

The **Allen Neighborhood Center** of Lansing, MI received \$90,209 to expand the availability of locally grown produce in the Lansing area by developing a mobile farm stand in Urbandale; expanding an existing CSA; creating a Farmer Apprenticeship program for young adults; and purchasing needed promotional supplies.

[Final Report FY10](#)

## Final Performance Report

Date: *October 30, 2012*

Recipient Name: *Allen Neighborhood Center*

Title of Project: *From Urban Gardening to Urban Agriculture: Growing More Food, Farmers, and Community on Lansing's Eastside*

Grant #: *MI-447-2010-G-1164*

Location: *Lansing, MI*

### **Project Summary:**

Allen Neighborhood Center (ANC) and the Lansing Urban Farm Project (LUFPP) initiated this project to promote two goals: 1) expand year-round availability of locally grown fresh vegetables in its urban neighborhood, and 2) increase the number of growers who raise and market fresh produce in Lansing.

Primary activities were (a) piloting and studying various marketing strategies in the Urbandale neighborhood of Lansing; (b) creating a Farmer Apprenticeship program for young adults aged 18-25; (c) catalyzing development of additional urban farms in Lansing by collaborating with partner organizations working on food security, land use, job creation, and community development. The project served the Eastside of Lansing, especially the Urbandale neighborhood, where a survey conducted by ANC revealed a food insecurity rate of 29% with few easily accessible sources for fresh produce.

As a result of the FMPP grant:

- 1) Urbandale Farm increased its production and marketing of vegetables and is poised to begin year-round growth and marketing;
- 2) Urbandale residents have increased their participation in the farm as volunteers and customers;
- 3) Six Lansing residents have completed apprenticeships in urban farming, and four are initiating new small market gardens/urban farms on city vacant lots.;
- 4) Collaboration with other organizations in the Lansing area has resulted in: a) an annual city-wide conference on local food production and food justice issues and b) a new grant from the USDA Beginning Farmer and Rancher program to support new farmers in the Lansing area (including three more years of apprenticeships at Urbandale Farm).

### **Project Approach:**

As noted above, we pursued three strategies:

#### 1. Piloting and studying various marketing strategies in the Urbandale neighborhood of Lansing

We sold produce at two direct markets: the Allen Street Farmers Market (Wednesdays, mid-May through October) and a Farm Stand at Urbandale Farm, in the heart of the Urbandale neighborhood. Additional marketing strategies included: a) the Veggie Wagon, a youth-run mobile market on Tuesday evenings during the summer; b) selling

bi-weekly during mid-summer at a satellite farmers market inside Sparrow Hospital as part of their promotion of healthier lifestyles among its employees. (Sparrow is one of the largest employers on the Eastside); c) selling to local restaurants and grocery stores.

Within the Urandale neighborhood, we developed specific strategies to promote neighbors' engagement with the farm: a) At the Farm Stand, we offered discounts to residents of the Urandale neighborhood (about 35% off market prices for all residents, 50% off for regular neighborhood volunteers). b) To publicize the farm and engage neighbors, we organized three "festivals" each year (a mid-June "birthday party" for the farm; a late-summer Tomato Festival; and a Halloween/Pumpkin Festival); c) We recruited within the neighborhood for both the Apprenticeship program and the Veggie Wagon. (These FMPP-funded strategies enhanced several other unfunded efforts to build neighborhood connections with the farm, such as renovation of a vacant house adjacent to the farm where our farm manager now lives, a project to record stories of long-time neighborhood residents, and involvement with the local neighborhood association, Frog Holler. While these activities are not specifically "marketing" in nature, we believe that they help create the larger context within which the farm will be able to fulfill its mission of making fresh affordable produce available to residents while also promoting community development around food and farming initiatives. )

## 2. Creating a Farmer Apprenticeship program

During 2011 and 2012, we provided an apprenticeship in urban farming to three local residents each year. Apprenticeships ran from late/April or early May through mid-October for about 20 hours a week. Apprentices were paid stipends (funded through FMPP) and experienced all aspects of urban farming: planning, site preparation, planting, crop care, harvesting, selling at weekly markets, and neighborhood relationships. For apprentices who chose to start their own growing operations after the apprenticeship, we facilitated land acquisition (through the county Land Bank) and offered advice and support as requested.

