



# Hartford Harvest Farm Share

**@HartfordFoodSystem**

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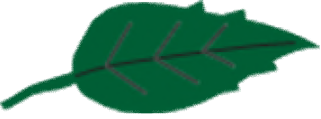
# Background & Mission



Since 1978, the work of Hartford Food System has focused on understanding and addressing the underlying causes of inadequate community access to healthy food. The change we seek to create is a healthy and just food system as part of a healthy community.

Our mission is to fight hunger and improve nutrition in our community.

Our goal is a community with a healthy, culturally responsive, just, resilient, and sustainable food system that meets the needs of all community members

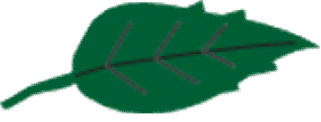


# Our Goal

- More local food on local tables
- Assist small and mid-size farmers to generate more revenue, reach new customers
- "30 by 30" Regional Effort

**We want to connect more  
Hartford farmers to  
Hartford homes!**





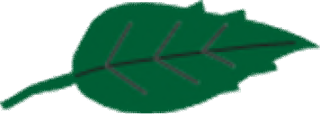
# Our Model

## 2021 Look Back

- Aggregate seasonal produce – both fruits and vegetables
- Worked with 7 farmers; 3 urban farmers
- 25 families served across 16 weeks

## 2022 Season Goals

- Reach 90 Hartford families
- Extend season to 18 weeks
- Leverage partnerships to reach new farmers; at least 10 to start



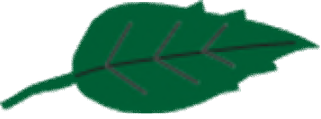
# Market Segment

- 12,000 Hartford households  $\geq$  \$75K annual income
- 8,050 households in North End  $\leq$  ALICE annual income
- 34,000 households in inner ring Hartford suburbs
  - 12-20% currently frequent farmers markets or other CSAs



# Key Customers

- Service organizations, religious congregations, Mutual Aid groups
- Hospital systems, local university systems, Hartford based corporate employers
- Key Customers: North End Senior Center, Oak Hill, City of Hartford HHS & WIC Office, InterCommunity, & more!



# Sources & Uses\*

## Revenue

Sales of CSA Shares: \$44,550

USDA Planning Grant: \$54,000

Investor Contributions: \$25,000

Share Subsidies (CDBG, etc.): \$5,000

**Total Revenue: \$148,000**

## Expenses

Compensation & Fringe: \$95,000

Cost of Goods Sold: \$18,000

Space Rental: \$4,000

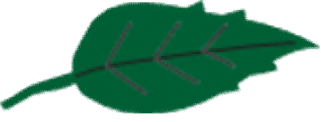
Supplies: \$2,500

**Total Expenses: \$147,000**

\*Budget represents Year 1 draft



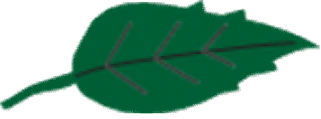
**Secured investments include grants from the USDA and CDBG funds from the City of Hartford; plus, significant interest in our Fast Pitch!**



Thank you for your support  
and dedication to improving  
our local food systems!



**Hartford Foundation**  
FOR PUBLIC GIVING



#### Next Steps:

- Promotion begins in mid-Feb
- Farmer Agreements finalized in Feb
- Fast Pitch – March 1st at 1 PM
- Sales Launch – March 1st

# Welcome to Hartford Harvest Farm Share

**Can we reserve your share today?**

**For Questions, Partnerships, & Sales:  
Alyssa Jones: [alyssa@hartfordfood.org](mailto:alyssa@hartfordfood.org)**