



NEW

Food Hub
Farm Incubator
Opportunity
for Small, Beginning
Farmers **within 100 miles of**
4 N. Thompson Street
Richmond VA 23221



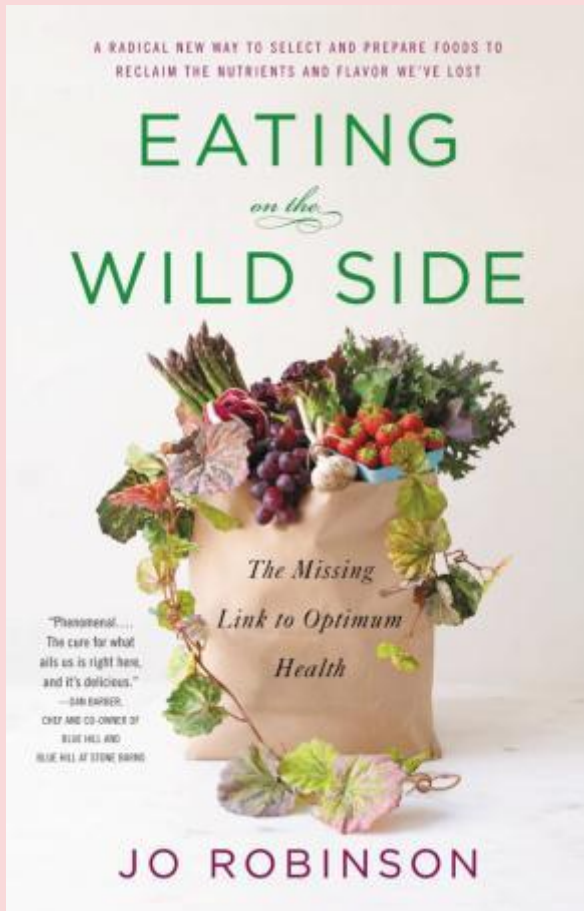
<http://ellwoodthompsons.com>



4 N. Thompson St., Richmond VA 23221



What ET Buyers Want



- Wild Produce
- High Antioxidants
- Certified Organic
- Pesticide Free
- Certified Naturally Grown
- Local 100 miles

ET Grower Scales (Heather Talks)