The apprenticeship curriculum was organized around clusters of farming knowledge and skill, but instruction and practice followed the logic and flow of the season. The Production and Marketing Manager (a position funded by the FMPP grant) was the primary mentor and instructor. Each week began with a brief presentation about the skills targeted that week (e.g., monitoring for pests and deciding whether and how to respond), and then all farm tasks for the week were reviewed. Target skills were then emphasized within the context of that week's farm tasks. Some important skill clusters were highlighted several times throughout the season. Weekly "farm walks" helped apprentices learn how to observe and make decisions within context. Over the course of the season, apprentices assumed increasing responsibility for tasks and fields, eventually leading part of the farm walk and development of a weekly task list on their own. We visited 4 to 5 other farms (urban and rural) each summer so that apprentices could observe and ask about other farming techniques and crops that they were not experiencing at Urandale Farm.

### 3. Catalyzing development of additional urban farms in Lansing by collaborating with partner organizations

We had two primary strategies to achieve this goal. First, the three key LUFPP staff remained in regular communication with others in Lansing who also work on issues of food security, land use, job creation, and community development. Second, as part of the FMPP grant, we sponsored one conference that was intended to bring together this group to focus for a day on the role and future of urban farms in Lansing. A second conference about cooperative marketing among small-scale growers within Lansing will be held in November, 2012.

#### **Goals and Outcomes Achieved:**

Four major milestones were achieved through this project:

*1) Urbandale Farm increased its production and marketing of vegetables from its first to third season and is poised to begin year-round production and marketing.*

In 2010, before the FMPP grant, our farm sold about \$2200 worth of produce at local markets. In 2011, the first year of the grant, we sold about \$6400. In 2012, we are on track to sell about \$9500 through October. The increase in sales has been in part the result of expanded production (made possible through the personnel funded through FMPP), and in part due to increased efforts to create new neighborhood-based markets. More than the increase in income, however, we are especially proud of three initiatives that will be sustained in future seasons and that have helped us expand markets by connecting more deeply with the surrounding neighborhood:

a. The Veggie Wagon, a summer program for neighborhood youth aged 10-15, ran for several weeks during the summers of 2011 and 2012. Each week, at least two youth and one adult mentor pulled a cart (decorated by the youth) around the few blocks surrounding the farm. We took advance orders from home-bound neighbors (mostly elderly women living alone). The Veggie Wagon also sold to other residents who were out on porches or who had asked us to stop by. Youth received \$10 in gift certificate credit for each two-hour shift they worked. (We presented the gift certificates at the end of the summer; they were purchased from stores that carried school supplies and clothes.) With the successful first year of Veggie Wagon under our belts, thanks to FMPP, we applied for and were awarded a grant from the Rotary Club of Lansing Foundation to fund the Veggie Wagon for an additional three years of support, beginning in 2013.

b. Neighborhood C.S.A. Allen Neighborhood Center runs the Hunter Park GardenHouse (a heated, 30X96 greenhouse) a few blocks away from Urbandale Farm. One popular GardenHouse program has been a C.S.A. for local residents, but the small growing space in the GardenHouse has necessarily limited the size of the CSA and the variety of produce available in the winter. As part of this FMPP-funded project, Urbandale Farm is now working with the GardenHouse CSA, providing winter storage crops (potatoes, winter squash, onions, garlic). One notable feature of this CSA is that it's geared to residents with limited incomes for whom a traditional CSA payment plan would be impossible. Members of this CSA can use their SNAP benefits and pay weekly upon

pick-up, and there are some shares that are available for part-work (with a reduced fee) or all-work (with no cash fees). Thus, the traditional CSA model has been adjusted to better meet the needs of the local community. We have had discussions with GardenHouse staff about possibly expanding the year-round CSA even more in future years, given Urbandale Farm's new hoop house (described below).

c. Increasing year-round capacity. One objective described in the original proposal to FMPP was to increase Urbandale Farm's capacity to grow and market year-round, and we accomplished that. One requirement for year-round marketing is cold storage space. Fortunately, Allen Neighborhood Center has acquired funding for and begun work on a Food Hub, which will have cold storage space available to local growers starting in 2013. A second requirement for year-round marketing is indoor growing space, and we achieved that with the building of a 30'X48' passive solar hoop house at Urbandale Farm. At this writing (October, 2012), the hoop house has been planted with cold-hardy crops and we look ahead to selling salad mix, cooking greens, and root vegetables through the winter. While FMPP did not pay for the hoop house, its funding of the position of Production and Marketing Manager allowed other farm staff time to research options and seek financial support. Consequently, we received half the funds from the Ingham County Land Bank, and half through a Community Development Block Grant grant administered through the City of Lansing. We were able to save about \$1000 in labor costs because of 20 volunteers from MSU's Student Organic Farm who assisted in the build (a bit like an old-fashioned community barn-raising).

