

## **BOSTON GRANTS INITIATIVE COVER SHEET**

**DATE:** January 17, 2010

**NAME OF APPLICANT ORGANIZATION:** Brookwood Community Farm & Mattapan Food and Fitness Coalition

**CONTACT PERSON:** Simca Horwitz

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**WEBSITE:** [www.brookwoodcommunityfarm.org](http://www.brookwoodcommunityfarm.org) and [www.mattapanfoodandfitness.org](http://www.mattapanfoodandfitness.org)

**AMOUNT OF THIS REQUEST:** \$10,000

**TOTAL PROJECT BUDGET:** \$10,000

**TOTAL CURRENT ORGANIZATIONAL BUDGET (If different from Project Budget):** \$188,000

**TOTAL AMOUNT YOUR ORGANIZATION SPENT LAST YEAR:** Brookwood Community Farm: \$123,000

**NUMBER OF STAFF, FULL AND/OR PART-TIME (if any):** Brookwood Community Farm has 1 year-round staff person and 2 seasonal employees. Mattapan Food and Fitness has two part time employees and multiple stipended positions for youth.

**NUMBER OF KEY VOLUNTEERS:** 15

**HOW LONG HAS YOUR GROUP BEEN ACTIVE?** Brookwood Community Farm was founded in 2006. The Mattapan Food and Fitness Coalition was founded in 2007.

**PROJECT PROPOSAL SUMMARY (No more than 2 sentences):**

Funds will support the creation of a new affordable produce distribution program, called the Good Food Market, which will promote food access amongst low-income residents in Boston's Mattapan neighborhood and strengthen the relationship between the community and the neighboring Brookwood Community Farm.

**HOW DID YOU HEAR ABOUT THIS GRANT PROGRAM?** Brookwood Community Farm is a former recipient of a NEGEF grant.

**CHECK ANY OF THE FOLLOWING THAT APPLY TO YOUR ORGANIZATION:**

🍏 **Checking or Savings account in group's name** Yes

🍏 **Incorporated as a nonprofit in Massachusetts** Yes

🍏 **501(c)(3) status with the IRS** Yes      **Federal EIN #** 20-4234872

## **BOSTON GRANTS INITIATIVE APPLICATION FORM**

### **PROJECT DESCRIPTION**

**Give a brief description of your proposed project. Be sure to include background of the issue, as well as goals and objectives of the project.**

The Brookwood Community Farm and Mattapan Food and Fitness Coalition will create a new produce distribution model in Mattapan, called the Good Food Market, with locally grown fruits and vegetables from the Brookwood Community Farm. The partnership between BCF and MFFC will focus on the Gallivan Public Housing complex and will create incentives for individuals who have faced barriers to participation in traditional farmers' markets to purchase affordable, healthy foods. The market will be strategically located at the 248-unit housing complex operated by the Boston Housing Authority. This location will ensure that low-income residents have direct and easy access to the market, which research indicates is key to the success of farm vending in a low-income neighborhood where farmers market shopping is not well established. The housing complex already implements a once monthly food pantry with donations from the Greater Boston Food Bank. The Good Food Market will follow a similar structure to the food pantry – offering residents a full grocery bag of food—but will offer a fresh produce alternative to the traditional food pantry items.

In order to raise awareness about the new market, BCF and MFFC will partner with area social service agencies to promote the market and implement a voucher system for subsidized purchases. 200 vouchers for a free \$5 bag of produce will be distributed through the Boston Housing Authority office at Gallivan, and additional neighborhood organizations such as the Mattapan Community Health Center, the local WIC Center and Mattapan ABCD. The market seeks to bridge the gap between BCF's two other produce distribution strategies: donation to food pantries which meet the emergency food assistance needs of individuals in crisis and sale of produce at a competitive retail price through a Community Supported Agriculture program and traditional farmers markets. The Good Food Market recognizes the large number of individuals who have not been well served by the local foods movement and seeks to foster new supporters of local agriculture, and new consumers of local, sustainably grown produce. The market will enable the farm to begin to shift its food access model to one of food justice, rather than food charity in which individuals are empowered to make healthy food choices and have the resources to do so.

### **Project Goals, Objectives and Activities**

The goal of the partnership between BCF and MFFC is to increase access to healthy foods in an underserved community faced with significant diet-related health issues. The primary objective through which we will achieve this goal is the creation of a Good Food Market that will distribute affordably priced, locally grown foods at the Gallivan housing complex in Mattapan. The Brookwood Community Farm will grow all of the produce and actively promote the new Good Food Market. The following timeline describes all project activities as they will be implemented in 2011.

