



**GREENMARKET
CO.**



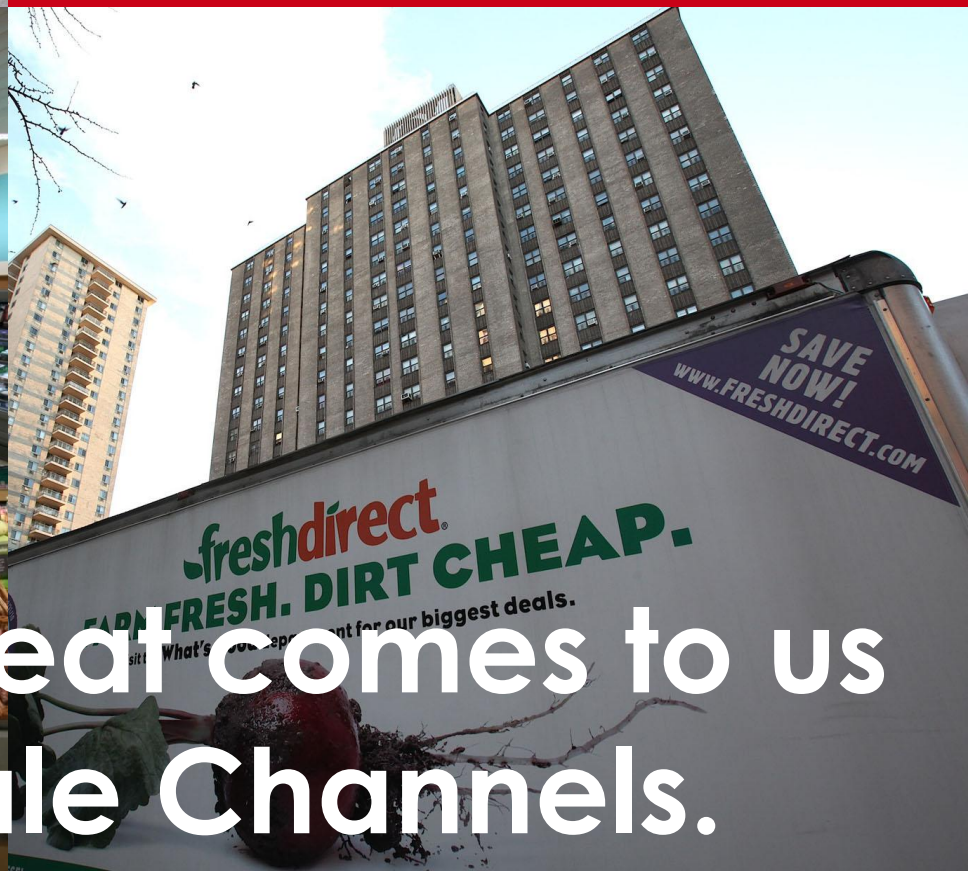
Greenmarket Regional Food Hub

Taking local to the next level.





seamless



99% of what we eat comes to us through Wholesale Channels.



What is a “Food Hub”?

The USDA defines Food Hubs as organizations act in the following manner:

- Carry out or **coordinates the aggregation, distribution, and marketing of primarily locally/regionally produced foods** from multiple producers to multiple markets.
- **Consider producers as valued business partners** instead of interchangeable suppliers and committed to buying from small to mid-sized local producers whenever possible.
- **Work closely with producers**, particularly small-scale operations, to ensure they can meet buyer requirements by either providing technical assistance or findings partners that can provide this technical assistance.
- Utilize product differentiation strategies **to ensure that producers can get a good price for their products**. Examples of product differentiation strategies include identity preservation (knowing who produced it and where it comes from), group branding, specialty product attributes (such as heirloom or unusual varieties), and sustainable production practices (such as certified organic, minimum pesticides, or “naturally” grown or raised).
- **Aim to be financially viable while also having positive economic, social, and environmental impacts within their communities**, as demonstrated by carrying out certain production, community, or environmental services and activities.

Food Hub Economic Impact Study

- USDA cooperative agreement with Cornell University
- Regional Access – food hub near Ithaca, NY.
 - Purchases from 165 producers, 600 customers (mainly wholesale, some direct), 32 employees, over \$6 million in annual gross sales.
- Net output multiplier of 1.63
 - For every additional dollar of final demand for food hub, an additional \$0.63 is generated in related industrial sectors.
 - On average, **food hub has higher multiplier impacts** than similar types of industry sectors (e.g., wholesale trade, truck transportation, or warehousing and storage).
- Other findings:
 - Food hub positively contributes to farm business expansion.
 - **Food hub particularly important to medium-scale farm operations** – difficult to access larger volume markets on their own.