In addition to these three notable initiatives, we also accomplished our goal of expanding local markets by selling on-site at the farm in a Saturday Farm Stand. After two years of trying to run Farm Stand twice a week, we changed in 2012 to one longer Saturday Farm Stand. This seems to be a much more efficient use of our staff and volunteer resources. Attendance at Farm Stands was slightly greater in 2012 than 2011, so we conclude that the time change has not hurt business. We also continued to be a regular vendor at Allen Street Farmers Market for the full season, and participated at a satellite market held in a local hospital that is one of the area's largest employers. Finally, our wholesales to local restaurants and stores increased from 2 buyers in 2011 to 7 buyers in 2012. This is primarily due to the work of the Production and Marketing Manager, an FMPP-funded position for the past two years. (Her salary will now be covered by Urbandale Farm's income from produce sales and a new grant to begin in 2013 to support the apprenticeship program, described below.)

*2) Urbandale residents have increased their participation in the farm as volunteers and customers.*

One of our objectives for this grant was to increase the participation of neighbors from the Urbandale neighborhood as both customers and volunteers at the farm. We had hoped for higher numbers by now, but recognize now that the neighborhood has a high degree of mobility. For example, of the eight houses surrounding the main farm field, five have changed residents or been left vacant since we established the farm in 2010. This means that we consistently must meet new people and build new relationships.

However, in spite of the mobility within the neighborhood, we have seen improvements in neighborhood participation. Customers who lived in Urbandale increased from 27% in 2010 to 39% in 2012. (This number is based only on customers at Farm Stand or Veggie Wagon. We did not ask about residence at the larger farmers market, although we counted customers.) While the numbers may not seem so dramatic, we are aware that each year, there are more neighbors who have come to value our presence in the neighborhood.

*3) Six Lansing residents have completed apprenticeships in urban farming, and four are initiating new small market gardens/urban farms on city vacant lots.*

The most exciting part of the FMPP-funded work has been the Apprenticeship Program in Urban Farming. In 2011 and 2012, we solicited applications from Lansing residents. Twelve applied the first year, and nineteen applied the second year. Each year, we selected three apprentices who lived within about a mile of Urbandale Farm. Four of the six were in their early twenties, one was in his thirties, and one was in his forties. Half were women, half men. Four were white, one was African-American, and one was mixed-race. All were either unemployed or underemployed at the time they applied.

All six apprentices completed the six-month program. Four of the apprentices have arranged to lease vacant lots from the County Land Bank next year and begin their own market gardening operation (although two plan to grow for their families the first year or so, before moving to sales.) A fifth apprentice plans to do the same, but because she knows she will move to another city in the spring, she is waiting to find space there. The sixth apprentice has moved from the neighborhood and we have lost touch.

One apprentice from the first year moved from our farm to an AmeriCorps position with a non-profit neighborhood development center to lead their community gardening efforts. This year, he has just taken a new job with the Greater Lansing Food Bank, working with a new incubator farm project (described below). Another first-year apprentice also took a job on a farm the year after his apprenticeship.

In addition to the apprenticeships funded through FMPP, we also created unpaid internships; some of these were filled by people who wanted to become apprentices but were not selected. Of this group, two interns have gone on to work for the Hunter Park GardenHouse, and one just took a job working with a neighborhood development center and will lead hoop house growing.

Thus, we see several examples of people who trained at Urbandale Farm moving into other positions within the Lansing urban agriculture community, sometimes to paid jobs, and sometimes to independent initiatives. In all of these cases, we believe (and have been told by our apprentices and interns) that their experience at Urbandale Farm made all the difference in their securing new jobs and career directions.

Because we quickly became aware of how important the apprenticeship program was both to Urbandale Farm (the apprentices learn by doing necessary work on the farm) and

to many in Lansing who want such an opportunity to learn about urban farming, we sought funding to continue the apprenticeship beyond the two years of FMPP funding, and we were successful. The new grant is part of a collaborative effort with others in the Lansing area, and so will be described in the next section.

