In the Beginning there were Empty lots
Community Gardens and Urban Farms
Growing food in the city
It started with a dream and planning
What it will take!

Final Whole Farm Plan

- Farm dream statement (What)
- Holistic goal (Why)
  - Quality of life statement (Mission)
  - Action statement (Vision)
  - Sustainability statement
- Action plan (How)
- Enterprise budgets
- Start-up budget
  - Balance sheet, Profit and Loss, Cash flow statements
- Whole Farm SWOT
- Marketing plan
- Management plan
- Presentation
Dreaming Big!!!

Your Farm Dream

For the next 10 minutes imagine that you are on your farm—the farm can be on land that you own or rent or it could be a non-profit you manage, but you are in a settled land-based situation. Describe the following:

- How long from now is it?
- Where are you? What does it look like?
- How large is the farm/business operation?
- Do you see anything in particular growing?
- Is there a house? Is there a barn or other buildings? Are there any ponds, lakes, creeks? What does it really look like?
- Who else is there with you? What are your roles?
- What is the quality of your life? Of your farm?
- Who or what is surrounding you?

Farm: 20-40 acres, 300+ years old, great soil, perfect climate, fertile land. The idea is to create a business that will support our vision of a sustainable, regenerative, profitable farm. We will be a CSA, sell at farmers markets in NYC, as well as grocery stores. We want to establish a vibrant rural connection with local families, share stories of the city come up & stay. (Share stories)

We want to replicate our model to share w/ other new farmers.
Funding our farm
Living out our Dream
Metro Cards to Tractors
Making decisions
Building community
Farmer’s Markets, Tours, Restaurants,
We are Women Who Farm!
These are The Hands that Binds US