

# Hartford Harvest Farm Share

@HartfordFoodSystem

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# Project Team



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Project Coordinator



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# Background & Mission



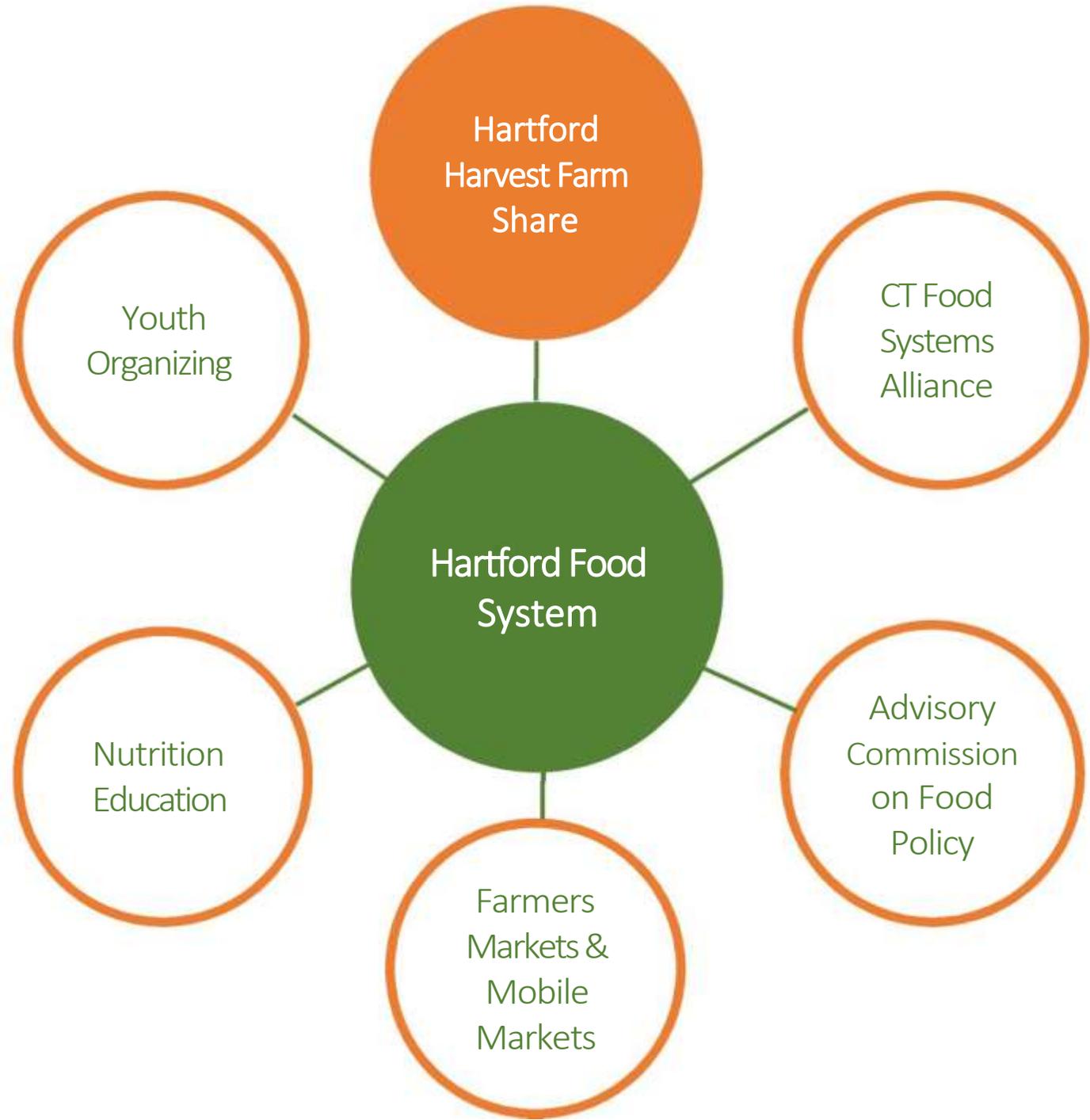
Since 1978, the work of Hartford Food System has focused on understanding and addressing the underlying causes of inadequate community access to healthy food.