*4) Collaboration with other organizations in the Lansing area has resulted in: a) an annual city-wide conference on local food production and food justice issues, and b) a new grant from the USDA Beginning Farmer and Rancher program to support new farmers in the Lansing area (including three more years of apprenticeships at Urbandale Farm).*

As part of the FMPP grant, we sponsored a half-day conference in October, 2011, to review current efforts and future possibilities for urban farming in Lansing, attended by about 25 participants from neighborhood organizations, the local Food Bank and its community gardening program, and Michigan State University faculty and students with an interest in urban agriculture. At the time, we knew that some at MSU wanted to sponsor speakers or a conference themselves, and so we asked at our fall conference what topics or speakers would be of most interest to the attendees. Suggestions were given to a collaborative group that included the MSU participants as well as others in Lansing who had worked on past local conferences. One of LUFPP's leaders worked with this group and together they shaped "Everybody Eats" in February, 2012. Guest speakers (Katherine Kelley from Cultivate Kansas City and Malik Yakini from the Detroit Black Community Food Security Network) came from suggestions made at our earlier fall conference. (Planning for a second Everybody Eats conference for winter, 2013, is in the works with a theme of Food Justice, and once again, one of Lansing Urban Farm Project's staff is helping to lead this effort.)

A second outcome of the October, 2011, conference was collaborative work on a grant proposal to USDA's Beginning Farmer and Rancher Program by participants from LUFPP; the Garden Project, a program of the Greater Lansing Food Bank; MSU's Student Organic Farm; and Ingham County Land Bank. We are very happy to report that this grant was awarded to the Greater Lansing Food Bank as the lead organization); one component will be support for three more years of the Apprenticeship Program in Urban Farming. (Other components include Lansing Roots, an incubator farm for small-scale growers in the Lansing area, a place where they can have access to land, equipment, supplies, and marketing support at no or low cost, along with continued education and mentoring.)

With this new incubator farm and new urban growers from Urbandale Farm's apprenticeship program, there is growing interest in the area toward supporting marketing options for small-scale growers. As a result, the second local conference to be sponsored by LUFPP will be about cooperative/collaborative means for marketing (e.g., shared stands at farmers markets, sellers' cooperatives, collaborative CSA's). Although this second conference was written into the FMPP proposal as part of our scope of work to be completed by September 30, 2012, we decided to delay it until after the harvest and fall

marketing season slowed down. It is tentatively scheduled for November 16, 2012, and LUFPP will fund it.

**Beneficiaries:**

Beneficiaries of the FMPP-sponsored project include:

- 1). Urbandale Farm has been launched and, after three years of production, is now in a good position to sustain itself in large part on sales of produce.
- 2). The Hunter Park GardenHouse (a project of Allen Neighborhood Center) was able to expand its Fall/Winter CSA by collaborating with LUFPP, and there now exists the potential for an even larger Eastside CSA that could draw from local growers and be marketed to city residents.
- 3). Six Lansing residents have completed apprenticeships in urban farming and at least four of them have taken steps toward starting their own market garden/urban farms.
- 4). Residents of the Urbandale neighborhood in particular and the Eastside more generally have benefitted from increased access to fresh produce and an attractive, vibrant new neighbor on lots that were formerly vacant and weedy.
- 5). The broader urban agriculture community in the Lansing area has benefitted from LUFPP's and ANC's catalyzing of discussions, proposals, and training of new urban farmers.

**Lessons Learned:**

1. *It takes time and consistent effort to build markets and a local customer base.* We have learned a lot about how to target these efforts, from developing our own farm "specialties" (e.g., many of our regular customers seek us out especially for our Speckled Roman tomatoes, spicy salad mix, and flat Romano beans), to building relationships with local restaurants (each has its preferred method of contact and communication), to using local social events to attract neighborhood residents to the farm (e.g., our 2012 Halloween party, advertised by flyers delivered to homes in the surrounding blocks, attracted 26 people, half of whom were adults, most of whom had not come to our Farm Stand, but now at least know where we are and that we are friendly people who provided a fun afternoon for their children.)
2. *A mixed customer base will help sustain the farm while it slowly builds relationships with local neighbors.* As noted earlier, one of LUFPP's goals is to encourage residents in the immediate neighborhood to participate with Urbandale Farm and/or with food and farming initiatives as a way to foster neighborhood development. While we have seen increased numbers of Urbandale neighborhood participants over the three years of our existence, we are still disappointed that they are in the minority of our customer base. We recognize that if the farm is to sustain itself over the long run, we must also sell to customers outside the immediate neighborhood, and we have been fairly successful in increasing our overall sales and customer base. We also recognize that further efforts within Urbandale will be needed to build participation there. Some specific strategies include: adding more residents to the LUFPP board, increasing communication in various ways: more signage, more frequent face-to-face contacts through the Veggie Wagon and neighborhood events, and attendance at meetings of the neighborhood association Frog

Holler. As Urbandale Farm grows and stabilizes in years to come, we hope to create additional activities for children and youth in the summer, as well as more activities focused on food, nutrition, and cooking for both adults and children.