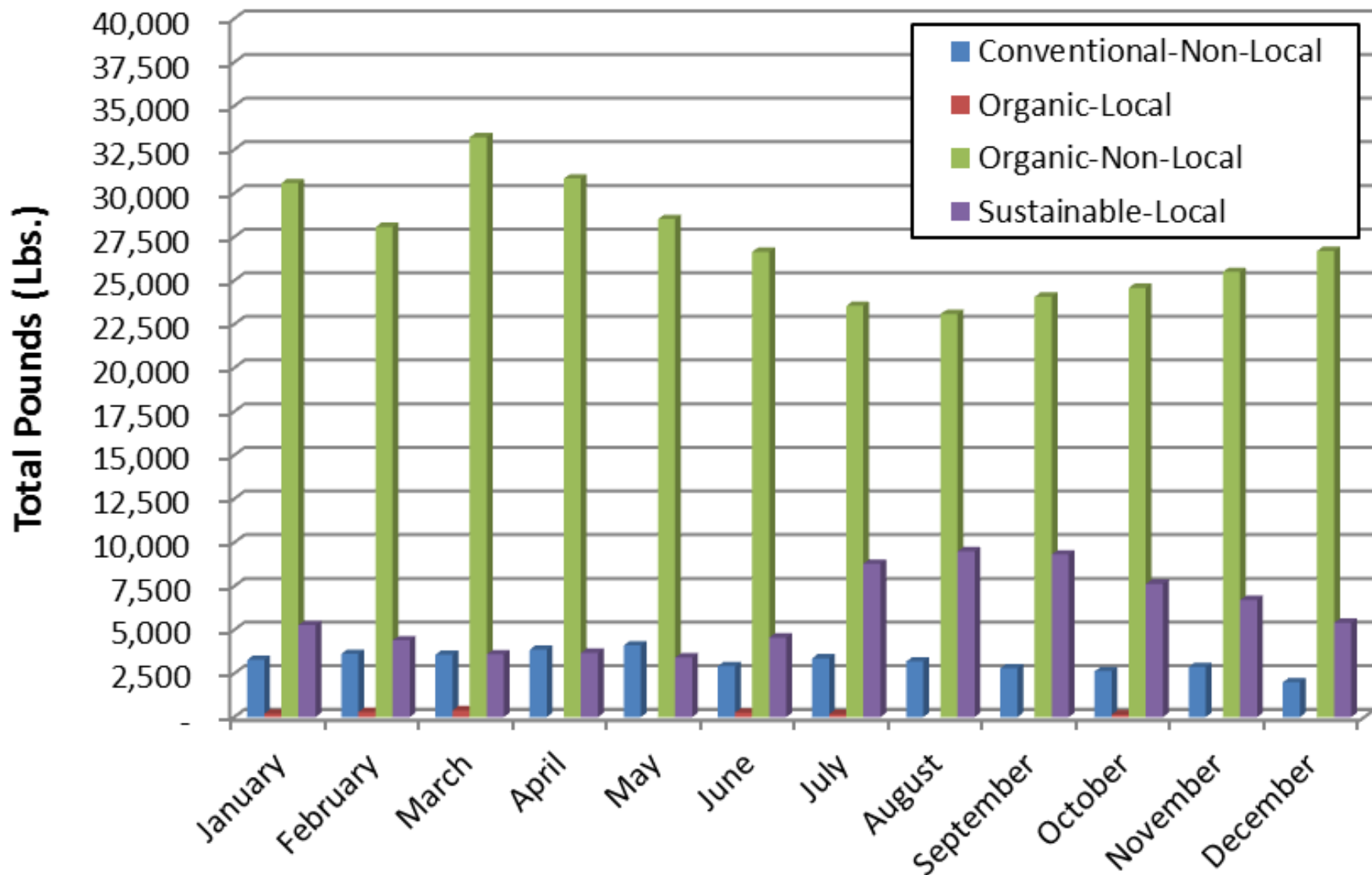


LOCAL - GOOD
This refers to family-owned farms located within 100 miles of our store that use no spray or low spray. Farms that use spray are recorded in our records, including a list of what sprays they use.

LOCAL - BETTER
This refers to family-owned farms located within 100 miles of our store that practice organic and/or sustainable farming methods and natural (nonchemical) based fertilizers and insect control.

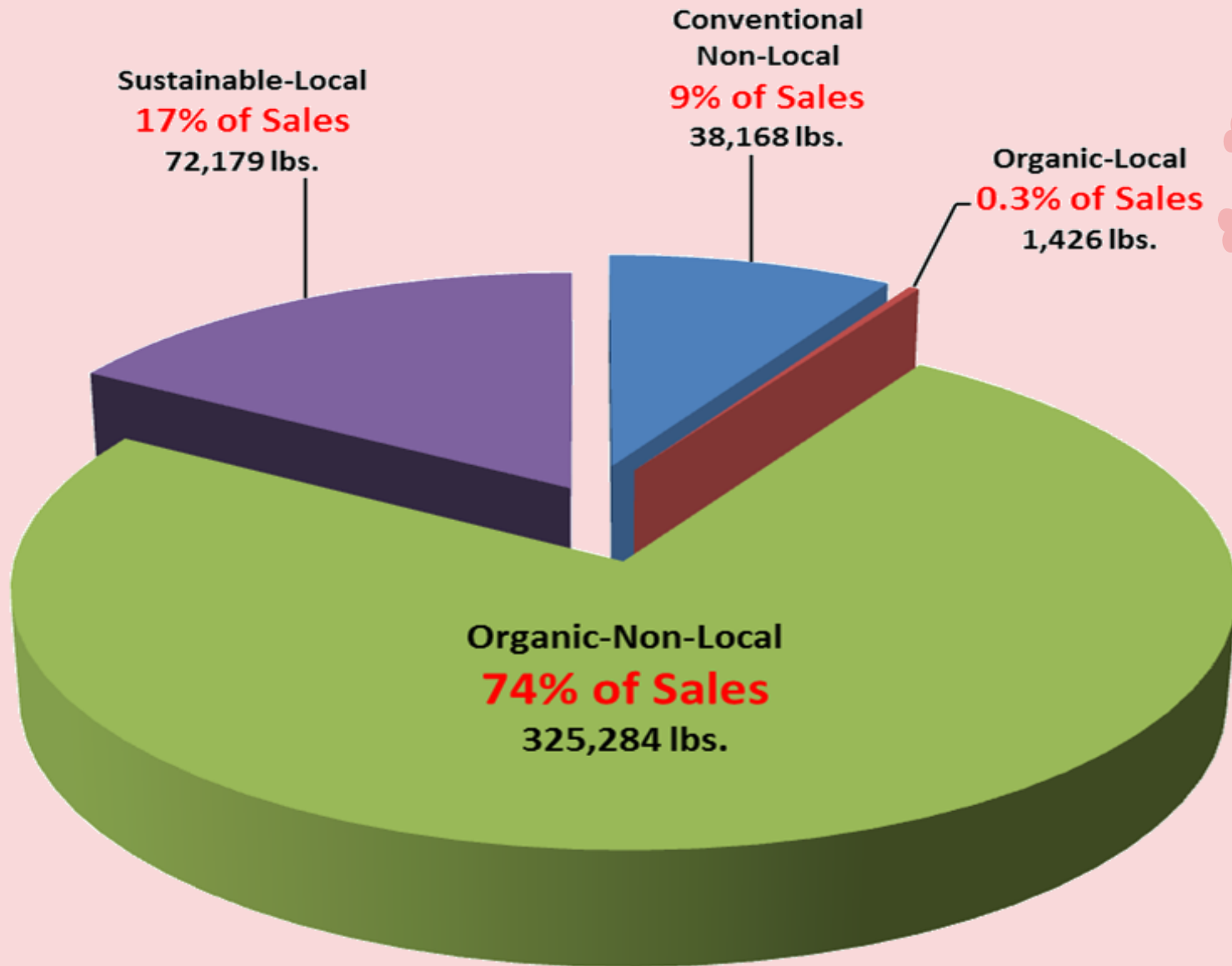
LOCAL - BEST
This refers to family-owned farms located within 100 miles of our store that are USDA Certified Organic or Certified Naturally Grown.

