



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 book-keeping, because **it will be the backbone to your success.** **Rebecca Sadlowski, Rooted Flower Farm, Hadley, MA**

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.

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.**



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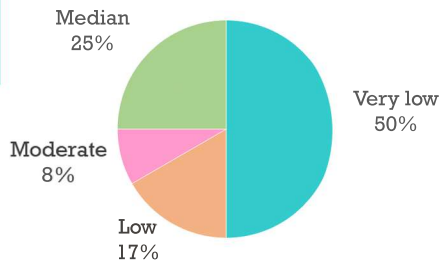
Clients

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.

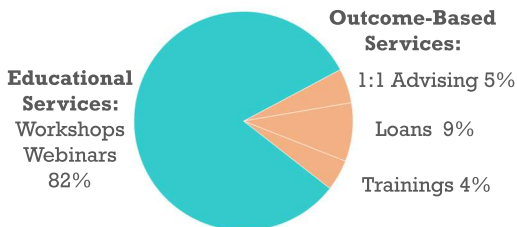
Income Level

At the beginning of service



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

Services Accessed



Total Clients: 393

2017 Outcomes

\$28,500

average increase in net income

47 1767

jobs supported

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

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Our Vision

We want the farms and businesses that we work with today to be here in

5, 10, and 50 years from now.

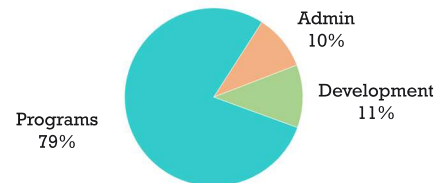
Their success is the cornerstone of a strong local farm and food economy.

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

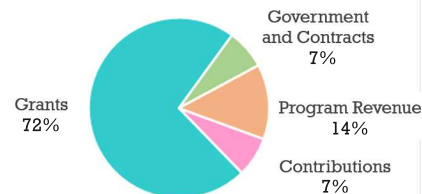
Launching **successful agriculture businesses** will create a **meaningful increase in local production of food** in New England and the Hudson Valley.

2017 Financials

Expenses



Revenue



Total Budget: \$290,000