



The Hattie Carthan Community Farmers' Market

Community Revitalization Timeline

363-365 Clifton Place– Park & Recreation Property behind community garden. Property was sectioned off from garden space by poles and chain link fence. This was a space for nefarious community activity. Please click here to see google map of property which has not yet been updated to show the community revitalization.

http://maps.google.com/maps?hl=en&q=363-365+clifton+Place&ie=UTF8&hq=&hnear=365+Clifton+Pl,+Brooklyn,+Kings,+New+York+11216&ll=40.690344,-73.949447&spn=0.003946,0.009624&t=h&z=17&layer=c&cbll=40.689445,-73.948684&panoid=R4hqcfR4Qoo_0_B5oe7JuQ&cbp=12,338.16,,0,5.1

03/09 – Met with Hattie Carthan community garden members to organize community action around the abandoned lot. No members signed on to petition. There was group denial about the negative use of this abandoned lot which led to a general consensus that any community revitalization in our neighborhood was impossible.

03/09 – Fleming begun documenting the activities and condition of the abandoned lot .

03/09 – Fleming inquired about property ownership.

03/09 - Fleming contacted community partners and Dept of Parks & Recreation to inquire about the gardens use of the abandoned property

04/09 –Fleming received formal notification that property can be cleared for use by the Hattie Carthan community garden . Established jurisdiction.

05/09 – Fleming returned to membership with a work plan for clearing the space for use as a community farmers market .

05/09 – Fleming began organizing community workdays. Thirteen community workdays and over ten thousand volunteer hours was required to help transform things on the ground. Groups began contacting Fleming to assist with physical labor .

05/09 - Thirteen gardeners signed on to help vision and create the market and Fleming along with Stefanie Siegel launched a month long fundraising campaign consisting of a donation website ,(Click here to support this community revitalization Project) a food festival, herb festival and bake sale. Utilizing the same grassroots methods of organizing as neighborhood icon environmentalist Hattie carthan (Carthan often held bake sales and pig roasts to raise money) funds were raised to purchase cheap tents, market supplies and to help offset our first Lancaster Cooperative produce order.

06/09 The abandoned lot has been leveled and cleaned. Since the lot only had a chicken wire fence, neighborhood developer and people opposed to community revitalization projects begun dumping waste in the lot again. Boiler systems were dumped, heavy metals and large tree part which required machinery to clear. As the weather became warm there was also another natural infestation of knot weeds occurring on the lot which required Fleming to work to address the problem from the root. (Knot weeds or japans bamboos grow deep into the Earth . In order to treat this, less light was established deterring lush growth on the surface and the roots need to be dug up as deep as possible. Commercial salt at the root systems helped us to control this invasive so that humans could use the space.

Fleming contacted the Brooklyn Forestry department who assisted with removing the organic waste and scrap metal collectors who removed the metal scraps. Fleming contacted Dept of Recreation who worked in conjunction with CENYC to match our efforts on the ground by fencing the market lot and putting in a large metal entrance gate.

07/09 -

All market permits have been acquired and our first Americorp Vista arrives to coordinate our market. Green Guerillas staff dedicates a day to help finish the lot and provides the initial batch of youths to work in our market.

Garden President and gardeners design market growing beds. A live plant installation is created inside the market consisting of Yoruban market sculptures . The sculptures are owned by Fleming .Plants used in the installation were donated by CENYC and Olympus Garden Club

Fleming is contacted by artist Sue Fredrich regarding a possible donation of large plants. Fleming arranges transportation and manpower to pickup large junipers, hydreaneas and extra large terra pots and includes those plants in the design plans for the market.

07/11/09 – The Hattie Carthan community farmers market opens for business. A blighted neighborhood space has been revitalized through grassroots means . New Life begins in the space and Bedford Stuyvesant community. Residents of district # 36 receive increased access to fresh food through the efforts and dedication of ordinary citizens.



Early revitalization efforts



Removing 3 Ton metal container dumped in lot



Earth Day Volunteers



Serious work



Workday # 11 – Green Guerillas interns



Previous abandoned lot now Hattie Carthan community farmers market



"In our every deliberation we must consider the impact of our decisions on the next seven generations."

(Great Law of the Iroquois Indian Confederation)



Hattie Carthan Community Farmers' Market – Streams of Support

The Hattie Carthan community garden, farm and its two markets resides on 3.76 acres of urban land in Bedford Stuyvesant Brooklyn.

The urban food project currently works with 2 fiscal sponsors to organize support for its shoestring budget. Baileys Café works to organize support for programs in the market and Green Guerillas offers market staff a place to house our operations and conduct market business. Green Guerillas also helps to organize support for leadership and gardening programs in the garden in addition to providing valuable assistance obtaining gardening .

