THE CLIENT
The Pennsylvania Association for Sustainable Agriculture (PASA) was established in 1992. It is a non-profit, member based organization whose focus and passion is to transform agriculture and food systems in Pennsylvania and beyond in a way that makes farmers and their farms more viable, improves the quality of the land and restores the health and wellbeing of consumers.

THE PROJECT
PASA engaged Fox Management Consulting (Fox MC) to develop a viable business model to support sustainable agriculture in close-in urban areas.

KEY INSIGHTS
Based on primary and secondary research, Fox MC discovered the following:
• Land in close-in urban areas is often prohibitively expensive to acquire.
• Certain benefits like social good, improved environment and health, and personal interests increase the viability of land access for sustainable farming.
• Farmers have an opportunity to take advantage of these benefits and align their goals with landowner areas of interest.
• Farmers who are interested in urban farming need to consider business models that do not include an ownership stake in the land, such as leases and partnerships.
• The most critical opportunities for an intermediary like PASA to assist farmers are through facilitating farmer trainings, placements, business development, and landowner/farmer agreements.

RESULTS
Following the project, PASA hired a new staff to develop the “Farm Lease Connection” website and received $500,000 in early stage investment.