



*Trading our Metro Cards for Tractors!
Going from Urban Agriculture to Rural
Farming.*

*Speaker: Karen Washington: Farmer
Rise and Root Farm*

April 12th 2021





From the beginning.....



Community Gardens and Urban Farms



Who says
you can't
fight City
Hall!

Importance of school and children

Outdoor classroom. Grade 1

Summer Garden Sprouts Program



Youth Power the next Generation

Winter recruits



Summer recruits



What does urban agriculture provide?





Growing food in the
city



Got to grow Collards



La Familia Verde Farmer's Market



No Agriculture
without Black Culture



Farm Beginnings 2012



It started
with a
dream and
planning

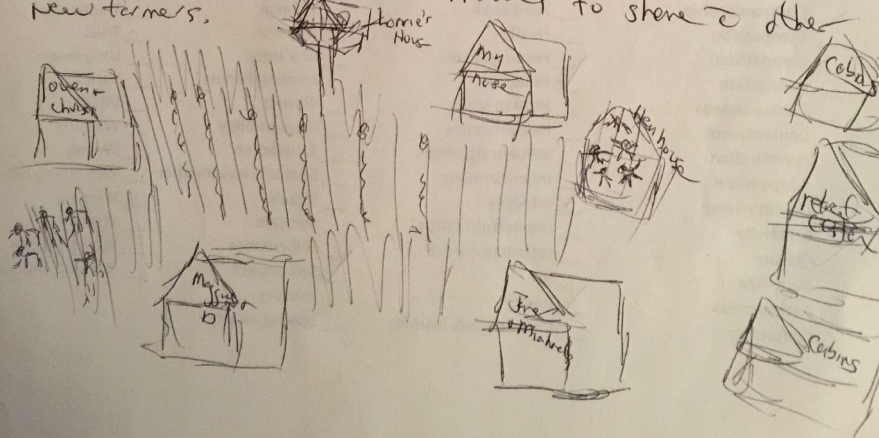
Your Farm Dream

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?

2014
Farming + friends, 20-40 acres, growing vegetables, fruits + flowers,
It will be a retreat center + a building for conferences, + a pro-
bed + breakfast, All of beds will have our own
living quarters, houses, treehouse, common kitchen
we want a CSA, sell at farmers markets in NYC, as
well as grocery stores. We want to establish a
urbans → rural connections. Have kids + families from
the city come up + stay. (Share stories)
we want to replicate our model to share to other
new farmers.

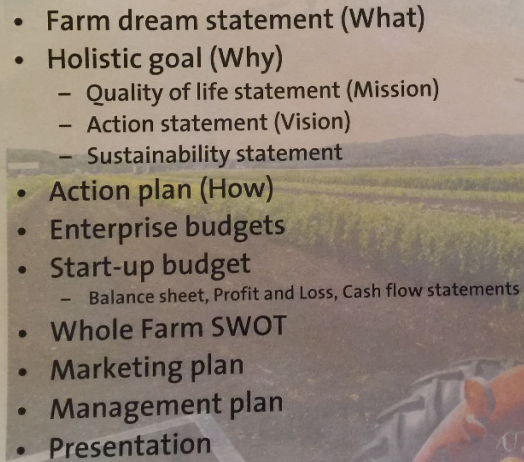
chickens
+ goats



Dreaming Big!!!

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
- 
- A photograph of a person wearing a wide-brimmed hat and a light-colored shirt, standing in a field of crops. The person is pointing their right hand towards the horizon. The background shows a vast field of green crops under a clear sky.



Rise and Root Farm in the Beginning



Funding our farm

Lorrie

Karen

Michaela

Jane

~~Grants~~
Grants

crowd
funding
Fundraising

Lawyer
communications

Social
media

Marketing
+
Communication
Email, Website (Blog)

Market
manager
Chester

Events
(R+R parties)
Both (outside)

Field Man

Flower

VEG.

tool
repair

Harvest
Manage

Market
Manager
USA

Volunteer
Coordinator
TOURS

HERBS

Restaur
liason

Greenhouse
Manager

Liason
Design
weddings

CC rep
fertility
Soil test

Payroll
w/vars comp
Treasurer

Insurance
(not crop)

Making
decisions



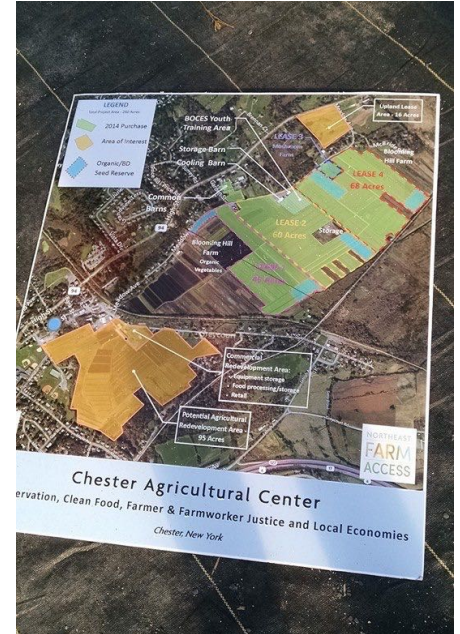
Building community



Here We Go

Ready to Plant





Living out our Dream
Metro Cards to Tractors



We are Women Who Farm!

Contact information:

- Rise and Root Farm:
www.riseandrootfarm.com
- Facebook: Rise and Root
Farm
- Twitter: Rise & Root Farm:
[@riseandrootfarm](https://twitter.com/riseandrootfarm)
- Karen Washington:
karen@riseandrootfarm.com

