



**Southside Urban Farm and Market**

**URBAN HARVEST**

# SOCIAL PROBLEM

- Food insecurity in Wilmington, NC
- 8 USDA designated food deserts consisting of:
  - 16,260 Wilmington residents
  - 83% have low access to healthy food options
  - 41% are low income



# CHARACTERISTICS OF PROBLEM

- Site located in food desert
  - An area where a significant number of residents have low access to grocery stores or other markets
  - Primarily located in low income areas



# PROPOSED SOLUTION



- Create an LLC that employs low income residents to grow and sell food through urban farming and an onsite market



# FINANCIAL PLAN

Capital	Investment Costs	In Kind
Leasehold Improvements (land, hoop houses, irrigation, etc)	\$87,000	\$40,000
Machinery (tiller, equipment)	\$14,500	\$1,000
Furniture, signage	\$4,900	\$1,000
Office Supplies	\$1,000	\$0
Utilities	\$0	\$8,600
Organizational Expense (Lawyers, Accountants)	\$0	\$3,250
Marketing Launch	0\$	\$2,000
Personnel Director, Staff, Training Consultants	\$100,000	\$8,000
<b>Total Costs</b>	<b>\$207,400</b>	<b>\$63,850</b>

Product	Space	Estimated Revenue
Spinach/Chard	14,400 Ft	\$18,514
Tomato/Herb	14,400 Ft	\$76,114
Specialty Flowers	½ acre	\$7,200
Strawberries	1 acre	\$15,000





# SOCIAL IMPACT – FOOD SOVEREIGNTY

- Access to fresh local produce
- Empowerment and ownership over food system
- Reduce food insecurity and increase community



# SOCIAL IMPACT – JOB CREATION AND TRAINING

- Job creation in an area where 41% of people have limited resources and incomes
- Job training program in the areas of food production, processing and sales, farming, and working with restaurants



# SOCIAL IMPACT – COMMUNITY CAPACITY

- Creates incentives and increases the ability for people to invest back into their own communities (Chaskin 2001)
- Research shows that urban farming and greening strengthens community bonds and builds relationships, which helps reduce neighborhood crime (Kotowitz: 2012)







# **UNCW SOCIAL BUSINESS TEAM**

**Olivia Dorsey**

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