

Katchkie Farm



Sylvia Center





katchkie farm

+

**GREAT
PERFORMANCES**
CELEBRATE FOOD

How It Began...

Katchkie Farm was **established in 2006** in Kinderhook, NY **with 2 goals**:

- ✓ Provide a home to the newly-formed Sylvia Center
- ✓ Grow vegetables and provide an agricultural connection for Great Performances

The farm is 60 acres, of which 10 are in rotation. The farm has organic certification by NOFA. The non-profit SC welcomed students in 2007 and created a 2-acre learning garden. The farm required infrastructure: Barns, irrigation systems, greenhouses, roads, fencing and drainage – which took place over the course of 4-5 years. Fields for commercial planting were established. The first crops were harvested in 2007 and sold to GP. However, it took several years for the farm and the catering company to establish a working relationship whereby the farm was able to grow and deliver crops as needed and in accordance with culinary specs.





What We Learned:

As the farm learned how to grow for the catering company, we experimented with a local CSA project with 25 members at a nearby community center in downtown Manhattan.

The members loved the program and the CSA doubled in size each year.

The CSA expanded when our corporate clients expressed interest. Additionally, we established several sites for community (individual) pick up points.

Katchkie and GP pioneered the most extensive workplace CSA in Manhattan, a significant departure from the traditional CSA model of picking up from a community center/church on a weekend or at the end of the day, and hand picking each vegetable. With the workplace CSA, members receive a pre-bagged share ready to take home.

Year 2 – 50; Year 3 – 125.

Year 4 – 300, with steady increases

Year 8 – over 600 individual members



More of What We Learned

Sizes and frequency: There were 2 important things to figure out; CSA share size (small/large) and Frequency (weekly or bi-weekly).

For 2 years we offered a choice on size, then we eliminated the size option because the labor of bagging multiple sizes was too costly. Each bag consists of 6-8 types of mixed organic seasonal veggies

Members can sign up for weekly or bi-weekly shares, but a specific site must be one or the other.

On site coordinators: Needed to establish role of CSA coordinators, and learn how to motivate and reward these volunteers. Coordinators often get a free share in exchange for their efforts. It can be difficult to find a coordinator to take on this extra work.

Challenge of delivery routes in NYC due to traffic conditions and balancing the delivery windows for a range of customers. Security procedures in certain locations is difficult if not impossible!



Even more of What We Learned

SMALL FARM CENTRAL
www.harvie.farm/forfarmers/small-farm-central/

Additional Offerings:

CSA's can be competitive and there is often interest in receiving additional local food products. Some CSA's offer meat, fruit, eggs, flowers or other local products. We have included honey, eggs and fruit. The fruit share which comes from a different farm, can be tricky to manage. It is hard to have responsibility for products we do not control.

Value Added Products:

Experimented with value added products in 2018: The catering company made soups, lasagnas, pickles and other meals from farm produce. While less than 10% of the members opted in, it was successful. To continue this offering requires more coordination on the truck for deliveries as well as packaging considerations. However, it is a unique feature that only a KF-GP CSA could offer.

Technology for sales:

CSA Management Database manages CSA membership program. It is expensive yet critical. We continue to explore more options going forward.

Shares Sizes and Frequency:

- For 2 years we offered a choice on size (small/large)- then we eliminated the size option because the labor of bagging multiple sizes was too costly.
- Each bag consists of 6-8 types of mixed organic seasonal veggies
- Members can sign up for weekly or bi-weekly shares and a specific site must be chosen.

Weekly Share Details

katchkie farm

2019 Katchkie Farm CSA

CERTIFIED ORGANIC PRODUCE FROM THE HUDSON VALLEY DELIVERED DIRECTLY TO YOU!

Weekly CSA

CSA Shares Delivered Weekly

Vegetable Share

Katchkie Farm offers a one-size CSA share of certified organic produce. Each bag consists of 6-8 types of mixed, seasonal vegetables. Deliveries begin in early June.

