



Greetings from Harvest Home:

Harvest Home Farmer's Market is excited to welcome you to apply for the Farm-to-City Program (FTC). Recognizing the high costs associated with bringing goods to urban markets, this is an incentive program to support farmers and our markets. FTC provides farmers with a subsidy up to \$700 per week per market, for ten weeks of the twenty-one-week market season, for a total of \$7,000.

Funded by a grant from the United States Department of Agriculture, FTC provides traditionally underserved farmers with the opportunity to recoup a portion of expenses incurred while bringing their crops to Harvest Home farmer's markets. This can help cover things such as fuel, tolls, labor, and seeds, among other costs.

We hope FTC will bring your farm new market opportunities, and provide our communities with even more healthy, fresh food options. Slots for this program are limited, we ask that farms get their applications in soon.

Please complete and submit the attached application by mail or by email in PDF format.

Mail to: Mark Benedetti
Farm-to-City Program Director
Harvest Home Farmer's Market
8 West 126th Street
New York, NY 10027

Email: markb@harvesthomefm.org

If you have any questions, please contact Harvest Home's Farm-to-City Program Manager, Mark Benedetti at markb@harvesthomefm.org, or by phone at 929-274-7507. All materials can be found on Harvest Home's website, www.harvesthomefm.org.

Sincerely,

Mark Benedetti

Mark Benedetti
Farm-to-City Program Manager



FARM-TO-CITY APPLICATION INSTRUCTIONS & PROGRAM POLICIES

Policies

Eligibility

The Farm-to-City program aims to support traditionally underserved farmers. It is available to farmers who are new to Harvest Home or to continuing farmers who are adding an additional market to their previous market line-up.

Priority for this award is based on USDA's definition for historically underserved farmers: small farms, beginning farmers, and farms owned by veterans, people of color, immigrants, and/or women. Farms who demonstrate this criteria or other financial need will be given first consideration.

Eligible expenses for this \$700 weekly reimbursement include but are not limited to:

- Fuel and tolls for getting into New York City from the Farm
- Labor at the markets
- Seeds for produce sold at the market
- Equipment needed to sell at the market
- Up to 55% of weekly market stall rent fee

Reimbursement Process

Reimbursements can be applied to 10 weeks of the 21-week market season. The reimbursements are split by the season's halfway point, which is Labor Day, with five weeks reimbursable for each half of the season.

An invoice must be provided which details the cost of the items for the reimbursement request. Harvest Home can provide a standardized form for this purpose.

Invoicing

Receipts must be provided to claim reimbursement.

- For labor costs, you may submit a payroll timesheet detailing the cost of labor (Harvest Home can provide you with a timesheet to record labor hours)

To receive reimbursement, submit required receipts and invoice by email or hard copy to our Harlem office. One will be for the first half of the year around Labor Day, and the other at the end of the year around Thanksgiving.

Once all paperwork is received, the reimbursement will be processed within 2-4 weeks. A check will be sent to your farm.



Instructions & Application Process

Step One: Fill Out Both Harvest Home Farmer Application & FTC Supplemental Application

Fill out the Farm-to-City application, as well as the general farmer application (available at www.harvesthomefm.org) and a crop plan. If you are planning to sell items not grown or produced by you be sure to provide clear documentation of the source (i.e.: farm name, address and contact information).

Step Two: Submit the following completed documents by email or mail to the address below

- 1) Application to the Farm-to-City program
- 2) General Farmer Application to Harvest Home Farmer's Market
- 3) Crop Plan
- 4) Email completed application to markb@harvesthomefm.org or send a hard copy to:
Harvest Home Farmer's Market
8 W 126th Street
New York, NY 10027

Step Three: Participate in phone interview

Once applications have been initially screened through the applications, phone interviews will take place between Harvest Home and the farms to learn more about the farming operation and to gauge interest in Harvest Home's mission to bring fresh and local food into low-income communities.

Step Four: Host us at your farm!

Harvest Home will visit your farm to see your operation.

Step Five: You're in!

Harvest Home will confirm selection to the Farm-to-City Program. Then we will finish onboarding, which will include being set up with our EBT and other voucher programs, including registering with the New York State Agriculture and Markets Department as a bona fide farm to participate in the Farmer's Market Nutrition Program.



FARM-TO-CITY PROGRAM APPLICATION FORM (2024)

Business Name: _____	Address: _____
Owner Name(s): _____	_____
_____	Office Mgr Name: _____
Owner Phone: _____	Office Mgr Phone: _____
Owner E-Mail: _____	Office Mgr Email: _____
Size of Your Farm (acres): _____	Total # of acres in production: _____

1.) Have you ever sold at a Farmers' Market before? Yes No

If Yes, where and which season:

2.) Are you a historically underserved farmer by USDA's definition:

Small Farm (less than \$100,000 in gross revenue)

Average annual revenue (can be a range): _____

Beginning Farm (under 10 years in operation)

Years in operation: ____

Ownership by a member of the following groups, and the share of the farm that that person owns

Immigrant: ____% of ownership

Person of color: ____% of ownership

Veteran: ____% of ownership

Women: ____% of ownership

3.) How could the Farm-to-City stipend allow your business to bring your product to Harvest Home Farmer's Markets? Please check off an item that you would use the subsidy on and how much you anticipate to spend on that item a week to bring your crops to a farmer's market.

Fuel \$ _____

Tolls \$ _____

Farmer's Market Labor \$ _____

Farmer's Market Equipment \$ _____

Crop Seeds \$ _____

Farm Equipment \$ _____

Other (describe: _____) \$ _____

4.) How could this program impact your farm?

5.) What about our markets and our organization appeals to your farm? Why apply with Harvest Home?