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

# Programs, Policy & Advocacy



# We need your support!



## Seeking \$37,000 in Start-up Capital



# Our Goal



- More local food on local tables
- Assist small and mid-size farmers to generate more revenue, reach new customers
- "30 by 35" Regional Effort

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





# Our Challenge

## COVID-19 supply chain issues lead to empty shelves at supermarkets

The pandemic has led to many products being sold out or unavailable, leading shoppers to try alternative brands.



■ GOVERNMENT

## Long lines for free food persist more than a year into the pandemic, causing concern among advocates

by Jacqueline Rabe Thomas April 12, 2021





# Our Opportunity

Locally grown produce

Hartford Food System

Bountiful Farm Shares

Hartford Families

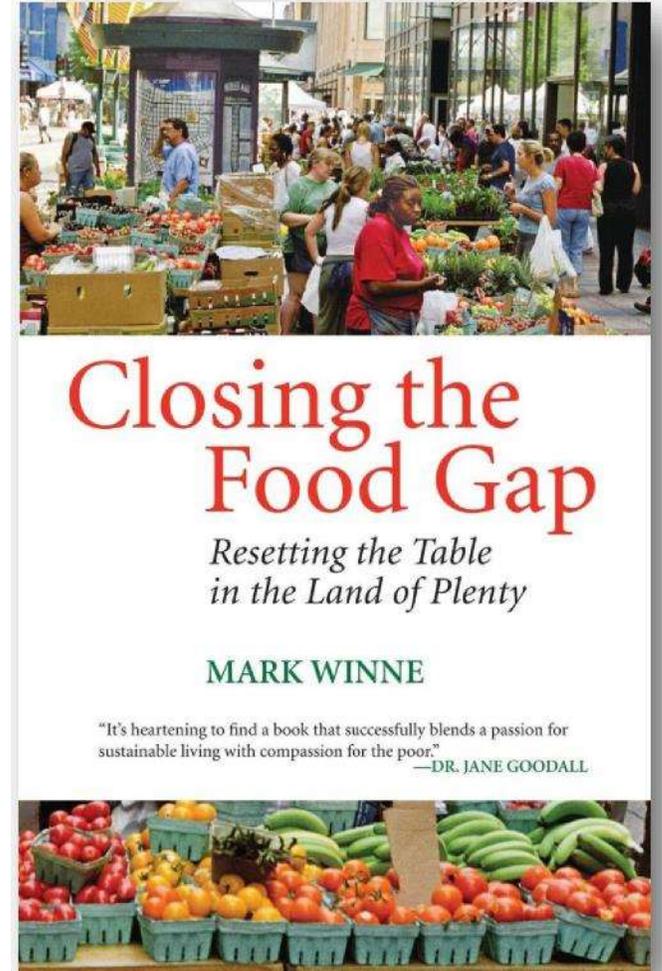
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*At the heart of the Hartford Harvest Farm Share is a system of farmers and community members – real local people – helping one another...*



"There are larger purposes in life when all our interests come together. Closing the food gap is one of them"

-Mark Winne







- 25 families served across 16 weeks

**What is a CSA?**  
CSA stands for "Community Supported Agriculture". Participating in a CSA guarantees you a weekly box full of fresh local produce for the duration of a growing season.

**Let's Break it Down...**  
For a family of three that's...  
**\$8.33/week**  
Multiple convenient pick up location/drop off options

**Why Choose Our Program?**  
Our Aggregate CSA offers:  
• A wide variety of produce options from multiple urban farms.  
• Fruits, vegetables, and dry goods included.  
• Competitively priced and delivery assistance available.  
• Programs support farmers and food access initiatives.

**For more information follow us!**  
Facebook: @HARTFORDFOODSYSTEM  
Instagram: @KENEYPARR\_SUSTAINABILITY

**10+ Farmers!**

Participating in our CSA means direct support to...

**HARTFORD FOOD SYSTEM**

# Our 2021 Pilot Season

- Aggregate seasonal produce – both fruits and vegetables
- Worked with 7 farmers; 3 urban farmers

## Registration

Name

Contact Number:

Address:

### Membership Package

- \$400 Full Priced share (covers 16 weeks)
- Weekly \$25 Payments (Non-EBT)
- Weekly \$25 Payments (EBT)
- Request Income-Based Assistance

