

Hartford Harvest Farm Share

@HartfordFoodSystem

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Project Team



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Background & Mission

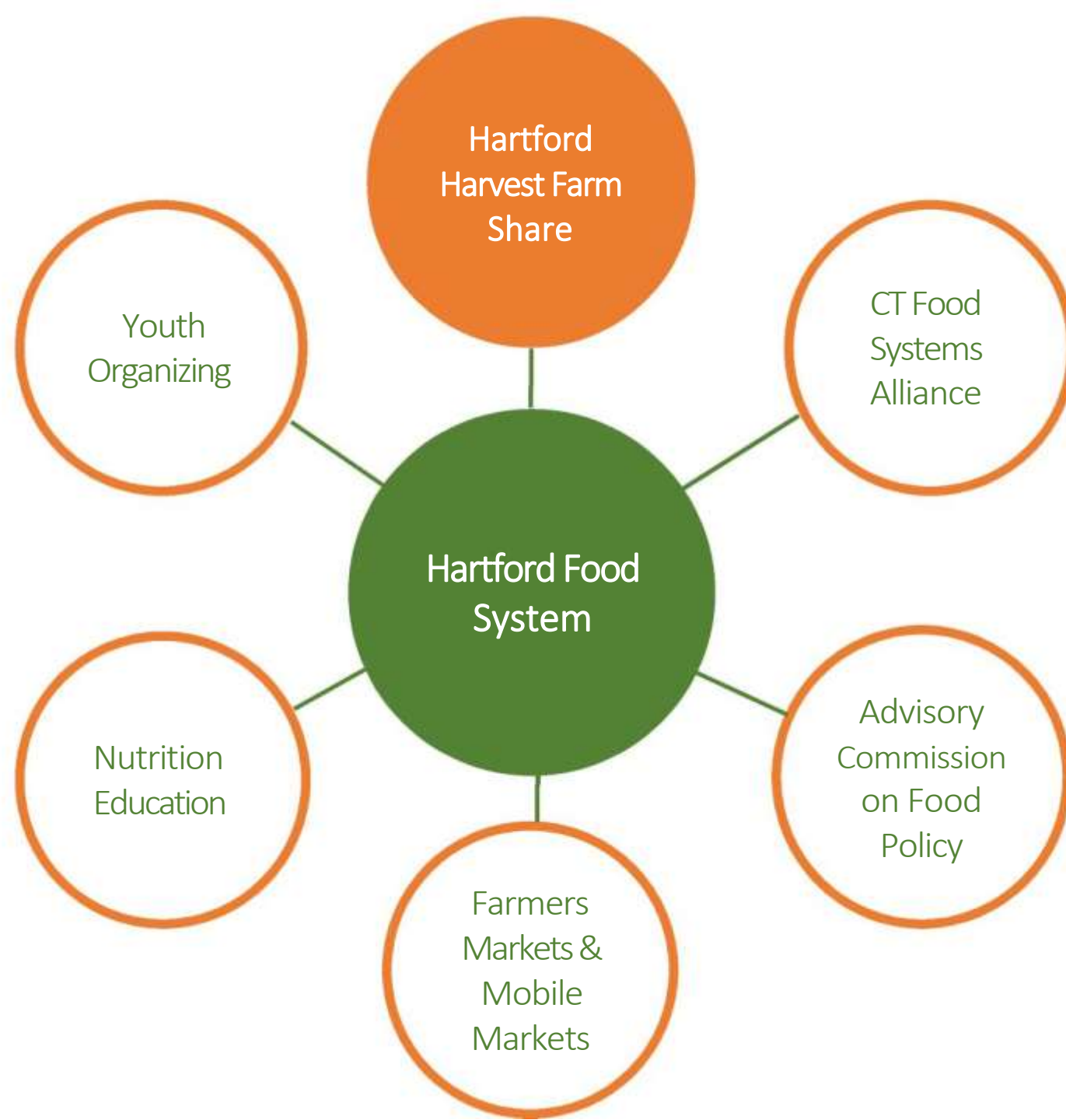
Since 1978, the work of Hartford Food System has focused on understanding and addressing the underlying causes of inadequate community access to healthy food.



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



Connecticut's Nonprofit Journalism.

TRENDING 2022 Legislative Session West Haven Investigation Kosta Diamantis Mental Health Legislation State Budget

■ 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



JACQUELINE RABE THOMAS / CTMIRROR.ORG

FOX 61

News Weather Near Me VERIFY Watch

NEWSLETTER CONTACT US COVID-19 VACCINE CT CULTURED WORKINGCT

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.