The market was founded by Vice President of the Hattie Carthan Community Garden, Yonnette Fleming to increase fresh food access for Bedford Stuyvesant residents which providing food and healthy living programs. The market has volunteers that are artists, professionals, students, adults and seniors with experience in everything from Art to Earth Science to Finance. Our market volunteers included many youth and young adults from different backgrounds and interests. We rely on these volunteers to assist in harvesting and bundling produce from the Hattie Carthan Community Farm, to setup and takedown the market equipment at both markets, to help with outreach work in the community, build infrastructure on the farm and to provide general human support for our workdays, building projects, special events and workshops.

Youth program sponsors :

Councilman Al Vann, Con Edison, DOHMH, Laura Vogler Foundation

Playstreets : Citizens for NYC, NYC Food and Fitness Partnership

Building projects in the garden and farm – Citizens for NYC , William and Mary Greve Foundation, GrowNYC, Green Guerillas

Food justice work in the garden and farm – Brooklyn community foundation, Jesse Noyes.

EBT coordinator – Fund for Public Health

Cooking demos in the market, market oversight - Just Food

The Hattie Carthan community market is a member of the Just Food City Farms Market Network

2011 HCCM season Report

The Hattie Carthan Community Farmers' Market is a community effort to contribute to the cultural, social and economic vitality of Central Brooklyn and reclaim its agricultural heritage. The Community Market increases fresh food access to residents of Bedford Stuyvesant, Brooklyn. The Hattie Carthan Community Farmers' Market is a marketplace where food producers and consumers can build direct connections, where community members can sell food grown in their gardens or farms, where local chefs host cooking demonstrations and healthy eating workshops, and where culturally appropriate foods are considered vital to community health. Our farmers' market is also a safe, multigenerational gathering space for community socialization and healthy cultural activities; where our children and elders can have hearty conversations about food, where community members are engaged around issues of food justice and public safety through advocacy training, programming and policy initiatives.

Across the United States, rates of obesity and diabetes are increasing dramatically, particularly within lower-income communities. In Bedford-Stuyvesant, Brooklyn where a third of residents live in poverty, more than 12% of adults have diabetes, compared to 8% nationwide. In these settings, a growing body of research points to the intersection of low rates of consumption of healthy foods such as fruits, vegetables and whole grains and limited access to healthy choices as the driving factors creating high disease rates. Less than 8% of the, primarily African-American and Latino, residents in these communities report eating the recommended five or more servings of fruits or vegetables per day; twenty percent report eating none at all. The development of the Hattie Carthan Community Farmers' Market is a community solution to the issue of poor nutrition and food security in our community.

The market is a community revitalization project that bridges community building, development, and advocacy activities through food. Through the combination of increasing local food access and providing food education, the Market empowers the community to participate in the food justice conversation, affect the local food system and make healthier personal choices regarding the consumption and purchase of fresh food. The Market brings together participants and patrons from a range of age groups, occupations, interests, and expertise, and creates a marketplace that supports ventures that truly benefit the health of the local community in a sustainable way.

In the opening season of 2009, the Market created access to healthy food and programming including fresh, local produce and prepared foods. In addition the Market hosted educational cooking demonstrations, seasonal health workshops and cultural events. With limited support and advertising, the Market distributed approximately 8,344 pounds of fresh food to the community, proving that the market fills a necessary void in the community and that Bedford-Stuyvesant is a viable market for healthy food business.

In 2010, the second season of the Hattie Carthan Community Market, we sought to grow the scope of the market's work, to increase sales, broaden our educational, food, nutrition and cultural programming through wider promotions and outreach to within the community, the retention of customers from 2009 into 2010 and beyond into future

seasons of the market, and building and maintaining diverse partnerships within the community both with individuals and organizations.

The second season of the Hattie Carthan Community Market saw growth in overall sales and food distribution. The total sales of the market increased by 17% from \$12,046 to \$14,131 and food distribution increased 17% from 8,344 pounds in 2009 to 9,741 pounds in 2010. This growth was due in part to the above mentioned programming and other special events, efforts at customer retention through building a unique community space that is safe and culturally appropriate around healthy foods and activities, and outreach within the community.

Fresh Food Distribution to date

In 2009 the market distributed 8,344 pounds of fresh food

In 2010, food distribution at the market in total, increased 17% from 8,344 pounds to 9,741 pounds in 2010.

In 2011 the Hattie Carthan community market distributed 13,240 pounds of food.

The market has distributed 31,325 pounds of food to the Bedford-Stuyvesant community since its inception in 2009.

