

Hartford Harvest Farm Share

@HartfordFoodSystem

hartfordfood@hartfordfood.org

860-296-9325

Project Team



Billie C. Scruse, MPA
Executive Director



Alyssa Jones
Manager,
Food Access Initiatives



Lisa Cunningham
Vice Chair, Program Operations
Board Member



Amanda Onochie, CNP
Vice Chair, Comm. Development
Board Member



The Good News!

We Raised \$42,000 in Start-up Capital





Hartford Harvest Farmshare Produce Bag



Collards
Kale
Peppers
Peaches
Blueberries
Apricots
Holy Basil
Chives

Cucumbers
Lemon Cucumbers
Lettuce
Green/red Heirloom
Tomatoes
Corn
3 Varieties of Squash

Our Mission

HARTFORD 
FOOD SYSTEM



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



Thanks to Our Investors

**Farmington Bank
Community Foundation**

Charles Nelson Robinson Fund

JoAnn and James Price



Kristene Snajder

Kristen Shevlin

**Martha Page &
William Young**

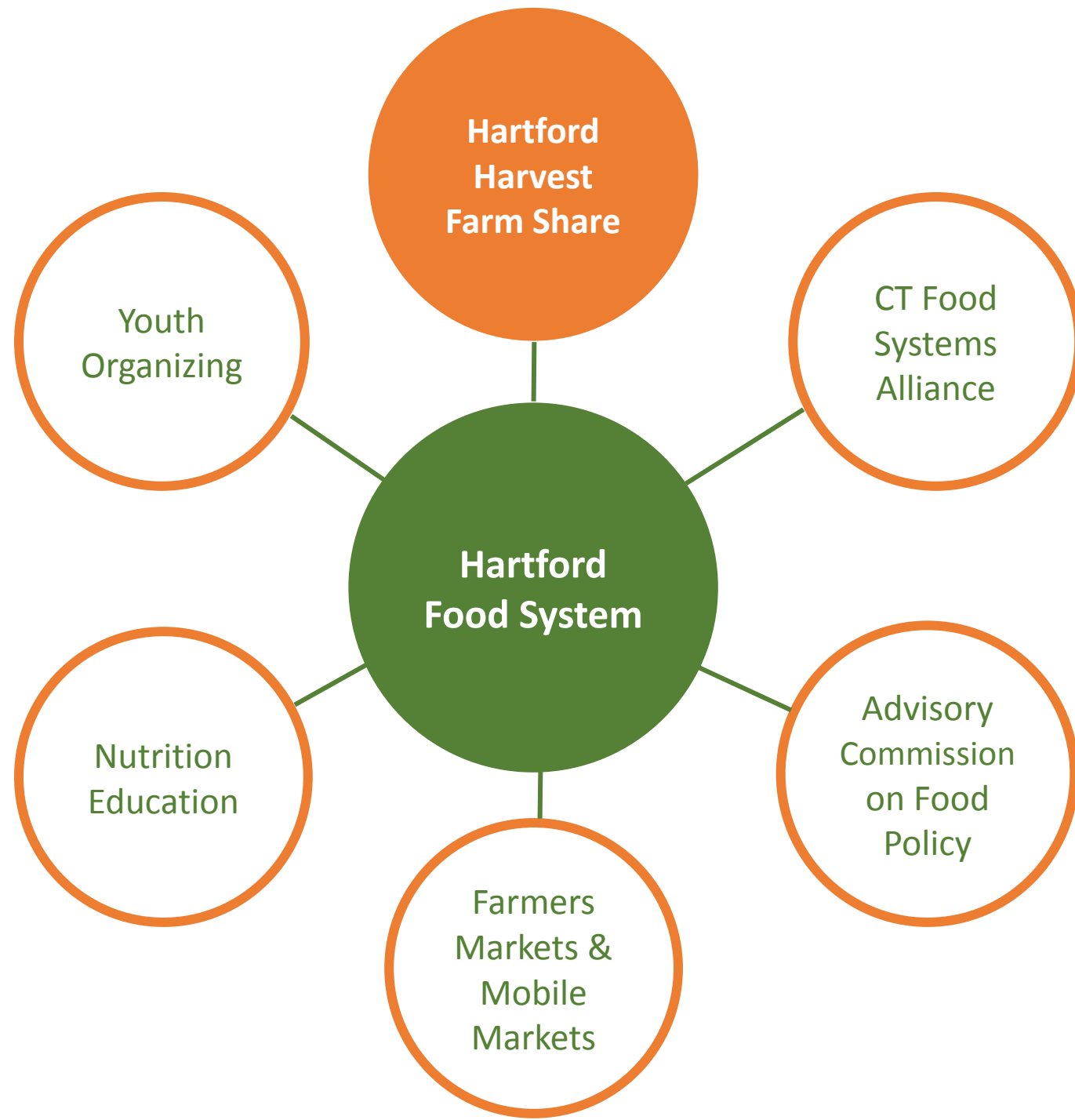
Tracey Butler

Amanda Onochie

Marcia Formica

Stanley D. & Hinda N. Fisher Fund

Programs, Policy & Advocacy





Our Goal Continues...

- 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 connected with urban
Hartford farmers for our
Hartford Harvest Farm Share.**





Farmshare Partners

Gotta's Farm

Riverviews Farms

Littel Acres

Beckett Farms

Barbechos Harvest

Aasaaska Foundation

Keney Park Sustainability
Project (KPSP)

HFS Community Garden at Oak
Hill Institute





Our Challenge

- Ongoing development of customer ordering platform
- Stronger social media campaign

FresherChoice



Custom Online Store





Community Collaborations

Community Health Services

Socialist Rifle Association

PwC

South End Wellness Center

Hispanic Senior Center

Capitol Towers

Shepard Park Senior Housing

Urban Alliance

InterCommunity

North End Senior Center