HARTFORD
FOOD SYSTEM



Our Opportunity

Locally grown produce

Hartford Food System

Bountiful Farm Shares

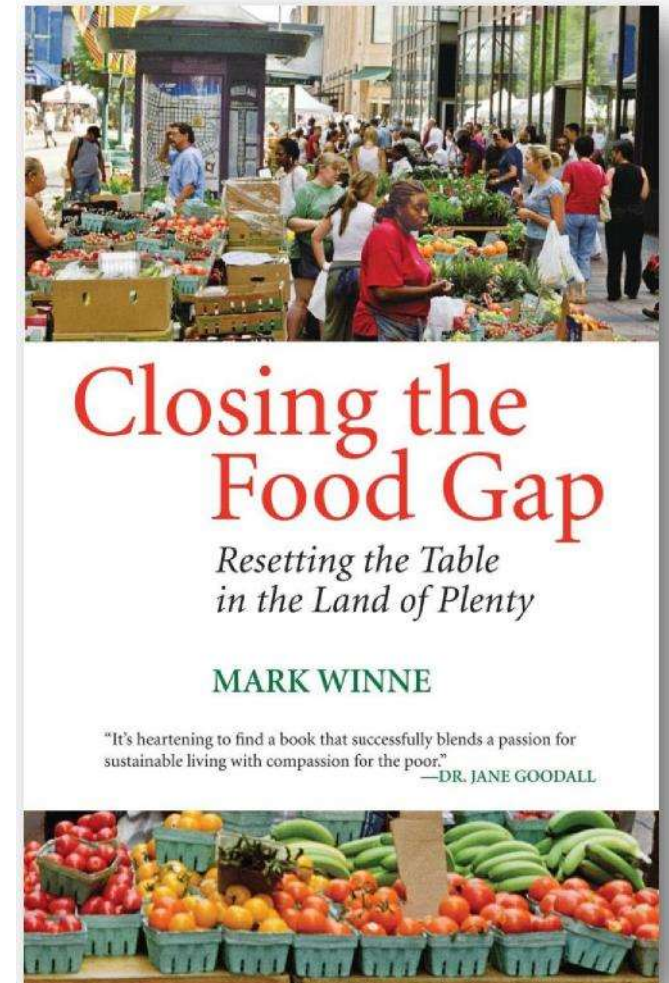
Hartford Families

*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 Aggregor CSA offers:

- A wide variety of produce options from multiple urban farms.
- Fruits, vegetables, and dry goods included.
- Competitively priced and income assistance available.
- Priority support farmers and food access initiatives.

For more information follow us!

@HARTFORDFOODSYSTEM
@KENEYPARK_SUSTAINABILITY



10+ Farmers!

Our 2021 Pilot Season

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

Registration Name <input type="text"/> Contact Number: <input type="text"/> Address: <input type="text"/> Membership Package <input type="checkbox"/> \$400 Full Priced share (covers 16 weeks) <input type="checkbox"/> Weekly \$25 Payments (Mon-EDT) <input type="checkbox"/> Weekly \$25 Payments (EST) <input type="checkbox"/> Request Income-Based Assistance <small>*Send form and payment to Hartford Food System</small>	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	<small>HARTFORD FOOD SYSTEM & KENEY PARK SUSTAINABILITY PROJECT PRESENT</small> Aggregate CSA Program <small>FOR HARTFORD RESIDENTS</small>  Start Date: June 30th End Date: October 30th <small>Email slsystem@hartfordfood.org for more information</small>
		



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 produce from local farms

Fruits, vegetables, 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

Proceeds support 104 farmers and food access initiatives

*Income assistance available

Connecting Hartford farmers to Hartford homes

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HARTFORD FOOD-4w SYSTEM

For more information please contact Alyssa Jones alyssa@hartfordfood.org

OR CLICK HERE

***NRM**
FRESH
commitment

v(Feck4res crops from IP+ wide variety of produce opii multiple urban farms . NO(Frui/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