2011 Food distribution

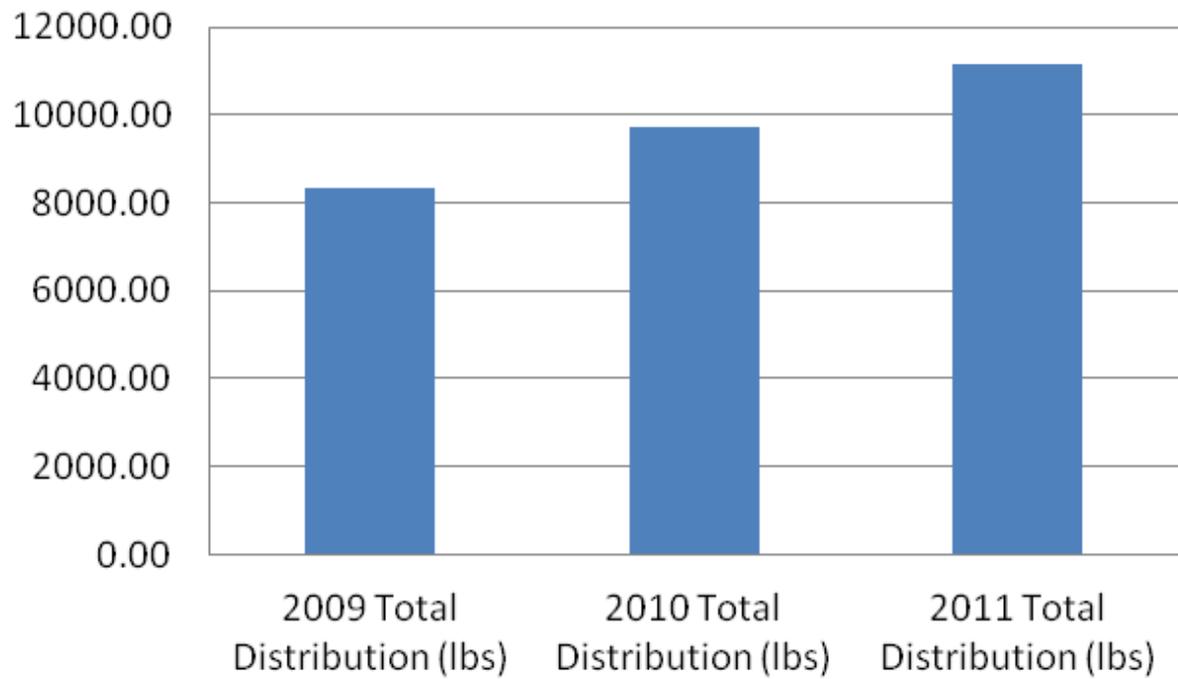
The Hattie Carthan Community Market saw growth in overall sales and food distribution. The total sales of the market increased by 14% and food distribution increased from 9,741 pounds in 2010 to 13,240 pounds in 2011. This growth was due in part to our acquiring new land for growing food as well as our efforts to retain

customers through building a unique community space that is safe and culturally appropriate around healthy foods and activities, and outreach within the community. EBT sales made up approximately 9% of total sales at the market this season. The total sales for Health Bucks for the 2011 season represented around 18% of total sales. (this figure includes Healthbucks used at food demonstrations and events.) The combined overall total for EBT and Health Bucks sales at the market for 2011 which constituted 27% of overall market sales.

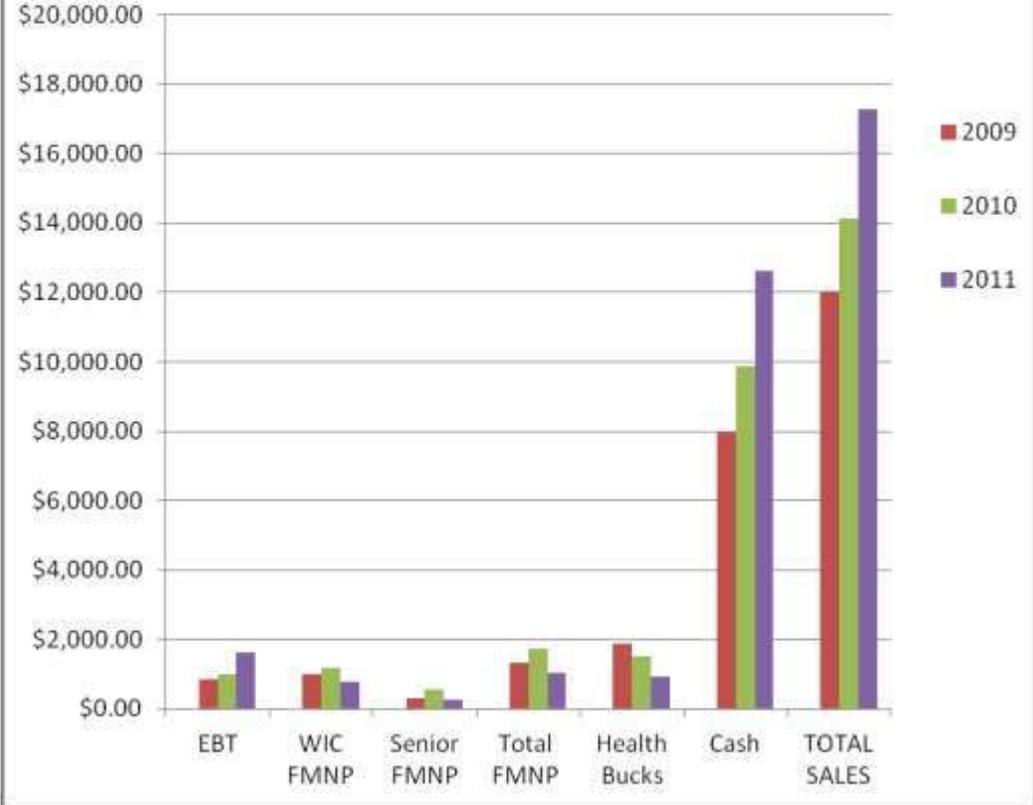
On average, \$70 each week was spent with EBT at the market in 2011. This is a 39% increase over the average daily usage of EBT at the market in 2010. If the market can continue to increase its EBT sales at this rate it will become a larger portion of the market's overall sales each year, and will indicate that we are reaching and better serving the low-income sector of community each year.