From Pilot Project to Food Hub

2006: GrowNYC establishes first Youthmarket using a station wagon to transport produce



2009: GrowNYC begins working with the former Bronx Terminal Growers, overseeing the last remaining wholesale farmers' market in NYC



2013: Greenmarket Co. moves to Red Jacket Orchards warehouse in Greenpoint Brooklyn, operating out of shared 5,000 sqft with no office space, distributes more than 800,000 pounds of food from 2013-2014



2007-2011: Youthmarket grows, expanding to 12 sites citywide and renting box trucks to transport equipment and produce from farmers' markets to Youthmarkets



2012: Greenmarket Co. established in 24 pallet spaces in City Harvest food rescue facility, distributes 500,000 pounds of food from 2012-2013



2015: Greenmarket Co. currently operating out of 5,000 sqft in the South Bronx with office space for all program staff and control over entire facility. Distributed over 1.9M pounds of produce in 2014, projected to double that in 2015



**GREENMARKET
CO.**

**Food Access
Programs**

Youthmarket
Fresh Food Box
Healthy Retail
Nonprofit Orgs

Institutions

United Way
Lenox Hill Nhood House
St. John's Bread & Life
Bed-Stuy Campaign
Against Hunger

Restaurants

Gramercy Tavern
Spring Street Natural
The Marshal
The Dutch
Lafayette

Retailers

The Greene Grape
Forager's Market
Brooklyn Kitchen

NYC Consumers

Greenmarket Co. Accomplishments

- Expanded from shared space into our own warehouse in the Hunts Point neighborhood of the South Bronx.
- Developed relationships with 50 wholesale growers and upstate hubs. 88% of our Growers are in New York State.
- Worked with diverse producers to meet the specific needs of **more than 250 wholesale buyers in the city ranging from high end restaurants to bodegas**
- Distributed more than **1,300,000 pounds of produce in low-income communities.**
- **Grew our Youthmarket farm stand program** from 11 to 16 sites, and our **Fresh Food Box group buying program** from 3 to 24 sites.
- Grossed over \$2,000,000 in sales of local farm products in the New York City Wholesale marketplace to date. **Sales for FY 16 are estimated to be \$2.2 million.**

GREENMARKET CO.

CUSTOMERS 2015

Customer Type

- Bakery (8)
- Caterer (6)
- GrowNYC Fresh Food Box (21)
- NonProfit (15)
- Processor (6)
- Restaurant (41)
- Retail (22)
- Supermarket (7)
- GrowNYC Youthmarket (12)
- Institution (105)



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Greenmarket Co. is a program of