### **Project Implementation**

- Planting and harvesting of 4 acres of organically grown vegetables and fruits. (April-November 2011)
- Attendance at the Mattapan Food and Fitness Coalition Meetings by BCF staff member (year-round)
- Outreach meetings with area social service agencies including the Boston Housing Authority Gallivan Office, Mattapan Community Health Center, Mattapan ABCD, Mattapan WIC office. (April-July 2011)
- Hold outreach event at Gallivan to announce the launch of the market. (June 2011)
- Print and distribute 200 market vouchers to Mattapan social service agencies that serve food-insecure

- populations. (June 2011)
- BCF staff and MFFC youth interns develop market outreach materials including flyers, market banner and newspaper bulletins. (April-July 2011)
- Youth interns conduct weekly outreach in Mattapan community including posting flyers and meeting with community groups. (July-October 2011)
- Attend all consecutive weeks of the Mattapan Good Food market. (June-October 2011)
- Donate any additional produce to the Grow a Row for Haiti emergency food program in Mattapan. (July-October 2011)

**Describe the neighborhood or community need(s) and/or challenges that this effort will address.**

Mattapan is a culturally rich, though very-low income neighborhood in Boston. Median income in Mattapan is 13% lower than that of the city as a whole and 22% of residents fall below the poverty line.<sup>1</sup> Large areas of the community have been classified as a “food dessert” signifying limited access to healthy foods and full service grocery stores. Research indicates lack of access to healthy foods can result in diet related health problems such as diabetes, heart disease and obesity. Data from the Boston Public Health Commission’s report, Health of Boston, 2004 indicate that these health problems are more prevalent in Mattapan than in many other Boston neighborhoods: two-thirds of the adult population of Mattapan is either overweight or obese. Statistics from the Mattapan Community Health Center demonstrate that diabetes related deaths in Mattapan are nearly twice the rate for Boston as a whole. One contributor to the high rates of diet related disease is the difficulty of maintaining a healthy diet in Mattapan. A 2005 study by researchers at the Boston Medical Center found that the monthly cost to purchase a healthy diet in Mattapan exceeded the maximum food stamp benefits by \$148. Healthier items were routinely unavailable from the small and medium sized stores that predominate the Mattapan food market environment.

As a response to this lack of access to healthy foods, the Mattapan Food and Fitness Coalition established the Mattapan Farmers Market in the summer of 2007. Brookwood Community Farm has served as the primary farm vendor at the market for the past four years. While the market has provided an additional retail food outlet to community members, evaluation of the market has shown that barriers to participation continue for many community members. Accustomed to purchasing produce at discount or wholesale food retailers, many customers have expressed that prices remain prohibitively high even given the approximately 50% discount with which participating farmers price their goods at the market.

The Mattapan Farmers Market has been fortunate to participate in the Boston Bounty Bucks program, a city-sponsored program which doubles the value of all purchases made at the market with SNAP (formerly known as food stamps). However, the market has struggled to date to achieve high redemption of SNAP benefits at the market. Research into other area farmers markets that have experienced greater SNAP redemption rates suggests that placement of the market in a site that provides services to SNAP clients will result in much higher redemption rates. Situation of this new Good Food Market at the Gallivan Housing Complex will address this issue, as the majority of residents at Gallivan are also SNAP recipients due to equivalent income requirements for residency.

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<sup>1</sup> [http://www.cityofboston.gov/dnd/PDFs/Profiles/Mattapan\\_PD\\_Profile.pdf](http://www.cityofboston.gov/dnd/PDFs/Profiles/Mattapan_PD_Profile.pdf)

### **What is the level and nature of involvement of the community-at-large?**

The market will be open to the general public to participate as customers, however target customers will be the residents of the 248-unit public housing complex. Opportunities for additional involvement with the Brookwood Community Farm such as participation in community volunteer days, potlucks and other on-farm events will be promoted at the market.

The market will also serve as a work site for youth interns from the Mattapan Food and Fitness Coalition who will have the opportunity to strengthen their customer service and business skills through supervised employment as market vendors and outreach staff.

### **If your project is successful, what changes will occur in your community and its environment?**

Successful implementation of the project will have multiple effects on the food environment and community health in Mattapan as well as the viability of sustainable agriculture in Boston's urban ring.

- The creation of the market will provide one new retail source of healthy foods in a historical food desert.
- Consumption of fruits and vegetables will increase in a nutritionally at-risk community in Mattapan through increased access to affordable fruits and vegetables through the Mattapan Good Food Market.
- Additional community members will understand the importance of local organic agricultural production for conserving open space and reducing the negative environmental impacts of the conventional food system.
- Over 200 new individuals will become active participants in the local, sustainable agriculture movement.

