

Lessons from Regenerative CSA Farms Connecting Soil Care, Community and Economic Viability.



Problem encountered and objective

The Danish TG explores how small regenerative CSA farms can combine soil care, local marketing and economic viability in one business model. It addresses a practical challenge for farmers: how to improve soil health, involve customers, document value, secure fair payment and generate income without placing most labour pressure and financial risk on the farmer alone.

Main Results and Outcomes

Activities include long-term fieldwork with Danish regenerative CSA farms, farm visits, interviews, customer surveys, participation in strategy meetings and facilitation of a national farmer knowledge-sharing group. The work gathers practical experience on pricing, labour, soil practices, customer relations, marketing and organisation.

Regenerative CSA farms can create value beyond the sale of vegetables. They make soil care visible to customers, strengthen local relations and test ways of sharing risk, responsibility and value between farmers and consumers. The results show that subscriptions, self-harvest systems, differentiated pricing, transparent financial communication and diversified income streams can help make soil-building practices more economically and socially viable.

Practical recommendations

- Farmers and support actors should not focus only on regenerative practices, but also on the business model that must support them. Labour, time, customer communication and soil care need to be priced and communicated more realistically. Differentiated pricing can allow customers with greater ability to pay to support access for others. Open communication about working hours, seasonal variation and real production costs can improve customer understanding and willingness to pay.
- At the same time, the findings show that the model is vulnerable if low income, long working days and unpaid work become hidden conditions for success. For advisors, coordinators, finance actors and policy makers, there is an opportunity to develop advice, loans, support schemes and policies that reward the wider value regenerative CSA farms create for soils, local communities and food systems.



ABOUT SOILVALUES

SoilValues is a Horizon Europe project that will contribute to the development of successful soil health business models across the EU to improve soil quality and provide land managers with the necessary incentives.

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USEFUL LINKS



<https://soilvalues.eu/>



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<https://zenodo.org/communities/heuropesoilvalues>

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