\*Send share and payment to Hartford Food System

## Program Details

**PICK-UP LOCATIONS**  
**FRIDAYS 4-6**  
Keney Park Sustainability Project  
181 Windsor Ave  
Windsor, CT 06095

**SATURDAYS 9-NOON**  
Promise Zone Farmers Market  
415 Woodland St  
Hartford, CT 06112



HARTFORD FOOD SYSTEM & KENEY PARK SUSTAINABILITY PROJECT PRESENT

## Aggregate CSA Program

FOR HARTFORD RESIDENTS



**Start Date:**  
June 30th

**End Date:**  
October 30th

Local systems@hartfordfood.org for more information



# Thank you, Hartford Mutual Aid!

*"We loved supporting a local organization and local farmers, too."*

*"The best part is the convenience and value!"*

*"Finally, a CSA with a pick-up in Hartford!"*



*"Wide variety of unique, fresh items."*

# Our Model



## 2022 Season Goals

- Reach 90 Hartford families; 2 convenient pick-up locations
- Extend season to **18-weeks from June through October**
- Leverage partnerships to reach new farmers; at least 10 to start

**Full-Share is \$540 –  
just \$30/ week!**

We accept cash,  
check, debit/credit,  
& SNAP.

Income assistance is  
available.



# Our 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



# Our Key Customers

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

# Our Marketing

4; What are we?

Weekly farm share distributor

Locally sourced

Herbs, and dry goods

...all for just \$30/wk!




Hartford Food System is proud to present...

## Hartrard Harvest Farm Share

18 Weeks of fresh Local produce from Hartford area farms

Competitively priced!

Fruits, vegetables, AND dry goods included **For Sale**

Proceeds support 104 farmers and food access initiatives

\*Income assistance available

*Connecting Hartford farmers  
Hartford homes*

**HARTFORD FOOD-4w SYSTEM**



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For more information please contact Alyssa Jones [alyssa@hartforcifood.org](mailto:alyssa@hartforcifood.org)

**OR CLICK HERE**

**\*NRM**  
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v(Feck4res crops from IP+ wide variety of produce opii multiple urban farms . NO(Fruij/s, ve5e+ables, AND dry goods Ne/Compe4Nively priced and income assistance available v/Proceeds support farmers and food access

**HARTFORD --40-  
FOOD SYSTEM**



# Our 1st Year Metrics



- Complete 18-week season with 7-10 growers; 4 urban farmers
- 75% of season shares committed by June 15th
- Subsidize up to 15% of shares through earned revenue



# Our First-Year Budget



## Revenue

Sales of CSA Shares:	\$40,500
USDA Planning Grant:	\$54,000
Investor Contributions:	\$25,000
Share Subsidies (CDBG, etc.):	\$5,000

**Total Revenue: \$140,950**

## Expenses

Compensation & Fringe:	\$83,000
Cost of Goods Sold:	\$18,000
Space Rental:	\$4,000
Supplies:	\$1,700

**Total Expenses: \$124,500**

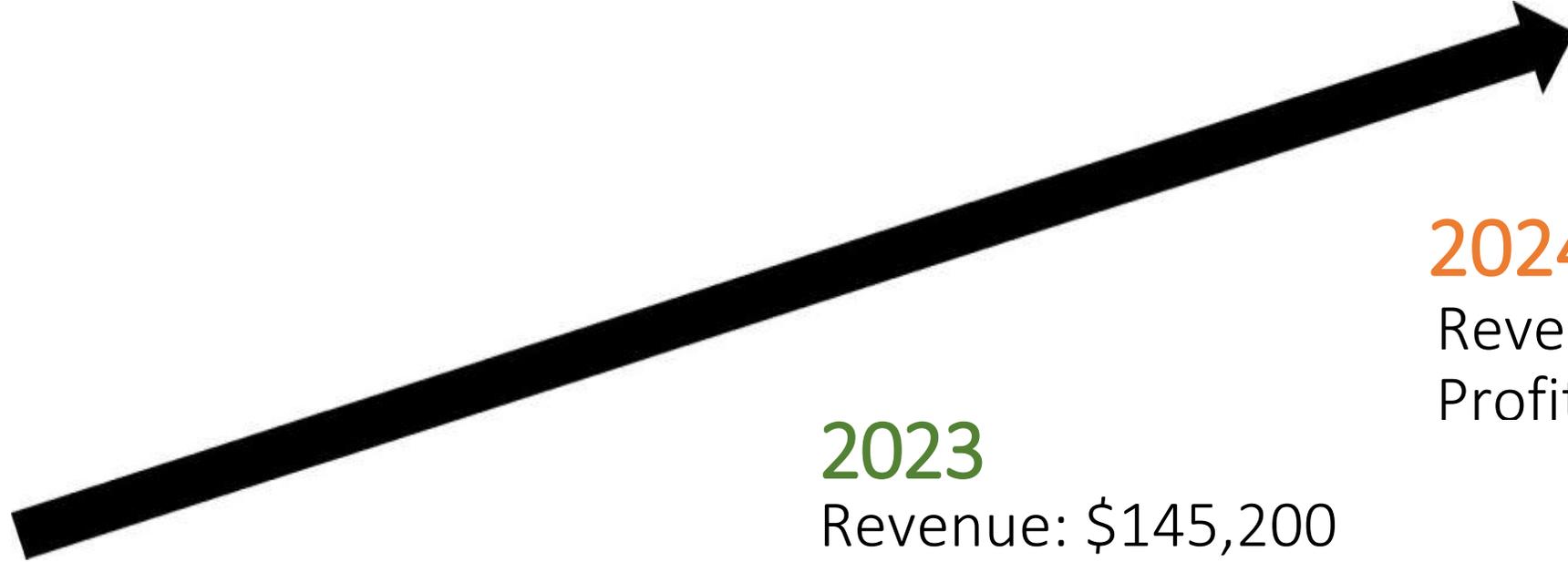
Secured investments include a grant from the USDA, and CDBG funds from the City of Hartford



