

CITY OF CLEVELAND

GARDENING FOR GREENBACKS PROGRAM

2013 REPORT



**Sponsored by CoBank, AgriBank, &
Farm Credit Mid-America**

CITY OF CLEVELAND

GARDENING FOR GREENBACKS—2013

In the summer of 2008, the City of Cleveland introduced and passed legislation which created the *Gardening for Greenbacks Program* that provides grants up to \$3,000 to businesses, merchants, or local farmers that operate an urban garden in the City of Cleveland. In 2012, representatives from CoBank, AgriBank, and Farm Credit Mid-America, came to Cleveland to view the efforts and successes the City was doing with the Gardening for Greenbacks Program. The combined organizations made a pledge of \$135,000 over a 3-year period to support the continued success of the Program. With their added support, Cleveland was able to increase the grant up to \$5,000 per qualified applicant. There were 9 urban farmers and / or organizations awarded grants at \$5,000 each for a total of \$45,000. Participants are required to contribute 10% equity into their project.

Gardening for Greenbacks Projects funded in 2013					
Grant Recipients	Location	Ward	City Assistance	Total Project cost	Jobs Created
Cavotta's Garden Center	19603 Nottingham Road	11	\$5,000	\$6,500	1
Solutions at Work, Inc d.b.a Cleveland Crops	5342 Stanard Avenue	8	\$5,000	\$6,500	1
Solutions at Work, Inc d.b.a Cleveland Crops	5377 Stanard Avenue	8	\$5,000	\$5,500	1
Solutions at Work, Inc d.b.a Cleveland Crops	East 107th and Heritage	8	\$5,000	\$5,700	1
Solutions at Work, Inc d.b.a Cleveland Crops	East 105th and Heritage	8	\$5,000	\$5,700	1
Cleveland Urban Egg	Urban Agriculture Zone	6	\$5,000	\$5,500	1
Uncle Roy's Farm	Urban Agriculture Zone	6	\$5,000	\$5,500	1
Jillian Davis	1346-1350 West 65 th Street	15	\$5,000	\$5,500	1
Benner Holdings LLC	West 14th Street and Mentor Avenue	3	\$5,000	\$5,500	1
TOTAL			\$45,000	\$51,900	9

URBAN AGRICULTURE

URBAN AGRICULTURE INNOVATION ZONE

There are several initiatives and programs throughout the City of Cleveland that promote and support urban farming. Many of them work in concert with the City's Gardening for Greenbacks Program. Below is a brief summary of each project, detailing the initiatives and the continued promotion of urban farming.

Urban Agriculture Incubator Pilot Project:

The project is a partnership of the City of Cleveland, the Ohio State Department of Agriculture, Burten, Bell, Carr Development Inc. ("Burten, Bell, Carr") and Ohio State University ("OSU") Extension- (Cuyahoga County)

The project has developed 6 acres of City-owned "land bank" property as an Urban Agriculture Incubator between East 81st and East 83rd Streets, north of Kinsman Avenue in Cleveland's Central Neighborhood. The OSU Extension Service received the first-ever Federal Agriculture grant in an urban location and the City received the first-ever State Agriculture grant in an urban location. As part of the local CDC's community plan, the area in the Central Neighborhood was designated for agricultural development. The site includes an instruction area where 20 prospective farmers will receive intensive training in urban agriculture, direct marketing, and business planning. The Department of Community Development has made 6 acres of land available through the Land Bank Program and is managing the leasing of the property to eligible participants. Each farmer is provided a quarter-acre market garden plot for cultivation, planting and harvesting.



Kinsman Farm, located within the Urban Agriculture Innovation Zone.

In 2013, Burten, Bell, Carr acquired additional parcels in the Urban Agriculture Innovation Zone. A gateway sign was also installed to help brand the area. The City's Gardening for Greenbacks Program has approved funding for two additional agricultural entrepreneurs in 2013 who are leasing parcels within the Urban Agriculture Innovation Zone. One of these entrepreneurs will be raising chickens for production of eggs and meat and the other will grow healthy produce.

GARDENING FOR GREENBACKS 2013

Overview

In 2013, the City of Cleveland approved 9 applications under the Gardening for Greenbacks Program. Some of the approved “urban farmers” started new farms while others expanded their existing establishments. Endeavors that were undertaken included: production of fresh vegetables, herbs, fruits; planting of barley hops to support Cleveland’s microbreweries, and raising of free-range chickens for the sale of eggs.