Our Communities

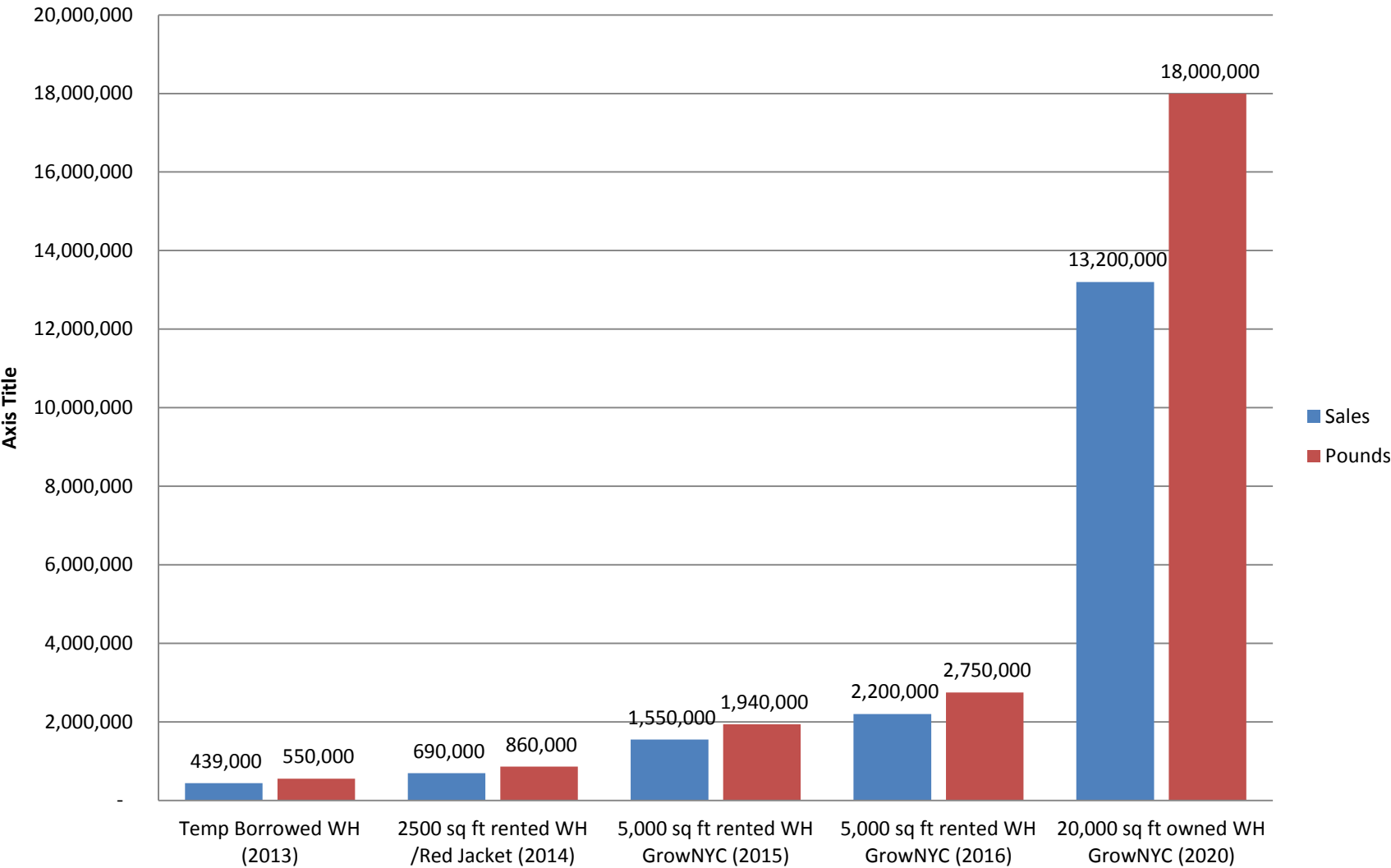


Just a note of appreciation for your efforts in bringing "Food In a Box" to our neighborhood. This is the type of program where everybody wins - farmers and community. Again, thank so much. *Larson*



