

Hattie Carthan Community Market



Who We Are and Our Mission

Hattie Carthan Community Farmers Market is a grassroots, people of color led agricultural revitalization project in Central Brooklyn NYC.

The market's vision is to cultivate a healthy, holistic, and self-sufficient community grounded in the systems and cycles of the earth.

Our goal is to increase access to locally grown fresh food, farm culture and intergenerational agricultural education to all facets of community in a neighborhood classified as a "fresh food desert."

The market accomplishes its goals by operating two community based markets which provides residents with

cultural programs which nourish human potential and cooperative economics.

The community farmers market is located on Clifton Place at Marcy Avenue directly behind the **Hattie Carthan Community Garden**.

The original market runs Saturdays 9am - 3pm from July – November, and younger market located at 49 Van Buren Street runs Sundays 1pm to 6pm July to November.

The community based/led markets were founded by Yonnette Fleming, V.P. of the Hattie Carthan Community Garden and 13 Hattie Carthan gardeners.

The lot was cleaned and envisioned in March 2009 when Fleming received permission from the NYC

Department of Parks and Recreation to clear, design and utilize the lot, which has been used as a thriving dumping ground for over twenty years.

To date, the project founder Ms. Fleming and community volunteers have contributed over 70,000 documentable volunteer hours to ensure the markets continue to grow.

In 2014, we are embarking on scaling up the market in several key areas, which we believe will impact our image, our productivity and overall community impact.





Background and Impact

Across the United States, rates of obesity and diabetes are increasing dramatically, particularly within lower income, African-American and Latino Communities.

A third of residents in New York City neighborhoods like Bedford Stuyvesant are living in poverty and more than 12% of adults have diabetes, compared to 8% nationwide.

Chronic diseases are directly linked to lack of healthy food consumption. Less than 8% of primarily African-American and Latino residents in poor communities report eating than the recommended five or more servings of fruits and vegetables; 20% report to eating none at all.

The Hattie Carthan Community Market is a community solution to the issue of poor nutrition and food insecurity in our community.



In 2009

- Helped 48 low income residential families subsidize food budget by growing local food in community garden plots
- Hosted annual free cookout for community residents
- Hosted 13 community workdays in garden. 1500 volunteers helped revitalize new market and children garden
- Reclaimed and revitalized 20ftx100ft abandoned lot
- Designed outdoor community market space with plant installations
- Distributed 8,344 pounds of locally grown food
- Built chicken coop and raised 10 pullets
- Partnered with neighborhood charter school La Cima to create gardening lesson plans for school personnel and 48 garden workshops to 400 students
- Provided rural farmers with income generating opportunities
- Provided 5 at-risk youth with agriculture training, green job experience and \$600 stipend

In 2010

- Hosted annual free cookout
- Hosted community workdays in garden, where volunteers gained tree care, livestock management, composting and basic gardening experience
- Created women security conference to mobilize women in the community
- Conducted 9 gardening workshops, 11 educational tours, 4 bread baking workshops, 4 herbalism workshops
- Built second chicken coop
- Added 20 pullets
- Built outdoor clay over
- Created alternative distribution program providing families with vegetables and eggs weekly
- Created Hattie Carthan Urban Agriculture Youth corps program.
- Implemented compost drop off system converting organic matter into humus and diverting from landfill. Approximately 3 tons of compost processed

In 2011

- Reclaimed and revitalized 60ftx100ft abandoned lot
- Remediated asphalt ridden lot with organic matter
- Designed Herb farm with 3-ton compost bin system and greenhouse
- Distributed 18,879 pounds of food at two markets
- Conducted 20 cooking demos, 3 bread baking workshops, 8 gardening/composting workshops
- Worked with DOHMH and local authorities to obtain street closure to provide food and fitness programming for 1200 children
- Compost dropoff system grew to approximately 5 tons of organic waste
- Youth 2 day food education/seasonal eating workshop series
- Leadership training series: Delivered 6 part food justice workshops to community residents to learn about systemic racism and inequities in food system to advance empowering models for change

In 2012

- Created institutional food distribution programs which provided fresh produce to 3 local food institutions
- Expanded alternative distribution program to deliver vegetables, fruit, eggs and herbs to neighborhood families
- Distributed 28,879 pounds of food at two markets
- Conducted 25 cooking demos at two markets, 3 bread baking workshops for community residents utilizing market cob oven, 8 gardening/composting workshops
- Hosted four teaching culinary festivals
- Distributed 420 dozen local eggs to community residents
- Served 65 local families in weekly market basket program
- Recruited, trained, mentored and employed 18 neighborhood youths to learn about growing food and Earn stipend working in our 2 markets
- Created distribution basket for local churches and institutions to sign on for weekly food deliveries

- Provided food and fitness programming to approximately 1200 children on previously dangerous street via Playstreets closures during the summer months
- Educated and empowered community residents to learn about compost dropoff system grew exponentially- approx 8 tons of organic waste from community residents living within ¼ mile of both markets
- Youth food education workshop series – Delivered basic herbalism training to youths, 7 day food education / seasonal eating workshops
- Youth food educators earn a stipend for doing cooking demos
- Leadership training series – Delivered Racism and Food justice trainings to community residents to help demystify “food justice,” learn about systemic racism and inequities in the food system in order to advance a strong grassroots collective to advance empowering models for change.