The Gardening for Greenbacks program assists entrepreneurs with costs related to expanding or establishing a market garden/ urban farm in the City of Cleveland. The grant funds can be used towards equipment, construction, tools and hoop houses. Grant recipients must complete the market gardener training program and have an arrangement to sell program either through a Community Supported Agriculture Program (CSA), farm stand, market garden or other for-profit outlet.

Troy Miller dba Uncle Roy’s Farm

Troy Miller is a minority entrepreneur who is creating his urban farm in the successful Urban Agricultural Innovation Zone. He has contracted the use of a 1/8th acre lot to conduct his farming activities. As part of his business plan, he will grow a variety of vegetables including lettuce, carrots, herbs and other produce to be sold at local restaurants. As part of his project, the grant will offset costs of incorporating raised beds and the installation of hoop houses. Mr. Miller has selected urban agriculture as a career option. The Gardening for Greenbacks Program has made it possible for him to take the first step by lowering the cost of his start-up, which will help him to succeed in the future.



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GARDENING FOR GREENBACKS 2013

Cavotta's Garden Center

Cavotta's Garden Center successfully completed her first Gardening for Greenbacks project in 2011. She was approved for a second round of funding in the amount of \$5,000 in 2013. Angela Cavotta is the current owner and operator of an 80-year old, multi-generational family owned Garden Center located at 19603 Nottingham Road, in the Collinwood Neighborhood.



Angela has used the second grant to install a water line for the new greenhouse that was built on her property. This allowed her to further expand her capability to provide year-round vegetables and fruit production which is marketed and sold on site.

Years ago, when the business was run by her father, the market garden was seasonal. While Angela plans to limit her retail hours in

winter, the greenhouse expansions will allow her to grow year-round produce. In addition to the vegetables, plants, flowers and herbs, she has taken advantage of the City's "Chickens & Bees" ordinance with the installation of multiple hives and chicken coops on site. Cavotta's Garden Center is a model for urban farming with an on site retail store to sell the locally grown goods.

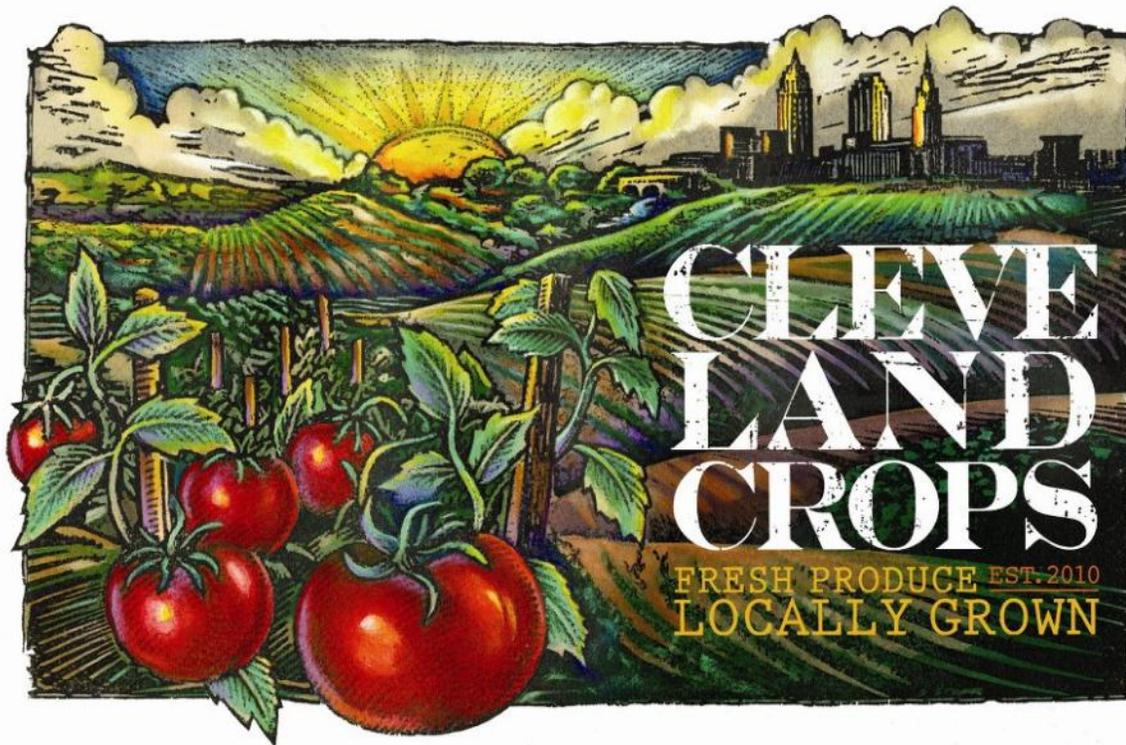


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Solutions at Work (SAW) Inc., dba Cleveland Crops

Solutions at Work, Inc. (“Saw Inc.”) dba Cleveland Crops is an agriculture and food processing training and employment program designed to create innovative work opportunities and new career choices for adults with developmental disabilities. The program was created to advance the local food system agenda and establish Cleveland as a model for local food system development. The City has approved grant funding for 15 urban farms under the Gardening for Greenbacks Program.