3. *Teaching new urban farmers requires both practice in farming skills and relationship-building.* For the most part, the two years of apprenticeships went well in terms of learning how to farm. However, one apprentice created some tension among neighbors and farm staff. From this experience and its repercussions, we learned something about screening apprentice applicants (checking more thoroughly with references who have seen the individual in work or school settings, not just personal references); being very clear from the outset about expectations, especially communications with neighbors and farm staff; and creating a slightly larger group of farm staff, so that a single personality has less of an effect on group morale. As a result of these lessons, the second year of the apprenticeship was much more pleasant.

4. *There are many young adults in the Lansing area who are eager to participate in the local food movement by growing and selling produce, but it's hard for them to succeed without some assistance.* Our urban farming apprenticeships are one means to that end for a few individuals each year, but one year of training on an established farm is not enough. New small-scale farmers have a tough time getting established and earning money. We hope that recent initiatives toward cooperative marketing will help this growing community of urban farmers in Lansing figure out how to achieve some economies of scale while supporting individuals' initiative and passion to create their own small farms.

**Additional Information:**

The websites of both the Lansing Urban Farm Project and the Allen Neighborhood Center provide more information about the work of both organizations:

[www.lansingurbanfarmproject.wordpress.com](http://www.lansingurbanfarmproject.wordpress.com)  
[www.allenneighborhoodcenter.org](http://www.allenneighborhoodcenter.org)

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**Participant Questionnaire—USDA AMS Farmers Market Promotion Program  
For Grant # MI-447-2010-G-1164**

**1. Document the impacts on farmers:**

a. Change in Income:

- Urbandale Farm (of the Lansing Urban Farm Project) increased income between 2010 (\$1992.15) and 2012 (predicted to be about \$9500 by end of season around Thanksgiving).

- The Hunter Park GardenHouse increased shares in its CSA from 12 shares in 2010 to 20 shares in 2012, due to collaboration with Urbandale Farm.

**2. Document impacts on consumers:**

a. Changes in number of customers visiting the market:

- Urbandale Farm's customers increased from a total of 546 in 2010 to a total of at least 1253 by October 30, 2012 (there are four more fall markets still to come so the final number will be higher).

d. Changes in customer base

- The percentage of customers buying at Farm Stand or Veggie Wagon who were from the immediate neighborhood increased from 27% in 2010 to 39% in 2012.

- We added customers who were primarily staff at a local hospital when we began selling at a satellite mini-market in their lobby.

**3. How has the FMPP helped your organization?**

As a result of the FMPP grant:

- 1) Urbandale Farm (of the Lansing Urban Farm Project) increased its production and marketing of vegetables and is poised to begin year-round growth and marketing;
- 2) Urbandale residents have increased their participation in the farm as volunteers and customers;
- 3) Six Lansing residents have completed apprenticeships in urban farming, and four are initiating new small market gardens/urban farms on city vacant lots.;
- 4) Collaboration with other organizations in the Lansing area has resulted in: a) an annual city-wide conference on local food production and food justice issues and b) a new grant from the USDA Beginning Farmer and Rancher program to support new farmers in the Lansing area (including three more years of apprenticeships at Urbandale Farm).

**4. What changes have occurred in organizational operations as a result of the FMPP grant?**

The grant allowed us to hire a Production and Marketing Manager and to fund three half-time apprentices a year; the apprentices learn by doing much of the production and marketing work under the mentoring of the Manager. This arrangement has allowed the two other (unpaid) staff members (the two co-founders) to spend less time doing farm work and more time engaged in activities to build LUFP and the community surrounding the farm (e.g., grant-writing, work with other organizations, applying for non-profit status, neighborhood relations).

**5. What challenges or problems—if any—have developed during implementation of this project? How were these resolved?**

One challenge was that the neighborhood where Urbandale Farm is located is very mobile/transient, and it has been more of a challenge than we expected to build relationships with neighbors that last longer than one season. Our response has been to remain consistent in outreach efforts to our neighbors, while recognizing that much of our income will need to come from customers outside of the immediate neighborhood, and so we have continued to sell at other markets and to build wholesale customers.