By continuing to diversify the products the market has to offer, as we have in 2011 through the Weekly Mixed Basket and Fresh Food on Wheels programs, incorporating products that suit different needs, and enabling customers to pay for these products with EBT and/or Health Bucks, we hope to continue to widen our EBT clientele. Marketing our acceptance of EBT for these programs and focusing specifically on suiting the needs of those customers will also help us strengthen and ensure future growth.

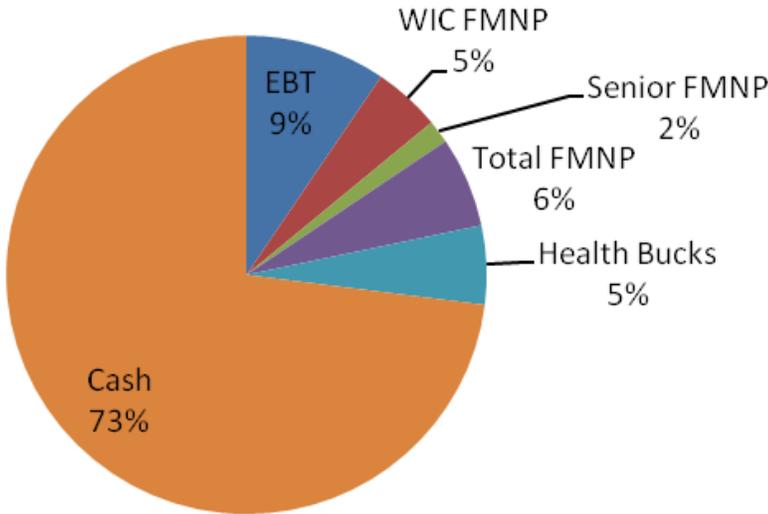
2009-2010 Market Distribution Comparison



Sales Comparison by Payment Type



Percentage of Total Sales



Where does the food come from?

The Hattie Carthan market sold produce from the Hattie Carthan community garden, the Hattie Carthan herban farm and Lancaster Farm Fresh

Cooperative, a nonprofit that distributes food from a group of small family farmers in Lancaster County, Pennsylvania. The products included specialty items such as cheeses, and honey as well as organic seasonal stone fruits, berries and melons, and multiple varieties of heirloom and organic vegetables such as potatoes, squashes, tomatoes and greens. The Hattie Carthan stall donated unsold produce to community residents, market volunteers and interns.

Local Food Production – Cutting down on the carbon footprint of our food

Hattie Carthan community garden

The Hattie Carthan Community Garden was formed in 1991 as a place where humans can expand their knowledge of plants and grow fresh food in Brooklyn. The garden has been a place that is multigenerational and multicultural for over two decades in Bedford-Stuyvesant Brooklyn. We aim to create an atmosphere of collective awareness, respect and responsibility built on the resources of our community.

The Hattie Carthan Community Garden has advocacy and changemaking at its core. The garden is named after Bed-Stuy community advocate and icon Hattie Carthan who was instrumental in the planting of over fifteen hundred trees in Bed-Stuy and beginning a Green Movement comprised of African Americans and Caribbeans meant to foster urban beautification, environmental awareness and human potential.

The community garden is 1.76 acres of land, two thirds of which is dedicated to food production, with forty-five individual plots, a large herb garden, fruit bearing trees,. In 2009 urban farmer Yonnette Fleming was instrumental in adding another half acre which is a teaching urban agriculture model which includes a teaching children's garden, a hoop house, two chicken coops, a community composting system, a clay oven and outdoor baking area.

This year our local production was associated with , ten plots at The Hattie Carthan Community garden, four raised beds growing in the hoop house and at the herban farm.. These market crops were tended by urban farmer Yonnette Fleming who was assisted in part by youths enrolled in the urban agriculture program and community volunteers..



Food from the newly created Hattie Carthan Community Farm was harvested each Friday by Fleming, urban agriculture assistant Nya Jackson, market basket assistant Veronica Trevino and youth interns. The market group would clean, bundle prepare and weigh fresh food into Market stall inventory.