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GARDENING FOR GREENBACKS 2013

Stanard Farm

The mission of Cleveland Crops is to accomplish the following:

- ⇒ Create jobs throughout Greater Cleveland;
- ⇒ Enhance community integration;
- ⇒ Replace jobs lost to this region with local agriculture jobs;
- ⇒ Immerse individuals with developmental disabilities in the vitality of the “local food movement;”
- ⇒ Create new and empowering career choices;
- ⇒ Increase locally grown healthy food on vacant land.

The organization is currently working with their affiliate, the Cuyahoga County Board of Developmental Disabilities and the Ohio State University Extension, to develop 10-15 farm sites covering 25-40 acres throughout Cuyahoga County over the next year. The program will provide on-going training and employment opportunities in agriculture and food processing to more than 100 adults with developmental disabilities, while collaborating with other organizations and individuals interested in agriculture education, economic development in the local food economy.



Heritage Farm at E. 105

Cleveland Crops used Gardening for Greenbacks funds to support 4 farms in Cleveland:

- ⇒ Stanard Farm - 5342 Stanard Ave.
- ⇒ Stanard Greenhouse - 5377 Stanard Ave.
- ⇒ Heritage Farm 1 - East 105th & Ashbury Ave.
- ⇒ Heritage Farm 2 - East 107th & Churchill

SAW, Inc. used Gardening for Greenbacks funds to assist with the purchase of tools, greenhouse equipment and signage. The funding has helped to expand operations in order to provide more opportunities to people with developmental disabilities. SAW, Inc. plans on proceedings with 4 additional Gardening for Greenbacks projects in 2014. These four projects will create 13 jobs over the next two years.

GARDENING FOR GREENBACKS 2013

Paul Benner

Paul Benner is the owner and operator of the Cleveland Brew Shop, located in the Tremont Neighborhood. Realizing there was a better use for the empty lot by the highway near his store, Mr. Benner applied for the Gardening for Greenbacks Program for funding to grow hops on the site.

The parcels of land are owned by the City of Cleveland and the Ohio Department of Transportation. With the assistance of Tremont West Development Corporation, the local community development corporation, a lease was executed to allow for urban farming to occur on a vacant unbuildable parcel of land. The land has been vacant since the interstate freeway was constructed in the 1950s.



Through our collaboration with the City's Department of Community Development, parcels of land within the land bank are available for lease for the Gardening for Greenbacks or the Summer Sprout Program.

Paul Benner was approved for a grant and has started his first crop of hops, which he will sell in his shop and to local breweries. Although hops are not harvested during the first year, he expects to sell the product in the coming years. The Gardening for Greenback's Program funded the equipment and wooden frames required to grow the vines for the hops.

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Jillian Davis

Jillian Davis, a female entrepreneur, established an urban farm at 1346-1350 West 65th Street in the Detroit-Shoreway Neighborhood of Cleveland. Ms. Davis is utilizing funding under the Gardening for Greenbacks Program to build a hoop house to extend the growing season. She is also the owner of Toast, a restaurant located directly across the street from the garden site. Chefs at her café incorporate the fresh produce grown from her urban garden into the entrees served in her restaurant.



Toast, like many restaurants in Cleveland, strives to source its ingredients locally. The City encourages restaurant owners to connect with local market gardeners to purchase their crops to incorporate fresh fruits, vegetables and herbs into the menu and daily specials. These connections foster the transactions necessary for market gardeners to be successful in the City while reducing our carbon footprint by minimizing the distance our food travels to reach our tables.



Toast

GARDENING FOR GREENBACKS 2013

Cleveland Urban Egg

Cleveland Urban Egg, operated by Lynn Rodemann, is an urban farm which will operate on 3 parcels in the Urban Agriculture Innovation Zone. Her business plan dictates Cleveland Urban Egg will focus on raising chickens for meat and eggs which will be sold at farmers markets, restaurants and through a Community Supported Agriculture program. She completed her OSU Market Gardener Training Certificate in 2010. She also has 4 years of experience raising chickens while selling produce at Gordon Square Farmers Market. Ms. Rodemann will be utilizing



\$5,000 from the Gardening for Greenbacks program to assist with costs associated with building chicken coops, acquisition of gardening equipment and signage to establish a sustainable pastured poultry project.