Membership (22 weeks) = \$506

Add-On Shares Available:

Eggs:

Free range organic eggs from Norwich Meadows
1 dozen per week/22 weeks: \$132

Honey:

Special raw honey blend
2-1 lb Deliveries (June + October): \$22

Prepared Food:

Seasonal dishes made by Great Performances
5 Deliveries: \$50

*Add-on shares are only available with the purchase of a Vegetable CSA

QUESTIONS? CONTACT US: info@katchkiefarm.com

SIGNUP TODAY: www.katchkiefarm.com



2019 Katchkie Farm Workplace CSA

Katchkie Farm is a certified organic vegetable farm in Kinderhook, New York. Katchkie produce comes to New Yorkers through our CSA program, making deliveries to offices around the city for 10 years. From the field to you in 24 hours—enjoy the best of the season's bounty!



What's a "CSA?"

Community Supported Agriculture, or CSA, is a direct link between the farmer and the consumer in order to "invest" in small, local farms. Members sign up for a "share" before the start of the season and pay up front so the farmer has an advance in capital before the very busy growing season. In return, during the growing season, the farm delivers "shares" of the harvest to their "investors."

What's in the share?

Katchkie's one-size CSA share contains 6-8 types of vegetables per delivery. Vegetable varieties vary from week to week, depending on the harvest season.

*An example of an early-season share may be: basil; arugula; summer squash; zucchini; broccoli; pea shoots; bok choy

*An example of a mid-season share may be: bell peppers; tomatoes; green beans; lettuce; cabbage; green onions; cilantro; cucumbers

CSA & Customer Loyalty

When we started our CSA, there was deep loyalty to the farm and an understanding that crops can be unpredictable. Members were supportive of unexpected changes that occurred during the growing season. For examples, some years there would be a lot of tomatoes, while other years, less.

We have always worked hard to earn the loyalty of our members by exploring new varieties of vegetables, offering an abundant selection, communicating recipes and stories with photos from the farm.

With the advent of digital shopping platforms for local produce, and the proliferation of farmers markets, CSA are less popular.

The understanding that a CSA supports a farm has diminished. Marketing to our clients, maintaining strong ties is a harder job for us.

We work to find the value-added relationship components to reinforce our connections.



CSA Events for Members

Sign up Days – a table with our signature beet chips and farm representatives talking about what is a CSA

Earth Day Events – vegetable tastings and conversation about sustainability at corporate offices. Promotion for CSA as well

Cooking Demos – sample cooking demonstrations with Great Performances chefs at CSA workplace offices featuring seasonal items

Beverage Classes – preparing creative drinks from farm share vegetables

A Visit from the farmer! – Farmer John comes to the office to meet his CSA members

Invitation to Spring Planting Day at Katchkie Farm

Invitation to Fall Harvest day at Katchkie Farm

Community Pot Luck Dinner post-CSA season



Katchkie & Great Performances

2019 was the most successful year for the connection between the farmer and the sale of produce to GP.

The farmer along with the purchaser and chefs did a lot of advance planning to identify consumption patterns in the May through December period.

Additionally, greater attention was paid to the specific specs for the produce.

In 2019 Katchkie Supplied Great Performances
with approx. 60,000 lbs. of vegetables!

- | | |
|--------------------------------|----------------------------|
| ✓ Beets 5000 lbs. | ✓ Rhubarb 140 lbs. |
| ✓ Eggplant 2500 lbs. | ✓ Butternut 1,500 lbs. |
| ✓ Fennel 2,500 lbs. | ✓ Delicata 3,000 lbs. |
| ✓ Lacinato Kale, 3,000 bunches | ✓ Sweet dumpling 1000 lbs. |
| ✓ Lettuce heads 2,500 ct. | ✓ Zucchini 7,500 lbs. |
| ✓ Nasturtiums 9.5 lbs. | ✓ Tomatoes 18,500 lbs. |
| ✓ Poblano peppers 450 lbs. | ✓ Bok Choi dwarf 80 lbs. |
| ✓ Hot peppers 220 lbs. | ✓ Cantaloupe 200 lbs. |
| ✓ Bell peppers 3,000 lbs. | ✓ Carrots 2,000 lbs. |
| ✓ Radish 1,500 bunches | ✓ Pea shoots 25 lbs. |





Learning about Value Added Opportunities

“For urban farmers, whose production is limited by space or other constraints, value added processing provides a way to increase the profitability of harvest.” (Meyers)

“When deciding what product to produce and sell, research your target market and distribution outlets to determine demand, taking into account which foods and products are popular and/or desirable but difficult to find. You should also consider the cost of inputs, such as time, equipment, and raw materials, and select products that you can produce relatively inexpensively, so as to ensure a high enough profit margin and product viability.” (Meyers)

GP Chefs work to create items that will be used later in the season.

