

FARM-TO-CITY PROGRAM BENEFITS

- Expand your direct farm-to-consumer selling opportunity
- Sell your farm products at Harvest Home's markets in New York City
- Receive up to \$700 a week to cover your operational costs for ten weeks during the market season



How to apply:

Contact Harvest Home's Farm-to-City Program Director, Mark Benedetti

Email

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Phone

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Harvest Home Farmer's Market


We envision a world in which all people are healthy

Harvest Home Farmer's Market provides low-income communities with access to farm fresh local produce and the education to achieve healthier lifestyles

HARVEST HOME CONTACT INFORMATION

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The Harvest Home Farmer's Market

FARM-TO-CITY PROGRAM

An Opportunity for Farms to Expand to New Farmer's Markets



www.harvesthomefm.org

Harvest Home Farmer's Market

Harvest Home Farmer's Market is a network of thirteen farmer's markets in Brooklyn, the Bronx, and Upper Manhattan. Our markets run Tuesday through Saturday, from June through November. In addition to vendor stalls, we also hold cooking demos every market day showcasing the in-season produce our farmers are selling.



Come sell at our markets!

We are able to offer an exciting incentive for new farms and vendors through our Farm-to-City program.



What is the Farm-to-City Program?

The Harvest Home Farm-to-City Program is a United States Department of Agriculture (USDA) funded program aiming to bring more farm-fresh product to Harvest Home markets. Through this program, Harvest Home is offering \$7,000 in cash reimbursements to traditionally underserved farmers for costs related to selling at market.



How can Harvest Home's Farm-to-City Program help you?

If you are a farmer looking to expand into a new market but aren't sure if you have the resources to do so, this program can help.

Gain access to a wider market to sell your crops.

Producers can use subsidized funds to offset expenses. Examples include:

- Fuel to transport crops
- The cost of tolls on route
- Labor costs for selling at the market
- Market equipment costs
- Crop seeds
- Market fees

Reimbursements will be made on a monthly basis after verification of expenses.

To participate in this program, you will need to complete an application, schedule a farm visit, and show certification.