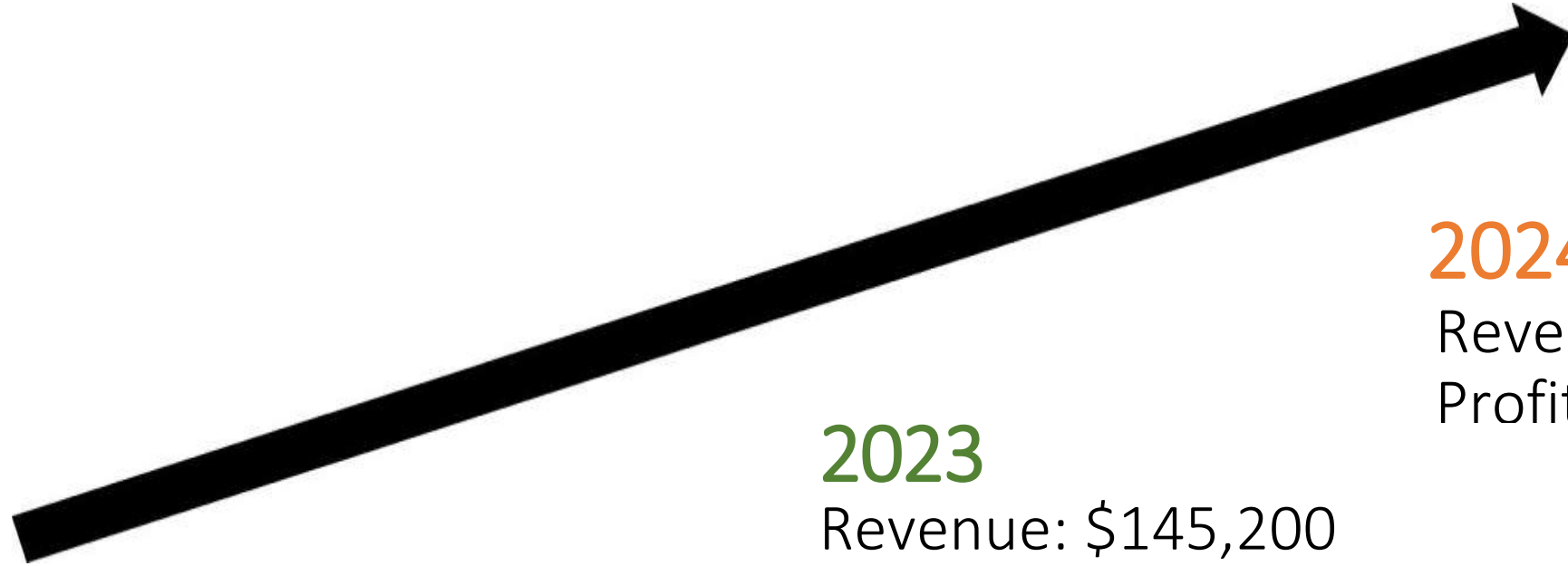
Secured investments include a grant from the USDA, and CDBG funds from the City of Hartford



Our Financial Projections



Profit Margin: 4%



2022

Revenue: \$140,950

Profit Margin: 12%

2023

Revenue: \$145,200

2024

Revenue: \$158,400

Profit Margin: 8%



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

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Learn More

Shop anything from
Hartford Harvest Farm
Share.

Location

Categories

Reset Filter

Filter v



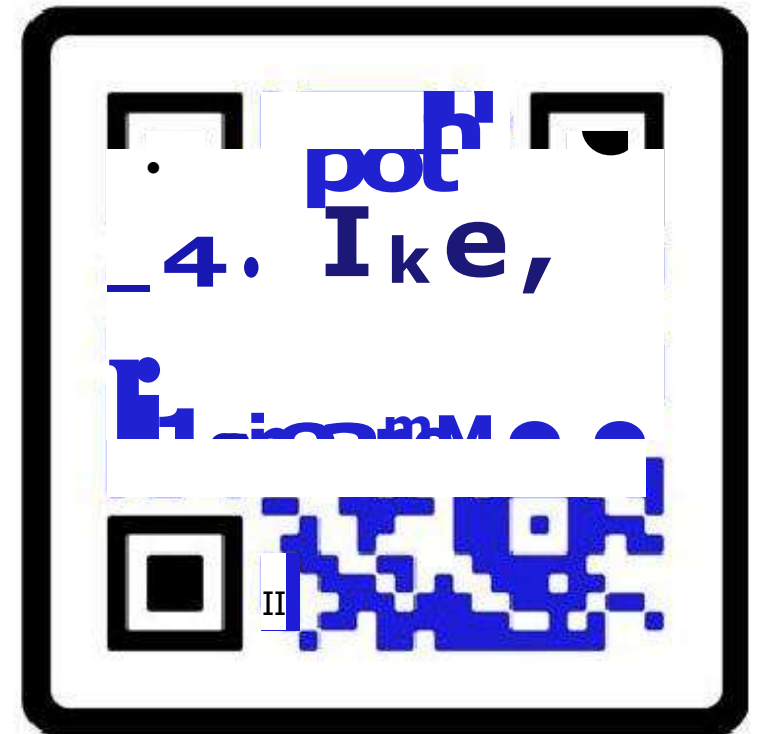
Markets



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