<td>11/1</td>
<td>$18</td>
<td>$0</td>
</tr>
</tbody>
</table>
You have to do it!
Do everything Corinna Bench tells you to do!
Email marketing
Copywriting
Facebook groups
Canva
CSA member education
Creating a sense of urgency/scarcity
Be a good farmer

Don't give them crap!
Freshness
Not too much
Not too little
Is this right?
And this?
What about this?
LARGE SHARE
Week of June 25, 2018

Bluestem Farm

Strawberries
You know...

Kohlrabi
Slaw with cilantro, jalapeno + lime

Plus 2 Herbs

Scallions
Fried rice

Napa Cabbage
Stuffed with sweet + sour ground pork

Lettuce
Salad with roasted shallot vinaigrette

Zucchini
Marinated in garlic + grilled

Spinach
Spatzli with brown butter
Hartwood LARGE Share Week 2

Rainbow Chard
Red Sails Lettuce
Bamhi Beets
Bibb Hearts Lettuce
Kohlrabi
Sugar Anne Snap Peas
Garlic Scapes
Lots of Broccoli!
Braising Greens
Plan your successions
Fess up
Problem members or member problems?
The plan

Farmers Markets

"The experience factor"

How to make more $
Use all 5 senses
HEIRLOOM TOMATO TASTING

W Green Top Grocery
@ PRAIRIERTH FARM
DOWNTOWN BLOOMINGTON FARMERS MARKET

42%
Uptick in sales from sampling

- Journal of Nutrition, Education & Behavior Change
Attract customers
repeat customers
I had fun once.
It was awful.
"When you’re greeting a customer at farmers market…don’t forget to smile. It’s a good life, people, and we’re all lucky to be here. Smiling reminds you, and everyone around you, that that’s true."

- Chris Blanchard
Unique = $

Grouping/packaging = $
ORDER YOUR TOMATO BOX!!

$30 a box

or

$3.50 a pound
40% more purchased when shopping carts doubled in size
<table>
<thead>
<tr>
<th>Expense Type</th>
<th>Cash</th>
<th>Mobile</th>
<th>Bank Transfer</th>
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<th>Credit/debit</th>
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<tbody>
<tr>
<td>Vacation, travel</td>
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<td>86</td>
<td></td>
<td></td>
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What if they could get this...
AND this...
Thank you!

Katie Bishop
Prairierth@ gmail.com

Claire Strader
Claire@ csacoalition.org