CASE STUDY
Building A Land Lease Enterprise to Support Sustainable Agriculture in Urban Areas

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

The Project
PASA engaged Fox Management Consulting (Fox MC) to develop a viable business model that supports sustainable agriculture in close-in urban areas.

Recommendations
Fox MC identified five key insights:
• Land in close-in urban areas is quite 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.

Results
Following the project, PASA hired a Fox MBA student to develop the “Farm Cease Connection” website and received $500,000 in early stage investment.