Butternut squash growing on the farm



Fresh food growing on the Hattie Carthan herban farm 2011

This year the food variety grew exponentially due to the creation of the new Hattie Carthan Community Farm. 1337 pounds of food was distributed during the 2011 season at the new farm. The selection included a vast range of culinary and medicinal herbs, gourmet salad and cooking greens, zucchini, butternut squash, bitter melon, beans, collards, Swiss chard, kale, onions, root vegetables, peppers, tomatoes among other items. The food was sold at the market stall by Hattie Carthan Urban Agriculture Youth Corps members. In addition to produce, in 2011 Fleming grew the two coops to raise 50 layers. These chickens were at the center of our new teaching livestock festival and contributed over two hundred fifty dozen eggs for distribution at the two markets. Animal compost was also distributed to gardeners to help them desist from the use of chemical fertilizers. The all-natural local eggs were in high demand at the market, with shoppers signing up at least a week in advance to be able to purchase eggs from the Hattie Carthan coops.



Building our second coop

Another complement to our market's performance was the creation of Added Value products grown at the garden or new Hattie Carthan Community Farm including wines and vinegars made by a community gardener of two decades, Mr. Simmons and herbal products crafted by head farmer (community gardener of 10 years) Yonnette Fleming. These products, bottled, labeled and promoted by Fleming and introduced new flavors to the community such as blueberry and tomato wine, green seasonings, herbal soaps and baths, while preserving the traditional methods and wisdom of community gardeners. In 2012, the new farm will create an herbal apothecary that will begin to work holistically with community members on market days.



What do our customers want? Creating linkages between community and market:

This year our basket surveys indicate that many of our families are interested in purchasing fish and deepening their connections to food through learning about food preparation and preservation. We surveyed our market shoppers and basket families to learn more about foods that were customers' favorites and what foods they would like to see added in the future, to make sure we understand what our customers want and are suiting their needs. In response to that survey, the market will invite 1 fish vendor to provide fish for our customers. The market will also create a cooking club which will offer community residents and weekly basket patrons the opportunity to participate in a series of cooking classes and bread baking workshops in both markets.

In 2011 the Market hosted Cooking Demonstrations and/or Workshops at twelve of the twenty market days which featured cooking techniques, a discussion of the nutritional value of ingredients which were fresh, in season and available for sale at the market that day.

In 2011 the market grew its two alternative food distribution programs to support seniors needing access to fresh food from districts led by Leticia James and Darlene Mealey. The Weekly Mixed Basket Program offers seniors the option of picking up a prepared combination of different produce every week. Each basket has at least five different varieties of seasonal fruits and vegetables, herbs and/or eggs and is offered at a reduced cost. The Mixed Basket Program provides access to healthy, locally grown produce for Central Brooklyn residents.

All of the produce at the Hattie Carthan Community Farmers' Market comes from farms within 150 miles of Bedford Stuyvesant. The Mixed Basket is an alternative distribution system which requires no large upfront payment. Many CSA programs require upfront seasonal payment which may not be the best fit for low income community residents. Instead, we offer a payment system in which each participant makes five payments, one at the beginning of each month of the program. This makes the already reduced cost, much more manageable for households on a budget.

The Fresh Food on Wheels Program is a weekly basket program offered to seniors at a discounted rate with complementary delivery for local seniors. The option of delivery provides greater ease and access for seniors who may be less mobile or homebound, and creates the opportunity for a weekly friendly visit to build relationships between the market youths making the deliveries and neighborhood seniors. Fresh Food on Wheels is an affordable, convenient option for seniors who still enjoy preparing fresh food. In 2011 the Mixed Basket Program and Fresh Food on Wheels Programs grew to over fifty members from twenty-one members in the previous year. The Mixed Basket Programs made up 41% of the market's total sales.

The Hattie Carthan Community Farmers' Market distributed approximately 30,224 pounds of produce during its first three seasons.

Food Justice

The Hattie Carthan Community Farmers' Market's mission, as outlined and envisioned by our market setup committee, is focused on bringing culturally appropriate, healthy, nutritious foods into the community. Through the combination of providing local, affordable, healthy food and engaging and educating the community, we aim to empower the consumer to make healthy choices for him/herself and his/her family. The market provides healthier alternatives to the produce popular in our community without chemicals and pesticides. Through conversations, cooking demonstrations and workshops as well as providing recipes and nutritional information for the items sold at the market we provide weekly reinforcement in understanding and preparing food. In 2011, with the addition of the new farm the market set its sights on the demystification of food justice (communities exercising their rights to grow, process and distribute food). The market received support from Brooklyn community foundation to create a winter food justice learning series in order to educate groups of residents who can advocate for beneficial policies for low income communities and understand the bigger picture of inequity and racism in our food system. 13 new food justice graduates graduated from that workshop series and will continue to learn policy advocacy next season while creating a working food justice group for our urban agriculture project and community.