2013 ET Total Produce Movement



(Theresa talks)

2013 ET Produce Movement (% of Sales by Classification)



Local Acreage Needed (100 mile radius of ET)

Given: Total ET Mixed Produce Movement of 437,057 lbs.

Assumption:

*As a General Guideline,
a Yield Expectation of
•0.5 lb/square foot*
is a realistic value for
Mixed Stand, Small-Scale Agriculture*

437,057 lbs purchased	1 square foot	= 874,114 square feet
	0.5 lbs	
874,114 square feet	1 acre	= 20.07 acres
	43,560 square feet	*20 1ac urban farms

Rutgers University. (2012). *Yield Expectations for Mixed Stand, Small-Scale Agriculture*. Retrieved from: <http://njaes.rutgers.edu/pubs/urbanfringe/pdfs/urbanfringe-v07n01.pdf>

Value Added Opportunities

- Juice Bar
- Deli Counter
- Hot Bar
- Sushi
- Frozen Section





VSU College of Agriculture
&
Ellwood Thompson's
Food Hub
Program Application

Heather & Theresa

Please send to tnartea@vsu.edu by March 31, 2014



March 13, 2014

Dear Potential ET Food Hub Beginning farmer partner:

Did you know that over half of all beginning farm businesses fail within the first 5 years of operation? Elwood Thompson's (ET) Produce Educator-Heather DeMazzo and Virginia State University College of Agriculture Cooperative Extension-Dr. Theresa Nartea are teaming together to make a positive change in increasing the success rate for Virginia beginning farm businesses.

VSU-COA and ET are working together to develop an ET Food Hub model targeted at priority purchasing from minority and women farmers who have owned and operated their farm for less than five years and who farm within a 100 mile driving distance from the ET store located at 4 N Thompson St, Richmond, VA 23221. Through an unique partnership with VSU-COA, selected farmer applicants will receive educational training to successfully sell directly to ET and develop their diversified marketing strategy to ensure continuing business success.

Sincerely,
Dr. Theresa Nartea & Heather DeMazzo

2014 ET FOOD HUB FARMER APPLICATION *Your information is confidential, keep copy of your Submitted Application!*

Applicant Name			
Farm Name			
Farm Address		City	Zip Code
Mailing Address		City	Zip Code
Cell Phone			
Home Phone			
Email			
Website			
Alternate Contact		Phone	Email

How many years have you owned or operated your farm? _____

Are you a woman owned business? _____

Are you a minority owned business? _____

How many square feet rows, or acres, do you have in production?

	Number of 100 foot rows	Number of Acres
Fruit Field Production		
Vegetable Field Production		
Grain Field Production		
Greenhouse Production		
High Tunnel Production		

How many acres, do you have in livestock production?

_____ Square Feet

_____ Acres

What are your post-harvest methods?