This is important utilization of ingredients –
**August is a slow time for the catering company
yet a peak harvest time at the farm.**

- 500# ratatouille
 - 150# of squash, diced and frozen
 - 320 gallons of marinara
 - 100 gallons tomato water
 - 10 gallons green tomato jam
 - 50 gallons fermented hot sauce
 - 100# of Poblano & 200# of cherry tomato: Salsa Verde
 - 220# eggplant, breaded, ready to be fried in the freezer
- Preservation has provided KF-GP with a good model for other farms.



Member Feedback

“

Very happy with abundance of vegetables in bag, well worth the cost, all organic too

“

The newsletter is informative in providing tips and helpful in describing veggies I don't know about

“

Heirloom cherry tomatoes are amazingly delicious would like to have more next year!

“

Love the cherry husks, so sweet, I never would have bought these in the market!

“

I want more tomatoes, because I freeze them to make sauces during the months they are not in season!

“

Enjoy seeing unique vegetables I've never heard of/or tried before, like kohlrabi?”

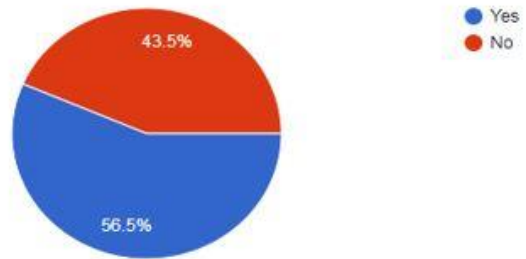


2018 CSA Survey Summary

Participants 301/xxx (XX% response rate)

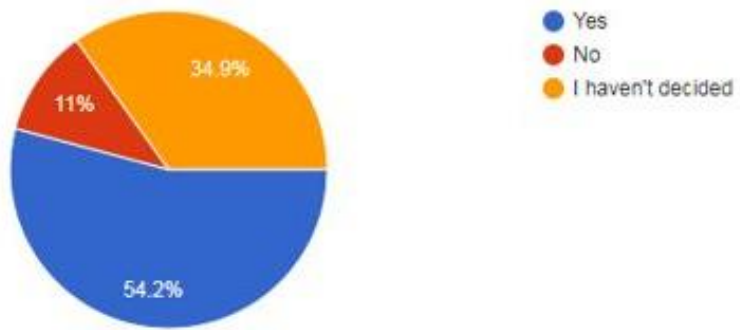
Is this your first experience with the Katchkie Farm CSA?

301 responses



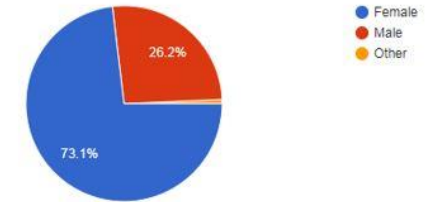
Will you participate in the Katchkie Farm CSA next season?

301 responses



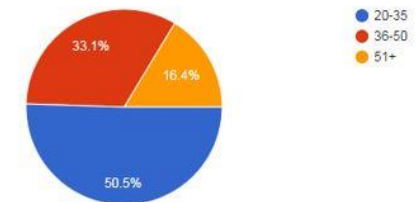
What is your gender identity?