Government Programs in the market

The Market was established with the ability to accept cash, EBT (food stamps), Senior Nutrition and WIC checks and DOHMH Health Bucks. These programs made produce available to a larger cross-section of community members, and created greater revenue opportunities for local businesses and food producers.

We promoted these alternatives with signage in and around the market and on our flyers and announcements which were distributed at community events, local health fairs, centers with health-centered programming. Our market was listed as a market accepting alternative forms of payment such as EBT (Food Stamps), Health Bucks and Farmers Market Nutrition Checks in various locations such as the New York City Department of Health and Mental Hygiene, and Department of Agriculture and Markets. The various forms of payment in our market were cash, EBT, Farmers Market Nutrition Program checks and Health Bucks. We also worked with local organizations to develop programs and events that would connect them and their clientele with that of the market. This year our market hosted 6 community tours

At the end of each workshop, participants would receive a free Health Buck to spend on fresh fruits and vegetables. These workshops increased the number of customers at the market in general by creating an additional incentive to attend and participate in the market and generated sales of healthy fruits and vegetables through the distribution of Health Bucks. Hosting workshops and events also created the opportunity to promote the market in general and the usage of EBT and Health Bucks specifically. Health Bucks were also distributed at the Market through the EBT program in which customers using EBT received a Health Buck for every five dollars spent on his/her EBT card. SNAP, commonly referred to as "food stamps," is an income-based benefit program serving those who are at risk of hunger. Food stamp recipients could use their cards to purchase fruits and vegetables at our Market creating an alternative to the local

bodegas that accept food stamps and offer largely packaged snacks and sodas. Health Bucks is a program sponsored by the NY Department of Mental Health and Hygiene. Health Bucks are \$2 coupons received for every \$5 spent on the EBT card, and given to those in attendance at cooking demonstrations and health workshops. These coupons help promote using EBT to purchase nutritious foods at Farmers' Markets and encourage participation in educational activities.

The FMNP, Farmers' Market Nutrition Program, is meant to increase access to fresh fruits and vegetables for WIC recipients and encourage shopping at farmers' markets. At the beginning of the summer, booklets of coupons adding up to \$24 are given to all WIC recipients. SFMNP is a similar Farmers' Market Nutrition Program with checks for income eligible senior adults.

All of these programs helped encourage recipients to consider healthier options when purchasing foods and our market gave local Bedford Stuyvesant community members a convenient community place to take advantage of these benefits. Many people who came to the Market to use their FMNP or SFMNP checks have become repeat customers, even after their checks had been exhausted. Similarly several customers who discovered that we accepted EBT made shopping at the market a weekly routine. The third season of the Hattie Carthan Community Market saw growth in overall sales and food distribution which is reflected in growth in the growth of the use of the above payment types. In 2011 EBT sales almost doubled, moving from \$1,000 which is a 20% increase from EBT sales in 2009 to \$1639.30 in 2011. EBT sales for 2011 increased 2% from 7% of total sales at the market this season.

Programs at Hattie Carthan Community Garden and Market Hattie Carthan Urban Agriculture Youth Corps

This year was the second year for the Hattie Carthan Urban Agriculture Youth Programs which includes a Garden to Market summer internship and year-round Youth Corps. The program consists of a combination of formal urban agriculture training and hands-on experience in the mechanics of owning and operating a community venture. This year, eighteen neighbourhood youths participated in a learning intensive program created by our market founder and city farms trainer, Yonnette Fleming. The Hattie Carthan Youth Corps and Summer Internship empower local youths through the exploration of food justice, community organizing and activism, healthy lifestyles and environmental stewardship. The youth members positively engage with the community through participation in the operation of a socially responsible urban farming enterprise. The Youth Corps develop job skills in gardening, seasonal nutrition, food education, livestock management, composting, environmental stewardship and healthy living.





In 2011, The Hattie Carthan Garden Youth Corps awarded the eighteen interns for their hard work and dedication to growing all the yummy goodness found at the two Hattie Carthan Markets located in Bed-Stuy. One of which is the original Hattie Carthan Community Garden at

Lafayette and Marcy, and the other, the newly-finished urban herb garden, or Herban Garden at

49 Van Buren St. The youth program grew exponentially due to the support of the DOHMH in recruiting faith based youths for the program. Nine of those eighteen youths came from three local Bedford Stuyvesant churches. Over the season on the Farm, young interns had the opportunity to gain a strong foundation of agricultural skills. Youths also investigated critical issues affecting the community and build community organizing and advocacy skills. The youths learnt to educate through participation in special events in the market and develop leadership skills.

We encourage youths to return for additional seasons to receive leadership training and guide first year participants through the basics.

The Garden to Market internship is an 8 week green job training program in which participants get the opportunity to learn the basics of gardening and operating a farmers' market. Youth interns see produce go from growing in the garden plots directly to sell at the farmers' market. Youth participants in both programs receive a stipend for their work at the Market.