WIC Office

Community Health Center



Our 2022 Pilot Season

- 18 weeks of fresh local produce from Hartford area farms
- Aggregate seasonal produce – both fruits and vegetables
- Approximately 30 participants are enrolled





"The CSA pick-up in Hartford is so convenient on Thursdays."

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



"Everything was so fresh...loved the broccoli, tomatoes, and zucchini!"

"I shared my produce with my neighbor!"



It's Not Over Yet...

We're currently in Week 5

- You can still order your produce and pick up any Thursday from 4pm-6pm
- The season ends **October 28th**
- We will continue to leverage partnerships to reach new farmers & community partners



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



Our Key Customers

- 54% of participants are from Hartford proper
 - 46% are ALICE households



2022 Projections

Initial

60 full season shares (60 x \$540) = \$32,400
15 half season shares (15 x \$270) = \$4,050
15 subsidized shares (15 x \$270) = \$4,050

\$40,500



Current

10 full season shares (10 x \$540) = \$5,400
10 half season shares (10 x \$270) = \$2,700
11 subsidized shares (11 x \$270) = \$2,970

\$11,070

Anticipated

Anticipated half-season shares (25 x \$270) = \$6,750

\$17,820

Our Start-up Costs



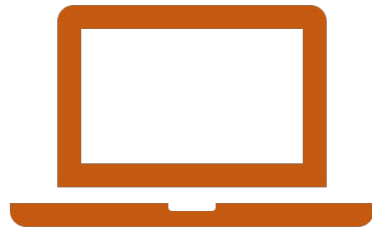
Staff Costs:
\$27,450



\$42,000 Raised



Brand Development:
\$5,000



Equipment: \$3,000



Reusable Bags:
~~\$1,500~~

**In-Kind Donation
Liberty Bank**



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



Hartford
Foundation
FOR PUBLIC GIVING
Together for good.®

No Margin,
No Mission.™

*Your double
bottom line
matters.™*

Sara
Leonard
GROUP
Your Partner In Doing More Good



Help us share the harvest!

Hartford Harvest Farm Share

Questions & Answers