	Yes	No
Wash		
Dry		
Refrigeration		
Freeze		
Other (describe):		

Which of the following vegetables do you grow? (Please check below)

- | | | | | |
|---|---|---|--|---|
| <input type="checkbox"/> arbutus | <input type="checkbox"/> celery | <input type="checkbox"/> green onions | <input type="checkbox"/> peas | <input type="checkbox"/> sweet corn |
| <input type="checkbox"/> asparagus | <input type="checkbox"/> Chinese greens | <input type="checkbox"/> hot peppers | <input type="checkbox"/> pine | <input type="checkbox"/> sweet onions |
| <input type="checkbox"/> beets | <input type="checkbox"/> collards | <input type="checkbox"/> kale | <input type="checkbox"/> radishes | <input type="checkbox"/> sweet potatoes |
| <input type="checkbox"/> broccoli | <input type="checkbox"/> cucumbers | <input type="checkbox"/> leafy greens | <input type="checkbox"/> shallots | <input type="checkbox"/> tomatoes |
| <input type="checkbox"/> Brussels sprouts | <input type="checkbox"/> dill | <input type="checkbox"/> leeks | <input type="checkbox"/> shallots | <input type="checkbox"/> tomatoes |
| <input type="checkbox"/> butternut squash | <input type="checkbox"/> dry beans | <input type="checkbox"/> lettuce | <input type="checkbox"/> salad greens | <input type="checkbox"/> turnips |
| <input type="checkbox"/> cabbage | <input type="checkbox"/> okra | <input type="checkbox"/> mushrooms | <input type="checkbox"/> shallots | <input type="checkbox"/> winter squash |
| <input type="checkbox"/> carrots | <input type="checkbox"/> eggplant | <input type="checkbox"/> mustard greens | <input type="checkbox"/> spinach | <input type="checkbox"/> yuca |
| <input type="checkbox"/> cauliflower | <input type="checkbox"/> garlic | <input type="checkbox"/> okra | <input type="checkbox"/> summer squash | <input type="checkbox"/> zucchini |
| | <input type="checkbox"/> green beans | <input type="checkbox"/> onions | <input type="checkbox"/> winter squash | <input type="checkbox"/> Other, list below: |

Which of the following fruits do you grow? (Please check below)

- | | | | | |
|---|--------------------------------------|-------------------------------------|----------------------------------|---|
| <input type="checkbox"/> apple | <input type="checkbox"/> blueberries | <input type="checkbox"/> grapes | <input type="checkbox"/> peaches | <input type="checkbox"/> plums |
| <input type="checkbox"/> apricot | <input type="checkbox"/> raspberries | <input type="checkbox"/> kiwi | <input type="checkbox"/> pears | <input type="checkbox"/> strawberries |
| <input type="checkbox"/> blueberries | <input type="checkbox"/> rhubarb | <input type="checkbox"/> lemon/lime | <input type="checkbox"/> plums | <input type="checkbox"/> watermelon |
| <input type="checkbox"/> butternut squash | <input type="checkbox"/> sage | <input type="checkbox"/> melons | <input type="checkbox"/> pears | <input type="checkbox"/> watermelons |
| <input type="checkbox"/> cauliflower | <input type="checkbox"/> shallots | <input type="checkbox"/> okra | <input type="checkbox"/> peaches | <input type="checkbox"/> Other, list below: |

Which of the following products do you sell? (Please check below)

- | | | | | |
|-------------------------------|---------------------------------------|---|--|---|
| <input type="checkbox"/> None | <input type="checkbox"/> Retail goods | <input type="checkbox"/> Meats, dairy, eggs | <input type="checkbox"/> Flowers/Herbs | <input type="checkbox"/> Other, list below: |
|-------------------------------|---------------------------------------|---|--|---|

What best describes your operation? (Please check below)

- Conventionally Grown
- Certified Organic/Non-GMO (Market Certified)
- Certified Seed Agricultural Practices-OSAP (Market Certified)
- Certified Naturally Grown (Market Certified)
- Other, describe below:

Check below, if applicable:

- Yes, I am interested in attending a Becoming a Becoming a Certified Organic Farmer in Virginia Short-course at VSU Randolph Farm
- Yes, I am interested in attending a "How to Sell to Elwood Thompson's (ET) and their retail partners" meeting at ET

Thank You For Your Time.



Dr. Theresa Nartea 804.524.5491 tnartea@vsu.edu

**Heather DeMascio 804.359.7525
hdemascio@ellwoodthompsons.com**