Greenmarket Co Reaching More NYers

Chart Title



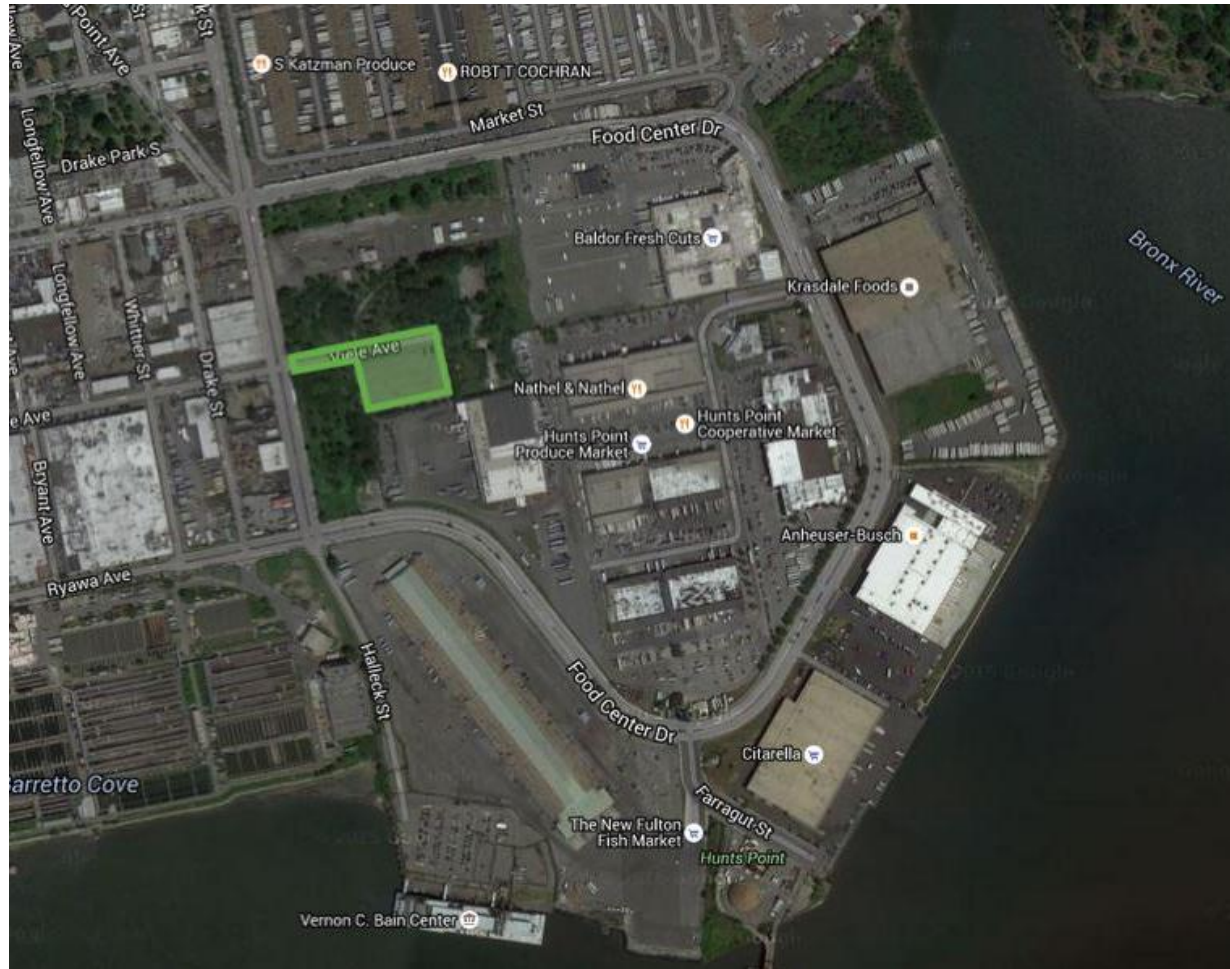
Greenmarket Co. Phase II

The Greenmarket Regional Food Hub



- *Wholesale farmers market and cold storage facilities for farmers
- *20,000 sf warehouse for Greenmarket Co which will allow us to dramatically increase our distribution capacity.
- *Rentable storage for other mission driven distributors.
- *Local produce food incubator/processor

Project Location



Blue = Wholesale Farmers

Green= Rentable to Mission Driver Distributor /Tenant

Yellow = GrowNYC Warehouse & Farmer Cooler

Purple = Food Processor/Incubator Space

Wholesale Farmers

RENTED

GREENMARKET CO

PROCESSING

FLOOR PLAN SUMMARY

- 1st Floor Plan Phase 1: 58,300 sq ft
- Phase 2: 13,300 sq ft
- Mezzanine: 3,800 sq ft
- Future Processing: 27,000 sq ft
- Future Greenhouse: 17,000 sq ft

Proposed Zoning Floor Area Total: 119,400 sq ft

Permitted Zoning Floor Area Total: 312,000 sq ft

* BOUNDARY TO BE CONFIRMED WITH SITE SURVEY
1ST FLOOR PLAN- WHOLESALE MARKET
1"=50'-0"



GrowNYC SIGNATURE URBAN PROPERTIES

DattnerArchitects

Project Benefits

- Create 88 Living Wage Jobs in the South Bronx
- Support more than 120 mid-sized farmers in NY State and beyond
- Provide access to healthy, fresh, local produce to an estimated 500,000 NYers – 70% of which are in underserved communities.
- Allow 200 institutions to easily purchase local produce with state funds through 2020.
- Allow GrowNYC to vastly expand its food access programs to an estimated 25 Youthmarkets and 50 Fresh Food Box sites by 2020.
- Donate 500,000 pounds of unsold fresh produce to food rescue organizations a year.

Project Capital Budget

\$8 million State Funding

\$3 million Federal Economic Development Association

\$5 million Foundations

\$3 million City Council/Borough President

\$19 million Total

Project 10 year Expense Budget

\$14.2 million Rental Income & Fees*

-\$9.9 million Operating Expenses

-\$2.8 million Professional Services

-\$1.3 million Ground Lease (City/EDC)*

\$200,000 “profit”

*Includes conservative income and vacancy rates

*Discounted of market rent at a loss to the city of \$1 million over 10 years. 18.6 over 40 years

Greenmarket Regional Food Hub State and City Support

Governor's Farm to Table Upstate-Downstate Agriculture Summit

The Governor is committed to developing a Regional Food Wholesale Farmers' Market, and state government will work with local and private partners to identify the resources and appropriate site. This market will enable the upstate agricultural industry to increase access to metropolitan markets for producers, while providing an array of healthy, affordable food for communities. It will also serve as an aggregation hub and processing facility to assist upstate producers and processors in targeting institutional and private sector procurement.

Mayor de Blasio, Remarks at Association for a Better New York, March 5, 2015

Today, I want to announce our new plan to invest \$150 million over 12 years to revitalize Hunts Point -- fortifying a vital aspect of our infrastructure: our food supply.... And it will include dedicated space to better link us to food that is grown and produced in Upstate New York -- strengthening our city's critical partnership with Upstate communities, farms, and businesses.

Questions ?

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