It is without a doubt that The Carrot Project set me on the right path to give me the edge in financial success. Business planning is a vital part of your business. Start from the very beginning with accurate bookkeeping, because it will be the backbone to your success.

Rebecca Sadowski, Rooted Flower Farm, Hadley, MA

Local agriculture is a powerful, multifaceted vehicle for seeding positive change.

It launches entrepreneurial development and green jobs with independent businesses; strengthens our regional and local economies, fosters a sustainable environment for our health and welfare as individuals and communities -- and of course, feeds us!

In New England, we produce less than 5% of our food supply. There is enormous potential to expand our local farm and food economy.

We see this potential in the number of people who want to farm or create a local food related business, and in consumers clamoring for locally grown food.

To increase local food production significantly, we need to help launch and support many new farms.

Rooted is a small farm that focuses on growing specialty cut flowers. Rebecca participated in The Carrot Project’s 2018 Making It Happen farm financial management training and received 1:1 business advising to set up financial tracking and planning systems.
Clients

We work directly with:

- **farmers** who use sustainable farming methods
- **food and agriculture businesses** who source and/or serve their products locally
- 76% of our clients are starting new businesses.

Income Level

At the beginning of service

- Median 25%
- Very low 50%
- Low 17%
- Moderate 8%

Based on HUD median household income data, representing a subset of clients for whom we have household income figures.

Services Accessed

- Educational Services: Workshops 82%
- Webinars 82%
- Outcome-Based Services: 1:1 Advising 5%
- Loans 9%
- Trainings 4%

Total Clients: 393

2017 Outcomes

**$28,500**

average increase in net income

**47,1767**

jobs supported

**1767**

acres in production

**$467,000**

loaned to current borrowers

We collaborate with farm service organizations, lending institutions, and others who share our mission of **increasing the number of profitable, viable farm and food businesses.**

We offer programs for:

- **entrepreneurs** to develop skills and access to capital
- **trainers** to access professional development
- **the sector** to catalyze change

2017 Financials

**Expenses**

- Admin 10%
- Development 11%
- Programs 79%

**Revenue**

- Government and Contracts 7%
- Program Revenue 14%
- Grants 72%

**Contributions 7%**

Total Budget: **$290,000**

Our Vision

We want the farms and businesses that we work with today to be here in 5, 10, and 50 years from now. Their success is the cornerstone of a strong local farm and food economy.

We support these businesses’ growth towards profitability, a crucial factor to business viability.

Launching successful agriculture businesses will create a meaningful increase in local production of food in New England and the Hudson Valley.

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