The Youth Interns had important responsibilities in the running and maintenance of our Market during the 2011 season including participating in the setup and take down of the Market site and stall, engaging with customers and managing money as sellers at the two community run markets.



Youths working in the market

Livestock Program

The 50 chickens that reside in our 2 coops are celebrities within their own rights. This year , we were able to create a mixed basket containing eggs and herbs and a teaching livestock festival which will educate community residents about the importance of livestock farming.. Our coops have been featured in **Our Time Press, CNN Money, NY1, and NY Daily News**, and our very own head farmer, Yonnette Fleming was featured on panel for the WNYC Leonard Lopate Show:



Organic Waste Recycling and Community Compost Drop-off

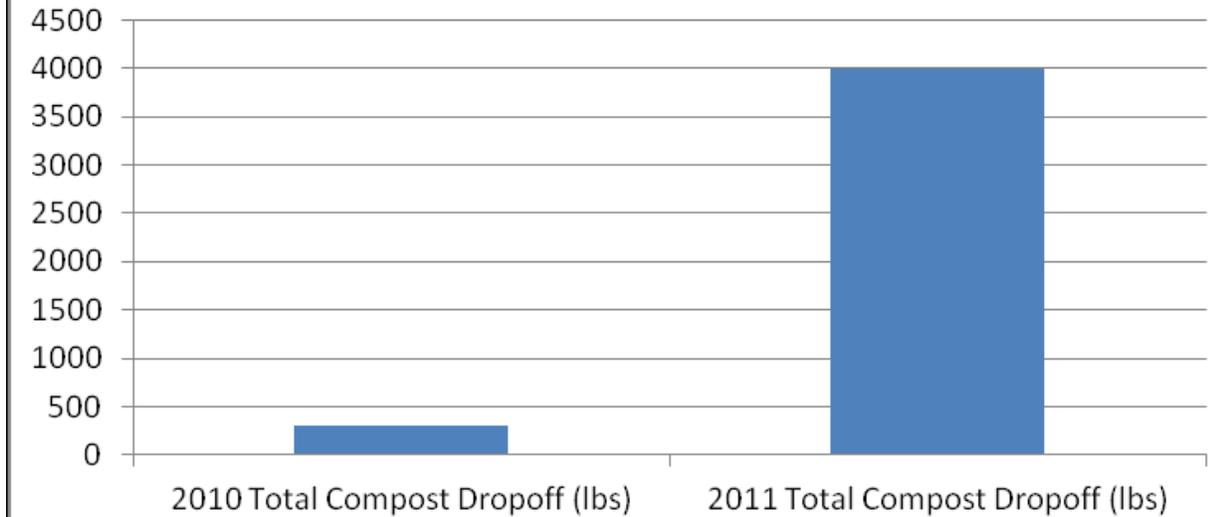
Our community farming enterprise is being nourished by managing organic scraps from the market, farm, community and chicken coops. Each Saturday, organic waste from the market combined with that dropped off by community residents is inspected and turned into our five bin composting

system and six extra large compost bins in the garden. The chemistry in the five bin system, the children's composting system, the vermi-composting system and two large composters is overseen by master composter, Yonnette Fleming .

The five bin community composting system is maintained and overseen by Master composter Kenta Darley and Urban agriculture assistant Nya Jackson. This year we have begun counting and tracking waste dropped off as well as the pounds of compost created . The markets will apply for support to expand its composting programs in the market in order to mirror our success at the new farm.

By doing this very important work, the garden is helping community to understand what is meant by soil health and is contributing to the enrichment of urban farmlands. The black humus is turned back into the soil on the farm so we can continue to provide our community with healthy, chemical-free produce. We expect to be able to offer compost tea and black gold as products in our market. At this year's Pumpkin Festival, in October of the 2011 season the market hosted students, parents and staff from a neighborhood charter school with a public livestock demonstration and vermi-composting workshop facilitated by Kenta Darley and youth corps member Calvin Hooks. Such workshops promote agriculture to young populations and introduces composting awareness from a young age.

Compost Contributions by Season



2011 Market Events and Promotions

The 2011 season at the Hattie Carthan Community Farmers' Market was packed with workshops and events to promote community health, unity, and cultural celebration. The Market hosted twelve cooking demonstrations, four bread baking workshops and six community tours which attracted thousands of visitors to the space .



ACGA conference garden/farm tour

2011 Playstreets:

The market hosted Playstreets every other Saturday during the summer months. Programming for Playstreets included African Dance and Drum classes taught by seasoned community teaching artist Michael Sampson and dance teacher Azreal Wallace, cooking demonstrations, horse rides, face-painting, recycled crafts with community artist Kelly Horrigan, bouncy castles and physical games and activities for children. Closing down the street outside of the Market, which is notorious for violence, gave children and families from the community the opportunity to have a safe play space outdoors, to be engaged in free fitness and cultural programming and to engage with other families and community members.