290 responses



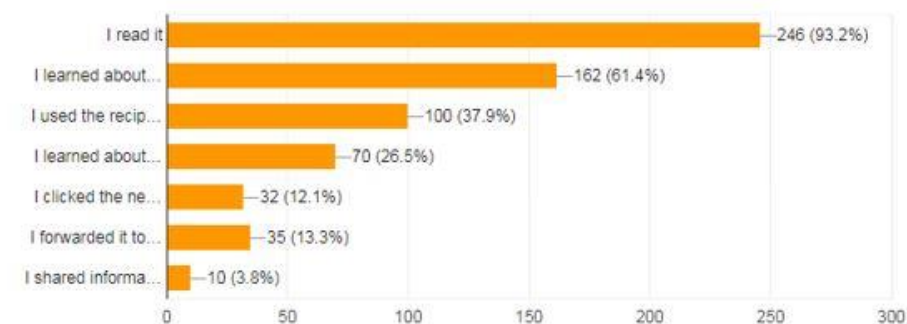
What is your age range

293 responses

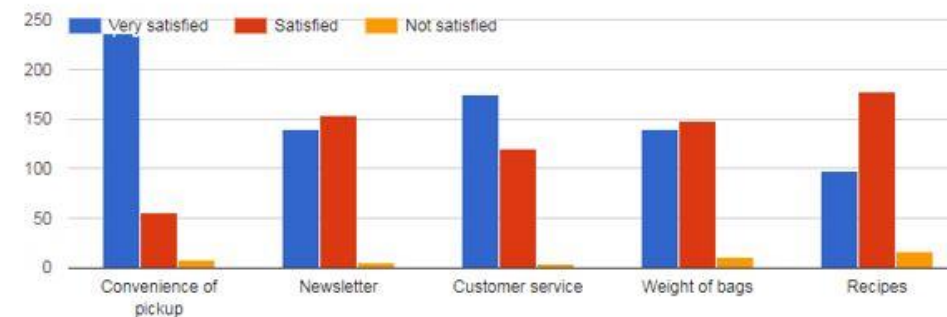


Please check off the actions you took with our weekly newsletter

264 responses

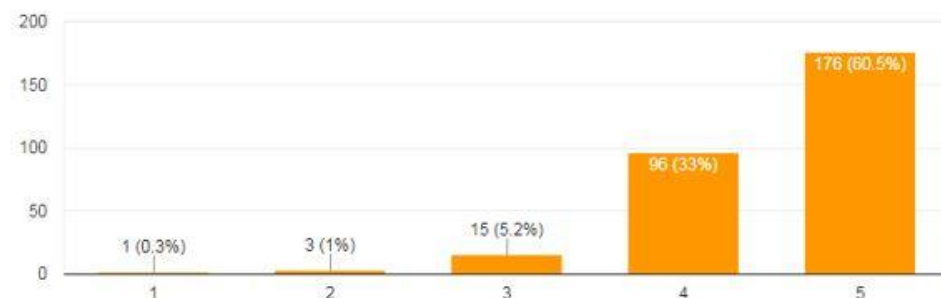


Please rate your satisfaction with other elements of the CSA program



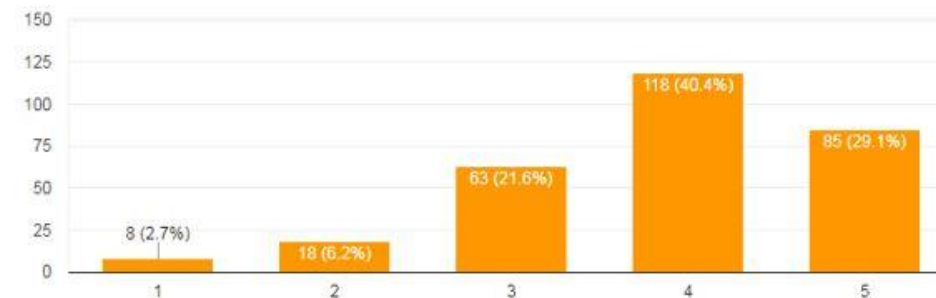
Please rate your satisfaction with your CSA vegetables in terms of TASTE

291 responses



Please rate your satisfaction with your CSA vegetables in terms of VARIETY

292 responses





Enjoying, Preparing and Advocating for Healthy Food

The mission of The Sylvia Center is to inspire young people and their families to establish independent healthy eating habits — so that they may lead healthy and productive lives.

