Generally, people join Troy CSA because they want the following:

- Fresh Organic Produce
- To Support FTG and an Urban Farm
- To Support a Local Farmer
- A Sense of Community
- The Convenience of a Farm that is Nearby
- Interaction with the Farmer

Though most CSA members share these common desires (or preferences), there are other variations. In this study, participants fell roughly into 4 groups based on additional and differing preferences and behavior. These groups and their individualized preferences are illustrated below:

- **Faithful Utilitarians**
  - Pre-Selected Produce
  - Inherent Level of Engagement
  - To a Lesser Degree

- **Engaged Believers**
  - Satisfaction thru Engagement
  - Self-Motivated Engagement

- **Working Utilitarians**
  - To Work on the Farm

- **Disappointed Self-Selectors**
  - Self-Selected Produce
  - Farm-Motivated Engagement

When members in each of these groups join Troy CSA they respond in the following ways:

- **Faithful Utilitarians**
  - They are Very Satisfied with: Pre-Selected Quality Produce
  - Engagement with Farmer at Stand
  - Engagement with Members at Stand
  - Sense of Community
  - Convenience of Urban Farm

- **Engaged Believers**
  - They are Very Satisfied with: Getting Actively Involved with CSA Engagement
  - Engagement with Farmer at Stand
  - Deepened Relationship with Farmer
  - Sense of Community
  - Pre-Selected Quality Produce

- **Working Utilitarians**
  - They are Very Satisfied with: Working on Farm
  - Some are Satisfied with: Convenience of Working
  - Working on the same farm
  - Some are Not Satisfied:
  - Quality Produce
  - They are Not Satisfied with: Pre-Selected Produce
  - Engagement with Farmer
  - Engagement with Other Members
  - Sense of Community
  - [Do Not Feel Welcomed or Engaged]

After joining Troy CSA they change their behavior and attitudes in the following ways:

- **Faithful Utilitarians**
  - Changing Food Prep Habits
  - Considering Produce Seasonality
  - Changing Eating Habits
  - Gaining Appreciation for Farming

- **Engaged Believers**
  - Consider Produce Seasonality
  - Gain Appreciation for Farming
  - Change Food Prep a Little

- **Working Utilitarians**
  - Consider Produce Seasonality
  - Gain Appreciation for Farming
  - Change Food Prep a Little

- **Disappointed Self-Selectors**
  - Do Not Change Behavior
  - Do Not Gain Appreciation for Farming

These differences in preferences and behavior change affect whether people renew their membership.