CSA Incentive Pilot Program - FAQ

Version 1.1 – Revised January 30, 2026

Appendix A: Eligible Marketing Expenses

Targeted Marketing & Advertising Support

Participating farms may access up to $2,000 in targeted marketing and advertising support to promote their CSA program, complementing the broader provincial campaign led by Nova Scotia Loyal.

Eligible expenses:

- Paid social media advertisements (Facebook, Instagram, etc.).
- Google ads / search engine marketing.
- Boosted posts or sponsored content promoting the CSA program.
- Print materials such as posters, flyers, and signage specifically promoting the CSA program.
- Website updates or online promotional placement.
- Local radio or community newspaper advertisements.
- Photography or videography services to support CSA promotion.

Non-eligible expenses:

- Website hosting or domain fees not tied to CSA promotion.
- Regular business advertising not linked to CSA program.
- Print or online ads for general farm sales unrelated to CSA program.
- Equipment and capital purchases.
- Production and farm operation costs.
- Unrelated training or professional development.
- Non-transparent or non-verifiable costs.

Receipts or invoices must be submitted with reimbursement claims to access this funding.

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Appendix B: Local Line Adoption & Support

Book a Demo

Interested in learning more about how Local Line can work for your farm? Local Line offers free demos to walk you through the platform and answer your questions.

Contact: Andrew Meehan, Farm Outreach

Email: ameehan@localline.ca

Book a free call: https://meetings.hubspot.com/andrew-meehan

Subscription Services

The program will subsidize Local Line's Core Plan (excluding HTS) for participating farms for the first year of use. The subsidized package includes all features required for CSA administration and reporting:

- Core Plan – $950
- Store Credit Add-On – $86
- Subscriptions Add-On – $278

Total first-year value: $1,314 + HST

**Note: HST is not an eligible expense under the Program and remains the responsibility of the farm.*

At the end of the pilot period, farms may continue using Local Line at their own expense. Local Line will offer a ~20% discount on the first year of renewal, reducing the cost to $1,036 + HST.

Farms must purchase their Local Line subscription upfront and submit a claim with proof of payment for reimbursement.

1:1 Onboarding & Support

Local Line provides onboarding and technical support, including:

- Personalized 1:1 onboarding
- Assistance with product lists, pricing, inventory, and payment setup
- Fulfillment option configuration (delivery/pickup)
- Storefront branding and customization
- Support with anonymizing customer IDs

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Appendix C: Approved Alternative Online Sales Platforms

Farms may request approval to use an online sales platform other than Local Line. Alternative platforms must offer equivalent functionality to support accurate CSA tracking, reporting, and reimbursement.

Approval must be requested in the application form, and written confirmation must be received before participation is approved.

Minimum Platform Requirements

The platform must be able to:

- Record CSA sales as individual transactions
- Export data showing:
    - Number of CSA shares sold
    - Purchase date(s)
    - Share type and share value
    - Customer identifier (anonymized before submission)
    - Payment status and verification
- Link payments to customers (either automatically or through manual entry)
- Apply discount codes for online checkout
- Generate receipts or proof-of-payment records
- Document manual payments (cash, cheque, e-transfer) within the platform
- Support accurate reporting for program audits and evaluation

Platforms that do not allow farms to export complete, verifiable transaction data will not be approved.

Examples of Alternative Platforms

The following commonly used platforms may meet program requirements. Inclusion on this list **does not guarantee approval,** as individual configurations may vary.

1. WooCommerce (WordPress-Based Storefront)
    - Detailed CSV exports of order data
    - Customer profiles (can be anonymized)
    - Discount codes supported
    - Installment options with extensions (e.g., WooCommerce Subscriptions)
    - Manual payment entry
    - Receipt and invoice generation via plugins
2. Square Online
    - Exportable orders with payment status
    - Customer records that can be anonymized
    - Discount code functionality
    - Automatic receipts

- Manual entry for cash/e-transfer/cheque
- Recurring invoices for installment payments

3. Shopify
   - Comprehensive order exports
   - Discount code support
   - Subscription tools available via apps
   - POS integration
   - Automated receipts
4. Local Food Marketplace
   - Order exports with required data fields
   - Discount support
   - Customer and payment tracking
5. Wix (Wix Stores with Wix Payments)
   - Exportable CSV order reports showing dates, items, values, and payment status
   - Customer-linked payments through Wix Payments
   - Discount code support for checkout
   - Automatic order confirmations and receipts
   - Manual order creation for cash, cheque, or e-transfer
   - Ability to anonymize customer data prior to reporting

**Note: Farms must ensure exported data includes all required reporting fields.*

Approval Process

Farms wishing to use an alternative platform must indicate this in the program application. Approval will be provided in writing after review. Farms may be asked to demonstrate that the platform can generate required reports.

The NSFA may decline platforms that cannot support complete, accurate reporting.