Tracking the effects of Playstreets on farmers markets – Making our culture work count

In 2011, the market has begun tracking the performance of the market when the street facing our market is closed to find out how markets can benefit from operating playstreets beyond providing fresh food and fitness opportunities for residents. Over the past two years, the community market has obtained permits and sought streams of support to provide food and fitness programming to residents of street where violent deaths had occurred. The market will continue to track the results of our market performance and meet with community partners to decide how we can better utilize the activities on the streets to distribute more fresh food to people in the community.

Large Scale events in the market

The market additionally hosted four other large scale events including a Season Opening, a food festival, Salad Fest, Pumpkin Festival and our first Annual livestock festival. These events included community participation, educational activities such as workshops and cooking demonstrations, entertainment such as live music or spoken word, shopping, beverages and prepared foods. These events put the spotlight on local food and health issues and generated an increase in foot traffic through the Market. Market events also gave us the fodder for promotions to create awareness of, and interest in our Market. They also presented the opportunity to bring together a culmination of methods to educate about food, health and community issues. Each of these promotional events was advertised on web-based community calendars, announcements were sent to our ever-growing email list of those interested in staying informed about the Market. We also created flyers that were posted at local community centers and given out by volunteers on market days. We advertised our weekly market events on the NYC Department of Parks and Recreation website, Sustainable Flatbush and on neighborhood blog-sites. Writers of community websites and blogs also posted our special events on their respective sites. The Market and Garden is frequently covered by the local Channel 12 television network.





The Market hosted cooking demonstrations that covered healthy, seasonal food Preparation. Cooking demonstrations workshops included *Cooking with Herbs*, *Winterize Yourself*, *Preserving the HerbalHarvest*, *Canning*,



Weekly Cooking demonstrations were led by community chefs and our own market founder – Just Food educator Yonnette Fleming and Organic soul chef Madea Allen.

In 2011, the Market continued its Healthy Gains through Baking with Whole Grains bread baking program. This workshop series addresses the lack of access to and understanding of whole grains and alternative grains in nutrition. It is an exploration of healthy grains, through cooking demonstrations featuring different flours and discussion of their glycemic values and health benefits. Participants delve into the mixing, kneading and the whole process of making the bread which is then baked in the marketplace's newly constructed clay oven for each person to take home. Next season the market will engage its new food justice graduates to do outreach throughout the season to promote our income earning programs, to run media campaigns, or Stuyvesant community. The market will seek additional ways to ensure that more people learn about the programs of the garden, farm and 2 markets.



Hattie Carthan breadbaking class (Right) outdoor bread baking area



Youths and adults baking bread in the market

Engaging Citizen Power and Government to Create Sustainable Change in Bedford Stuyvesant Brooklyn

The Hattie Carthan Community Farmers' Market aspires to grow sustainably, working to incorporate and empower all groups in the community, including different age groups, interests and backgrounds to make healthy, sustainable choices. However noble our intentions all farms and markets require human energy and support to function effectively.

A recent survey of markets indicates that many markets that primarily rely on stall fees to pay salaries and to cover market expenses are susceptible to failing in their early years. In order to help our market become a sustainable venture, it is necessary for the market to gain incorporation and acquire non-profit status.

The Hattie Carthan community market is a community revitalization project that creates community health through increasing access to fresh foods and educating community residents about food and health. The market has completed its third year in the Bedford Stuyvesant community.

Moving forward the market will create an advisory board to protect its community work and assets consisting of its new food justice leaders, dedicated volunteers, its basket members, its youths and seniors. The market has created a new institutional basket program for the upcoming season. Over the winter months, we will conduct extensive outreach with neighborhood institutions to get them linked to our institutional basket program. Through the formation of a new cooking club, the garden will continue to layer and link community residents through a new system of market membership. In 2012, the Hattie Carthan community market will continue to develop strategic partnerships with established institutions in the neighborhood to build mutual support and promotion. Farmers' markets are an important part of the local economy and enhance community life. This is justification for government and economic sector support. Although many environmental organizations point to locally grown food as good for the environment, many of these organizations do not convert that view into tangible support for community-run and community-based markets. Public safety, community participation, economic support and grassroots promotion are critical to the success of our community programs and 2 markets.

Final Thoughts by the Market Founder

Access to financial and other resources is a national policy-related issue with particular impact on farmers' markets, especially small community based farmers' markets. Small markets are currently expected to be self-sustaining while other publicly delivered services are not. In order for food justice to be served, community based projects must have access to resources to support their work. Public funds support services that enhance the global trading of food products, but a similar level of support is not available for local agricultural markets. By training and empowering community residents to become food system leaders, we are forging a way for our community voices to be heard around the policy table. Building relationships between our citizenry and elected officials can help educate our politicians about the importance of our work and the inequities present in our current food system. Our market has begun the work of demystifying food justice for all and empowering community residents to become involved in creating a healthier community. Our markets will continue the work of food justice in the Bedford Stuyvesant community.