In 2013

- Designed Herbal Apothecary Farm
- Recruited and trained community volunteers in basic urban agriculture and market coordination
- Completed 2 murals on herb farm with local artists
- Created aquaculture scene in herbal apothecary farm
- Expanded alternative distribution program
- Cultivated 9,430 pounds of local nutrient dense food
- Distributed 42,879 pounds of food at two markets
- Conducted 20 youth led cooking demos at two markets
- Conducted 20 adult led urban agriculture workshops/cooking demos
- Conducted 3 bread baking workshops for local residents utilizing market cob oven
- Hosted three communal dinners on herb farm
- Conducted 1st herbalism 2 day immersion intensive
- Hosted 5 herbalism workshops for preventive health
- Hosted 2 solstice celebrations on herb farm

- Produced 2 culinary festivals
- Organized garden memorial exhibit oral histories project dinner and movie night
- Distributed 520 dozen local eggs to community residents
- Served 81 local families in weekly market basket program
- Provided African drum and dance workshops in markets
- Processed 10 tons of organic waste from community residents
- Organized women artists, farmers and homesteaders Holiday artesian market at herb farm
- Youth food education workshop series –basic herbalism training
- Leadership training series –
Delivered Racism and Food justice trainings to community residents advance empowering models for change.

The Hattie Carthan Herb farm and markets are grateful to all of our supporters who make our impact in our community possible,

Thanks are in order to our community of volunteers, our market shoppers, basket program members, JUST FOOD, GREENTHUMB NYC, GROW NYC, GREEN GUERRILLAS, COUNCILMAN AL VANN, MAGNOLIA TREE AND EARTH CENTER, CITIZENS COMMITTEE FOR NYC, NOYES FOUNDATION WILLIAM AND MARY GREVE FOUNDATION, PARTNERSHIP FOR PARKS, CON EDISON, NYCARES, DOHMH, WHY HUNGER, SACHARUNA FOUNDATION, ONCE UPON A TIME FOUNDATION



Market Before



Market After

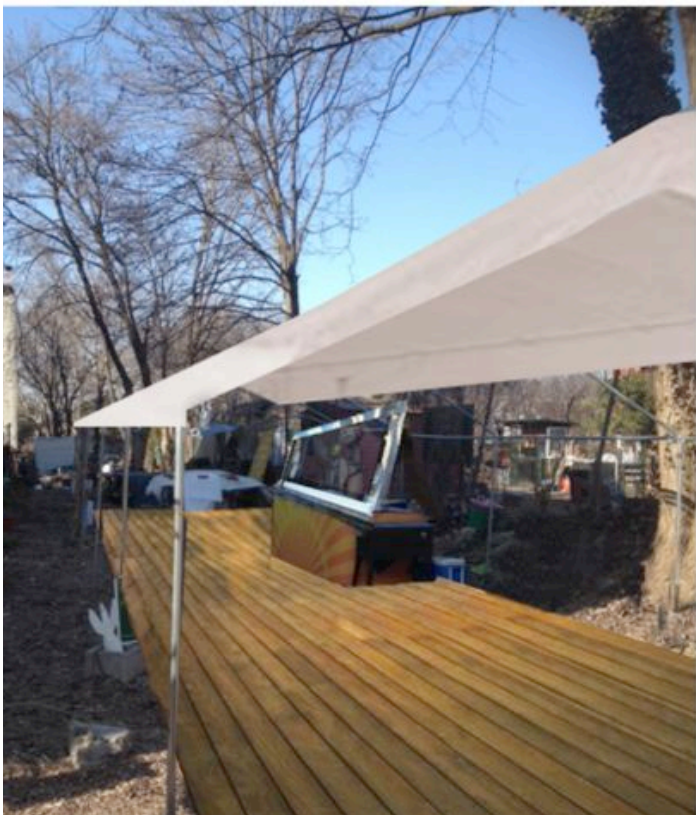
Area 1:

Market Stall for Summer/Winter

- Elevated wooden floors along market stall, food service and shopper social area.
- Winter market features thermal plastic enclosures and floor heaters to keep market stall and customer social area warm enabling the market to function later into the winter season



Before



Summer After



Winter After

Dimensions: 40 ft x 16 ft

Total Cost: \$10,000

Area 2:

Market Information/Communication Station



Before

- A new communication center featuring a signup station where customers can learn about market and farm programs, signup and pay monthly for a weekly basket, ride to create their own smoothie, purchase promotional items.
- This secured building is where healthbuccs and ebt transactions are processed. A solar mini generator will provide power for communications station and in market.



After

Dimensions: 12 ft x 12 ft

Total Cost: \$5000



Before



After

Area 3:

Stage (Completed)

- Provides elevated space for cooking demos and performances
- Handrails and solar lights above murals
- Constructed by volunteers

Dimensions: 16 ft x 8 ft

Funds Raised



Before

Area 4 :

Food Service Area

- features a countertop food display unit to merchandise and maintain market food items for shoppers
- portable 2 compartment self contained sink with hot and cold water
- wooden stools and picnic tables for visitors to watch cooking demos and enjoy market offerings



After

Dimensions: 12 ft x 12 ft

Total Cost: \$5000

Area 5:

Kitchen Island and Arbor

- Adjacent to bread oven
- Food prep & grilling area
- Storage cupboard & countertop for kneading bread and baked good cooking demonstration series.
- Market area is delineated from children's garden space with the addition of a picket fence and arbour.
- Ramp is created to allow food to move to and from storage area.

Dimensions: 10 ft x 10 ft

Total Cost: \$5000



Before



After

Market Timeline

[May]

Grassroots funding for project

[June]

Construction begins

[July 12]

Market opens

Credits

***overall project vision,
narrative:***
Yonnette Fleming

graphic art:
Mollye Chadwick

document formatting
Melissa Rendon