# Our Financial Projections



Profit Margin: 4%



**2024**

Revenue: \$158,400  
Profit Margin: 8%

**2023**

Revenue: \$145,200

**2022**

Revenue: \$140,950  
Profit Margin: 12%



# Our Start-up Costs



Staff Costs:  
\$27,450

Brand Development:  
\$5,000

Equipment:  
\$3,000

Reusable Bags:  
\$1,500

# Our Follow-up Plan



*Business Plan  
Launched  
March 1st*

*Schedule  
Investor  
Meetings in  
March*

*Complete  
Start-up  
Funding  
April 1st*

*First Share  
June 30th!*

# Our 2022 Timeline



*18-Week Season; June 30th – October 28th!*



# FresherChoice



Farm Market

CSA Markets

Artisan Goods



Categories Reset Filter

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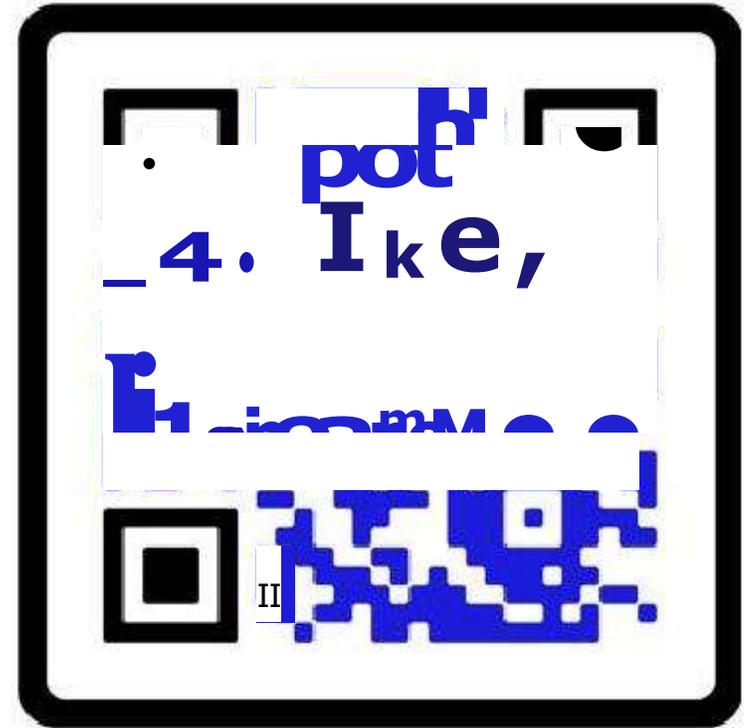
Markets



Shop



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**i,to Custom Online Store**

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



**Hartford  
Foundation**  
FOR PUBLIC GIVING  
Together for goorr



**No Margin,  
No Mission.**

*Your double  
bottom line  
matters.*

**Leonard**

*Your Partner in Doing More  
Good*

Help us share the harvest!



Hartford Harvest Farm Share

Questions & Answers