



To learn more, visit

<https://www.thecarrotproject.org/agricultural-viability-alliance/>

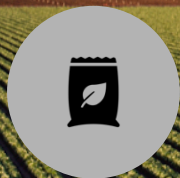
or contact Johanna de Graffenreid at [johanna@thecarrotproject.org](mailto:johanna@thecarrotproject.org)

# Hudson Valley AgriBusiness Development Corporation

Todd Erling, Executive Director



ENHANCE THE CLIMATE FOR  
FOOD, FIBER & BEVERAGE  
BUSINESSES



PRESERVE & GROW  
AGRICULTURE,  
AQUACULTURE INDUSTRIES



ENSURE FOOD SECURITY  
FOR ALL HUDSON VALLEY  
RESIDENTS



SUSTAIN & CREATE  
MARKETS FOR FOOD, FIBER  
AND BEVERAGE PRODUCTS



MINIMIZE FOOD WASTE &  
DIVERT IT FROM THE WASTE  
STREAM



- 27 businesses over 3 yrs with 2 federal program sources:

  - USDA LFPP \$100k award

  - EDA LTA \$100k award

- Over 100 full-time jobs created, and over 100 part-time jobs created.

- Over \$2.3M in new additional funding secured by Peers with over \$1.1M of their own investments.

- Purchases & sourcing from over another 125 regional farms.

- Combined expanded market sales of over \$1.2M during participation in programs.

- Combined additional/expanded market opportunities identified of almost \$1.5M.

- Total sales from all 3 cohorts projected at almost \$28 million.



## Farm & Food Funding Accelerator



# MOXIE RIDGE

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## *Farm and Creamery*







**Food Access  
and Agriculture**

**GrowNYC Farmer  
Assistance (GFA)**

## Organizational Structure



**GrowNYC Farmer Assistance (GFA)** provides new and established farmers with **business technical assistance** designed to ensure the long-term viability of farms and farmland.

*El programa de asistencia a agricultores da **asistencia técnica** a agricultores nuevos o ya establecidos en **negocios** diseñada a asegurar que granjas duren por largo*





Emil Alummootil  
BFP Co-Coordinator



Jack Hornickel  
Staff Attorney



Erik Hassert  
Strategic Marketing  
Manager



Chris Wayne  
Director



Christian Aponte  
BFP Co-Coordinator

## GrowNYC Farmer Assistance Team

# Rogelio Bautista: R&R Produce

## Background:

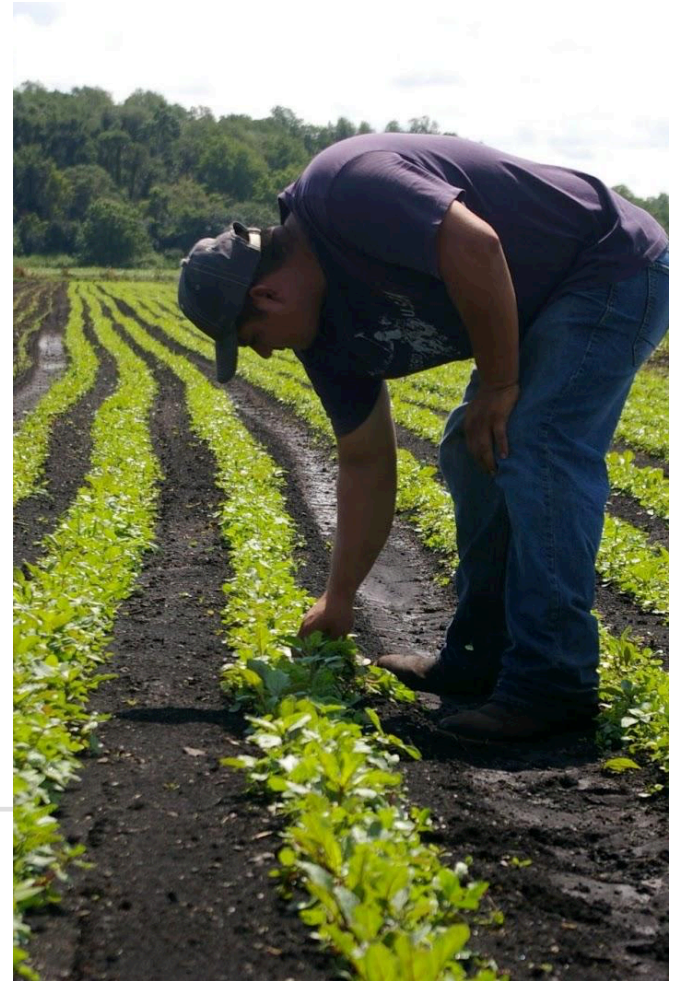
- Arrived in the US at age 14, started work on a lettuce farm next day
- Took La Nueva Siembra business training course in 2009, age 20
- Started a diversified vegetable farm on rented land in 2010

## Over 11 years:

- Business plan creation
- Lease creation and execution
- Enterprise budgeting to determine cost of production & pricing
- LLC creation and operating agreement
- Access to capital
- Access to wholesale markets
- Farm identification and purchase

## Stats:

- 70 billable legal hours provided by GrowNYC (\$14,000)
- 100 hours of bi-lingual business support
- \$7,000 of cost-shared consultant funding deployed
- ~200K in new debt/grant capital accessed







## Richard Giles: Lucky Dog Farm

### Background:


- Applied for succession and estate planning services in 2016
- 64 years old, farming ~70 acres organically certified diversified vegetables for 30+ years in Delaware County, NY
- Long-time employee, Kalan Joslin, interested in taking over buiz

### Over 5 years:

- Identify values and set goals, discuss transfer options
- LLC creation and operating agreement
  - gradual transfer over time to Kalan
- Valuation of assets and capitalization of LLC
- Creation of will, power of attorney, health care proxy
- Retirement financial planning (capital accounts and bookkeeping)
- Land lease creation for Kalan
- Estate plan draft review and execution

### Stats:

- 150 billable hours provided by GrowNYC (\$30,000)
- \$7,000 of cost-shared consultant funding deployed



# Why is one-on-one business technical assistance important to GrowNYC?

- **Being successful in sustainable, diversified agriculture requires skills far removed from the actual farming**
- **Allows for technical assistance to be tailored to meet farmers where they are**
  - not a one-size fits all approach
  - dramatic differences across cultures, communication styles, values, and goals
  - long-term, patient programming build on trust
  - as much “pondering your own mortality” as “asset transfer calculator”- soft and hard skills
- **Funding we have received through AVA allows us to continue and further develop this work**
  - National Border Regional Commission (10 projects)
  - COVID Funding (6 projects)
  - As program staff, we have a lot more to offer than just fundraising!





# If business technical assistance was not in place?

Christopher Wayne  
cwayne@grownyc.org

- the average age of the American farmer would continue to increase
- agriculture would continue to struggle to diversify farm ownership and to balance the scales of equity
- farmland loss would further accelerate as retiring farmers sell to the highest bidder
- local, sustainable food systems would be further overtaken by consolidated food systems
  - do you love roadside sweet corn as much as I do?



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