The Sylvia Center is a part of a movement to develop the next generation of healthy eaters, cooks, and advocates that can fundamentally change the future of food. We work in partnership with others because we know that we can not do it alone. The problem may be big, and the stakes high, but together we can lift up young people to take their own place at the table.

The Sylvia Center was founded in 2007 to build a strong foundation of lifetime health by working with young people so that they can enjoy, prepare and advocate for healthy food.



Enjoying, Preparing and Advocating for Healthy Food

Across the socio-economic landscape, families are spending less time in the kitchen preparing meals from scratch. Without the skills to prepare a homecooked meal, buying fast food that is affordable is also one of the least healthy ways to eat.

The Sylvia Center focuses on teaching basic cooking skills in an engaging and fun manner – and every class culminates in a shared meal. Classes focus on ethnically appropriate and easily procured food items that are appealing to the students while at times, introducing them to new vegetables and cuisines.

Healthy habits help young people excel in school, thrive in extra-curricular activities, and develop the skills that will serve them well later in life.

For us, **it all starts in the kitchen**
– a great laboratory for youth to develop and practice the skills
of collaboration, creativity and self-efficacy.



The Sylvia Center's Theory of Change

FRESH FOOD

Tastings expose young people to fresh healthy foods.

FULL PLATE

Extensive direct education around culinary skills, nutrition, and career readiness.

COMMUNITY TABLE

Teen apprenticeships, fellowships, and training programs build capacity of our young people to lead programming themselves

CREATING A VIRTUOUS CYCLE

Our teen culinary apprenticeship graduates return to TSC to assist in our program, serve as youth mentors and eventually become community chefs.





Welcome To
THE SYLVIA CENTER AT KATCHKIE FARM
Inspiring children to eat well™

Sylvia Center Programs at Katchkie Farm Learning Garden & Columbia County Afterschool Programs



<u>Lesson</u>	<u>Topic/Objective</u>	<u>Culinary Concept</u>	<u>Nutritional Concept</u>	<u>Recipe</u>
Lesson 1: Yes, Chef!	Setting Class Expectations	Pureeing	What does “healthy” mean?	Carrot Cake Smoothie
Lesson 2: Basic Knife Skills	Whole Healthy Plate	Knife Skills	Nutrients, Food Groups	Guacamole and Baked Chips
Lesson 3: Reading Your Way to Soup	Reading a Recipe	Boiling Measuring	Fruit, Vegetables	Tomato and White Bean Soup
Lesson 4: Flavor to Taste	Five Flavors Identity	Herbs Spices Salt	The five flavors and what they mean for nutrition	Pasta with Broccoli Pesto
Lesson 5: Intro to Baking	Sugar	Measuring dry and liquid ingredients	Carbohydrates: What they are. Where they are. What they do.	Blueberry Muffins
Lesson 6: Salad Your Way	Texture, Flavor and Vinaigrette	Whisking, Knife Skills Emulsifying	Vitamins and Minerals: What they are. Where they are. What they do.	Confetti Salad with Experiment Dressing

<u>Lesson</u>	<u>Topic/Objective</u>	<u>Culinary Concept</u>	<u>Nutritional Concept</u>	<u>Recipe</u>
Lesson 7: It's all about Dough	Exploring Whole Grain Benefits	Kneading, Proofing	Whole Grains: What they are. Where they are. What they do.	Spinach Artichoke Pizza
Lesson 8: Eating with the Seasons	Seasonal Foods Chart	Adding veggies to our favorite foods	Seasonal, Vitamins and Minerals	Spring Veggie Quesadillas and Mango Salsa
Lesson 9: Fats are Phat	Healthy Fats	Cooking with less fat	Fats: What they are. Where they are. What they do.	Zucchini Fritters with Asian Dipping Sauce
Lesson 10: Whole vs Processed Food	Reading a Nutrition Facts panel	Creating healthier versions of favorite treats	Processed vs Whole Foods	Strawberry Oat Bars
Lesson 11: Egg-ceptional – Versatility of eggs	Protein Sources	How protein works in cooking	Proteins: What they are. Where they are. What they do.	Potato Leek Asparagus Frittata
Lesson 12: Team Recipe Celebration	Community & Celebration			Two Recipes - Selected by Students