Ms. Rodemann also operates the Devil's Back Bone market and an educational garden on Cleveland's West Side. Her experience with urban farming will help her succeed with this next venture.



Local Food Cleveland

A challenge that many of our grantees face is the successful marketing and sale of their products. Local Food Cleveland is a great resource to assist with connecting farmers to buyers of local foods. They provide a list of local restaurants that are interested in buying local produce, as well as community boards for market gardeners, chicken/bee keepers, and aquaponic farmers to discuss best practices and support each other in their business. With over 2,500 members engaged in the community, Local Food Cleveland is a valuable tool for our grantees under the Gardening for Greenbacks Program to stay connected with various partners in the urban gardening community in Cleveland.

URBAN AGRICULTURE

GARDENING FOR GREENBACKS 2013

GARDENING FOR GREENBACKS PROGRAM REPORT

as of 11/25/2013

2013 RECIPIENTS	Pounds of Produce	Value of Produce Grown
Cleveland Crops (4 farms)	7,107	\$28,427
Jillian Davis	350	\$1,300
Cavotta's Garden Center	2,938	\$3,669
TOTAL	10,395	\$33,396

Projects not Listed will begin reporting in 2014

Gardening for Greenbacks Data Report

The table (listed above) details the amount of produce grown and the value of goods sold by the recipients of the Gardening for Greenbacks Program. The requirement to report the amounts of produce grown and sold is essential. This information is not only useful for the City's purposes, but it can also prove to be a source of data for other interested parties and community leaders.

The data helps us understand the output of these farms and their incomes. As they grow we can better understand the food economy in the City of Cleveland. By the sharing the data we can help urban farmers learn from each other to determine the most successful techniques. Food processing is considered a major cluster in Northeast Ohio. The "25% Shift" study published in 2010 outlines strengths of a shift to meeting 25% of food purchased locally vs. the current amount which is approximately 2%. Increasing supply and responding to the ever-present demand for purchasing food regionally can ensure dollars remain in Cleveland and Northeast Ohio. This will create jobs for local and regional residents and lead to more sustainable food practices in the near future.

PREVIOUS GRANTEES (2 YEAR TOTALS)

Africa House	50	\$285
New Image Life Skills Academy, Inc.	170	\$401
Urban Growth, Inc.	4,317	\$17,273
Gardens Under Glass	18	\$132
Green Urban Enterprises	206	\$866
Ohio City Farm	7,270	\$29,080
Refugee Response	3,637	\$14,547
Erie Edge Farm	2,325	\$9,300
Lucia's Fresh Produce	39	\$406
Afro American Research & Dev. Association	550	\$1,210
Central Roots	846	\$3,384
Cavotta's Garden Center	1,450	\$4,021
Totals	20,878	\$80,904

GARDENING FOR GREENBACKS 2013—Grantee Contacts

2013 Grantee Contacts

- Cavotta's Garden Center
 - Angela Cavotta 216-692-0300 angelacavotta@att.net
- Stanard Farm, Stanard Greenhouse, and Heritage Farms—Cleveland Crops
 - SAW, Inc Ifeoma Ezepue 216-736-4569 Ezepue.Ifeoma@cuyahogabdd.org
- Cleveland Brew Shop—Tremont Hop Farm
 - Paul Benner 440-539-3245 pebenner@gmail.com
- Cleveland Urban Egg—Chicken Farm
 - Lynn Rodemann 216-820-7020 lynn@clevelandurbanegg.com
- Jillian Davis—Toast Market Garden
 - 216-577-4795 jilliandavis@yahoo.com
- Troy Miller—Uncle Roy's Farm
 - 440-668-9637 tlm4@yahoo.com

City of Cleveland—Department of Economic Development Contacts

- Tracey Nichols—Director, Department of Economic Development
 - 216-664-3611 tnichols2@city.cleveland.oh.us
- Kevin Schmotzer—Executive Small Business Development
 - 216-664-3720 kschmotzer@city.cleveland.oh.us
- Anthony Stella—Project Coordinator
 - 216-664-4363 astella@city.cleveland.oh.us
- Matthew Moss—Project Assistant
 - 216-664-3682 mmoss@city.cleveland.oh.us



 Mayor Frank G. Jackson