Another challenge was learning how to create and maintain a productive learning community among the apprentices. We learned a lot during the first year about selecting apprentices, the need to build a larger core group of farm crew (apprentices plus unpaid interns plus volunteers), and communicating expectations clearly. The second year was much smoother as a result.

**6. What partnerships have been key to the success of this project and why?**

The initial partnership that resulted in the grant proposal---between Allen Neighborhood Center (ANC) and the Lansing Urban Farm Project (LUFP)—is as key as ever. ANC remains a vital center for development of the entire Eastside, of which Urbandale is a part. LUFP's work in Urbandale supports ANC's larger mission by focusing on an area that had not heretofore participated as much as others in ANC's initiatives. ANC continues to provide invaluable resources to LUFP—the popular Allen Street Farmers Market, where LUFP makes most of its sales, office space and services, advice about becoming an independent non-profit organization, and, soon to come, a new Food Hub that will serve all growers in the area with a year-round market, a commercial kitchen space, cooler space, and a hub for aggregating sales to institutional buyers.

Also integral to LUFP's success has been the Ingham County Land Bank, which not only leases us the lots on which we grow for nominal fees but has also supported our efforts in many other ways, from allowing us to refurbish a house which our farm manager now rents to providing a grant for half the cost of our new hoop house.

**7. What additional resources (financial and other support) was the organization able to leverage as a result of this FMPP grant?**

Because the FMPP grant allowed LUFU/Urbandale Farm to be an active player in the community's local food and farmers market scene, we have been able to garner several sources of additional support:

- We collaborated with other organizations (most notably the Greater Lansing Food Bank's Garden Project) in a proposal to USDA's Beginning Farmer and Rancher Program. It was funded and, among other things, it will support LUFU's apprenticeship program for three more years.
- We received a grant from the Lansing Rotary Club Foundation to support the work of the Veggie Wagon for 2013-2015. Without the FMPP grant, we would not have been able to start and run the Veggie Wagon for its first two years. This track record was instrumental in obtaining the new funding.
- While we have always had some volunteers at the farm, the apprenticeship program has led to a new category of volunteers---unpaid seasonal interns. These young people are often college students or local residents who want to learn more about urban farming. Because FMPP supported the development of the apprenticeship program, LUFU has developed a reputation as a place to learn about farming and, thus, we attract more energetic volunteers who come regularly.

#### **8. Can this project be replicated elsewhere? Why or why not?**

We expect that the project is replicable in other cities with similar beginning resources that were available to LUFU, notably a reliable source of land at nominal fees (without fear of losing the land the next year): community groups like ANC that can help with the initial organization and outreach to insure that the urban farm will fit within its neighborhood; accessible markets; and a core group of initial volunteers and staff who are committed to the project and will work hard to get it started (and at least some of these people need to be knowledgeable about the specifics of starting an urban farm and selling its produce.) Without any of these components, a project like ours is less likely to succeed. Even with these components, though, initial funding, like what we received from FMPP, is still vitally important.

#### **9. What was the organization's overall experience with the Farmers Market Promotion Program?**

It was very positive. We appreciated the financial support, of course, but also that you did not interfere with the details of how we carried out the project. It would have been rewarding to interact more often, but we recognize that FMPP oversees a lot of projects with a small staff and we understand why frequent contact was not possible.

#### **10. How did this project benefit you, personally?**

I speak for myself, but expect that my sentiments would be echoed by my co-founder and our farm manager. It's not an exaggeration to say that our fledgling urban farm and non-

profit organization might not be in operation in 2012 if we had not received FMPP funding in 2010. Now, we are well-launched and have created the capacity to grow produce and market it year-round. Between produce sales and the additional grant commitments we have in hand, we are set to operate for the next three years at least. THANK YOU.

**11. If an opportunity arises in the future, would you be willing to appear in a webinar, be interviewed in a podcast or video, or participate in other events?**

Yes, and I expect that my colleagues would as well.

I give my permission, as a participant in the Farmers Market Promotion Program grant, for the U.S. Department of Agriculture to use my name and information provided by me in reports or other promotional material created about this FMPP-funded project:

Name: Linda M. Anderson

Title or Role within the FMPP-funded project: Co-Director of Lansing Urban Farm Project (along with Laura B. DeLind)

Signature:

*Linda M. Anderson*

Date: October 30, 2012