KNIFE SKILLS



THE FIVE FLAVORS



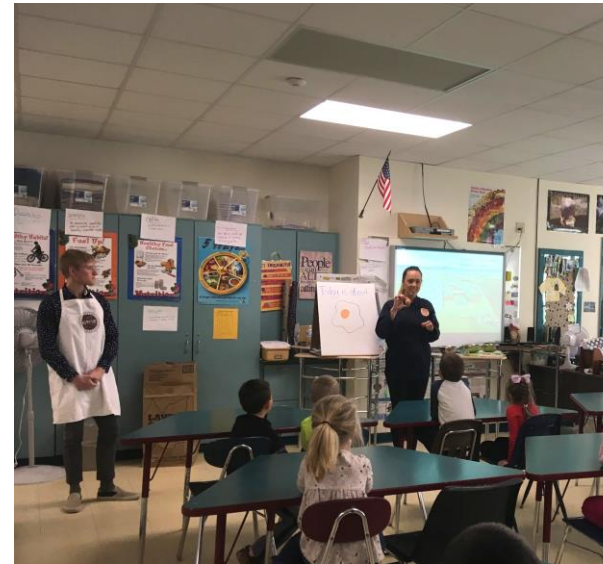


Full Plate on the Farm

Is an immersive 4 hour program for groups to learn about where their food comes from, how it is grown, and—most importantly—how to make it into a delicious and healthy meal!



Full Plate in the School



Serve groups of students in school, summer camps or other youth-serving organizations. Students learn how delicious healthy foods can be by preparing healthy plates together. Students find out where fresh foods come from, practice basic culinary skills, and prepare wholesome recipes from start to finish.

Our programs are adapted to be age and setting appropriate. Through our class series, students learn the important role nutrition plays in our lives and how cooking whole ingredients to their own tastes is a key part of lasting health.



Cooks for Health achieves its overarching goal by focusing on developing both soft and hard skills.

SOFT SKILLS

- Communication -
- Teamwork -
- Creativity -
- Reinforcement of Reading/Math -
- Independence -

(participants learn or adapt this as part of a program cohort)

HARD SKILLS

- specific, teachable abilities -
- learning how to slice, dice, and recognize nutrients. -

Over the past year, Cooks for Health engaged 140 young people in 14 program cohorts across nine (9) sites in Brooklyn, Manhattan, Staten Island and Queens. The vast majority of participants were 2nd, 3rd and 6th grade students.