To determine program implementation success and program impact, we are committed to extensive program monitoring and evaluation. We will conduct both process and outcome evaluation. Quantitative and qualitative measurements will be collected and participatory evaluation techniques used. Core objectives for the evaluation will be:

- To assess how the program activities adhere to the work plan and meet stated objectives;
- To document the achievement of program targets including quantity and value of food produced and distributed, number of market vouchers redeemed and number of attendees at the market.
- To assess the relative strengths and growth potential of this new distribution model as a viable revenue stream for the farm.

## BOSTON GRANTS INITIATIVE APPLICATION FORM (CONTINUED)

### **PROJECT BUDGET**

1) Itemize anticipated expenses and income for this Project Proposal. Also note in-kind services (donated materials and/or labor) you may receive for this proposal.

<b><u>Expenses</u></b>		<b><u>Income</u></b>	<b><u>In-kind Services</u></b>
200 \$5-per-bag vouchers:	\$1000	Produce sales \$3000**	All farm labor
Market Manager & Outreach Coordinator	\$3000		BCF administrative labor (accounting, grant administration)
Produce from BCF	\$6000		BCF truck usage & gas
Youth stipends	\$2000		SNAP terminal & operating fees
Market Tent	\$300		
Outreach materials (banners, printing of flyers)	\$500		
Market Supplies (grocery bags, scale, cash box)	\$200		
<b>Total:</b>	<b>\$13,000</b>	<b>\$3,000</b>	

### **Budget Notes:**

\*\*Income is based on non-voucher (cash) produce sales from BCF at the Good Food Market and assumes a sales price of approximately 30% of the regular retail market value of the produce.

### **Principal sources of support (such as membership dues, individual donations, grants, special events etc)**

Approximately 70% of the Brookwood Community Farm operating budget is met through produce sales (Community Supported Agriculture Program, farm stand, farmers markets and restaurant sales). Additional support is a combination of corporate and foundation grants, individual donations and farm membership dues.

The Mattapan Food and Fitness Coalition is currently grant supported. The introduction of membership dues in 2011 will provide a small amount of additional support.

## **FINANCIAL STATEMENT**

See attached 2009 Form 990 and 2011 draft budget

## KEY INDIVIDUALS

### Brookwood Community Farm Board of Directors

Mark Smith, Board President	mark@dogwoodlanefarm.org
Helen Russell, Treasurer	hrussell03@gmail.com
Jim Buckle	jim@allandalefarm.com
Simca Horwitz	shorwitz@gmail.com
Eric Johnson	ericgargoyle@hotmail.com
Julia Kohdabandeh	jkhodabandeh@gmail.com
Judy Lieberman	judy.lieberman@gmail.com
Suzanne Lombardi	snlombardi@aol.com
Cathy Smith	weidmannsmith@hotmail.com

### Mattapan Food and Fitness Coalition Leadership Committee

Vivien Morris, Chairperson	vivien.morris@bmc.org
Sonia Carter, Events Co-Chair	carter@bostonabcd.org
Theresa Jordan, Events Co-Chair	tjordan@cedac.org
Glorie Vital, Youth Coordinator	glorious_4life@yahoo.com
Rodney Bender Built Environment/Physical Activity Coordinator	rodney_bender@hotmail.com
Cassandra Cato-Louis Corner Store Initiative Coordinator	auroranegra@hotmail.com

## PRESS CLIPPINGS

Brookwood Community Farm has been featured significantly in local press. The following articles are all available online at <http://www.brookwoodcommunityfarm.org/press>

- Wicked Local — Article and Video on Brookwood (August 22, 2010)
- British Medical Journal — “Making Fresh, Local Food Available to All” (August 2010)
- Milton Times — “Brookwood Farm Enjoys Season’s Bounty” (September 29, 2009)
- Net Impact Boston — Interview with farm co-founder Mark Smith
- Boston Globe — “By Great Blue Hill, Farmland Once More” (August 17, 2006)
- Edible Boston — “Sustainable Sustenance and Education: A Snapshot of Boston’s Community Farms” (Spring, 2008)
- New Farm — “Boston Common” (September, 2007)

BCF distributes a weekly newsletter to our Community Supported Agriculture members, available on our website at: <http://brookwoodcommunityfarm.org/press/>

More information about the Brookwood Community Farm and Mattapan Food and Fitness Coalition is available on the organizations’ websites:

[www.brookwoodcommunityfarm.org](http://www.brookwoodcommunityfarm.org)

[www.mattapanfoodandfitness.org](http://www.mattapanfoodandfitness.org)