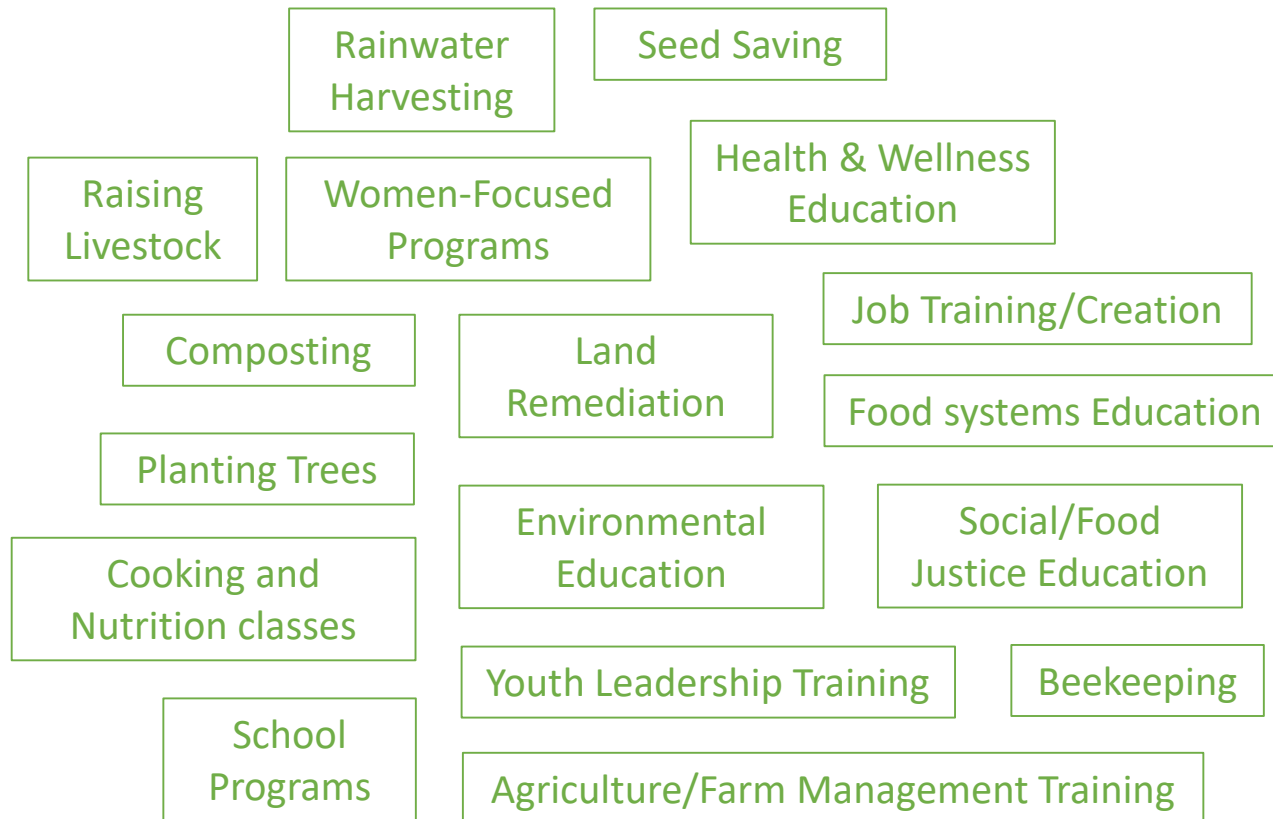
Growing Urban Farming

Planning for the future of Urban Agriculture in NYC

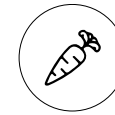
- Create Urban Agricultural plan
- Create an Office Of Urban Agriculture
- Catalogue existing and potential spaces
- Classify and prioritize uses
- Build a coalition of stakeholders
- Adapt land use policies to promote the expansion of urban ag
- Collect metrics on what is growing; where it goes; economic impact
- Analysis of zoning, building code, fire codes to adapt for urban ag
- Integrate urban ag in city resiliency and conservation program
- Incorporate youth development programs citywide
- Consider job creation and economic impact from urban ag
- Protect community gardens on public land
- Support farming education; connect to healthy food, science, environment
- Adult urban ag education; impact adult diets, potential careers
- Economic empowerment for community gardens, allow income generation
- Identify and measure educational activities at community gardens
- Use markets to expand use of SNAP benefits for healthy food
- Explore expanding the upstate-downstate connections thru markets and CSA
- (over 300 farmers markets/CSA/Pantry projects/Food box locations)
- Increased support from Agricultural institutions, like Cornell Cooperative Extension
- Community food hub incubators: develop more local food businesses supporting small scale growers, community food projects with kitchens, financial incentives, training.
- Expand new forms of Urban Ag to include more green roofs, aquaculture, beekeeping, animals.
- Expansion technology in commercial urban agriculture – share metrics, learn more

Activities

From the Five Borough Farm II:

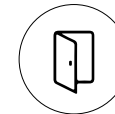


Impacts and Benefits



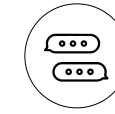
HEALTH

Increased literacy; access to and knowledge of healthy food choices



ECONOMIC

Job readiness; economic opportunity



SOCIAL

Multi-generational engagement; youth empowerment; educational opportunity



ENVIRONMENTAL

Stormwater management; soil improvement; connection to environment



POLITICAL

Community empowerment; education; neighborhood development

Thank you.

