



JULY 2022

{{First Name}},

With July behind us, I can safely say that right now is my favorite time of year food-wise... not least because it is the most seasonally appropriate time to consume the royal Tomato Sandwich every day for lunch, if one is so inclined. (I am!)

Not yet hip to the Tomato Sandwich? Here's all you need to know:

- A thick slab or two of a perfectly ripe heirloom slicer tomato
- 4-5 fresh basil leaves
- Sharp cheddar or something with a little bite
- A healthy smear of Duke's mayo
- Your favorite crusty or lightly toasted bread

And voilà! Summer in a sandwich. **But why am I talking about sandwiches?**

In case you forgot, **around here it's always about the *foodshed*. These seasonal delights—and the farmers who make them possible—they're what drive us.** The diversified producers who show up to market week after week, who make their living selling the foods we can readily and joyfully consume – they are the focus of our work as lenders. And that focus makes us very distinct in the world of agricultural lending, which is by and large focused on the big guys.

While everyone plays a role in getting us fed, **it's our mission to make sure our region is blanketed with those small farmers who are so vital when supply chains fail and when disasters strike.** They're what make our communities truly resilient, and we exist to make sure they have the financial capacity and the business resources they need to make those Tomato Sandwiches possible every summer.

We hope you enjoy the following highlights of what we've been up to this July. And if you're as passionate about keeping farmers farming as we are, you can always [support our work right here](#).

Cheers,

Erica Hellen
Director of Operations

LOAN SPOTLIGHT

MOR-Industries: 0% Interest for Black Land Reclamation

Mother and son Debbie and Stephon Morton run [MOR-Industries](#), a diversified farm focused on direct market vegetables and value-added hemp products, including their hemp-derived spirit, [Tusk](#). Operating on land that was originally purchased by their family in 1906 and which was cultivated for many years in tobacco, the Mortons are proudly working to restore soils and create a healthier ecosystem. With a strong focus on sustainability and imminent GAP certification, they'll soon be able to expand veggie sales to local and regional grocers, and have partnered with a mutual aid organization to distribute fresh produce to low-income families in DC. Their 0% interest loan from Foodshed Capital will enable them to purchase equipment to increase efficiency and expand production. We're excited to watch them grow, and certainly can't wait to taste those spirits!



SOIL AND SHADOW



In July we began a formal deep dive into Diversity, Equity, and Inclusion in our organization with the guidance of [Nikki Silvestri](#) and her firm, [Soil and Shadow](#). Executive Director Michael Reilly met Nikki at the FORA funder convening in California earlier this year, and the timing was serendipitous—we have been looking for ways to align our work with DEI in a way that's tangible, meaningful and not performative for quite a while. Beyond that initial goal, we hope to do the following:

- Give proper attention to the complexity of debt for vulnerable communities, and the need for networks of support in the lending process;
- Build new pathways for integration of information that may be uncomfortable or unfamiliar;
- Consider and address power dynamics and the ways we engage with those in our community; and
- Articulate how we are different from traditional lenders in ways that build trust.

As a first step on the journey, we've sent out surveys to our staff and board, several funders, and our borrower community in the hopes of better understanding where we currently stand. **If you've received a survey request, we'd be so grateful for your participation.**

We're sincerely excited about the opportunity to reflect on this aspect of our work and will be sharing out what we learn in the coming weeks and months.

MORE FREE WORKSHOPS FOR SMALL FARMERS

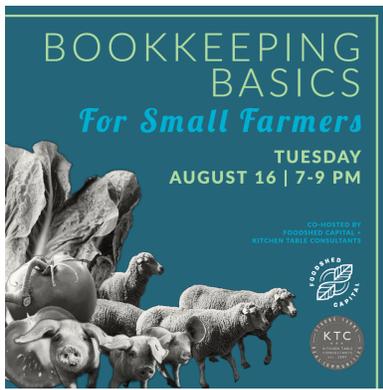
After the success of our first two last winter, we're once again offering a series of **completely free virtual bookkeeping workshops tailored to small farm business owners**. In partnership with [Kitchen Table Consultants](#), we're presenting an á la carte menu of material so farmers can pick and choose the sessions that best fit their needs.

Although our first session on Bookkeeping Basics filled up in less than 48 hours—with attendees from all over the US and even an attendee from British Columbia!—you are welcome to sign up for the waiting list. And don't snooze on the other two sessions, which are both filling fast!

Due to continued demand, we will be working hard to secure more funding to offer these incredible sessions at zero cost again this winter. We're grateful to be offering the series due in part to grant funding through the Small Business Administration as well as through a grant partnership with Charlottesville's [Community Investment Collaborative](#).

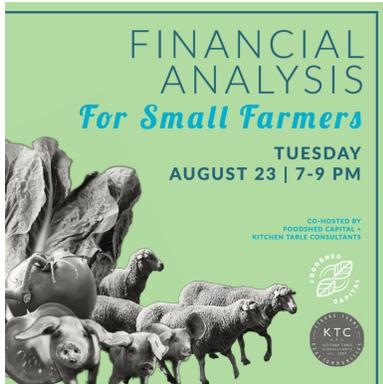
**Tuesday August 16th (SESSION IS FULL)
7pm – 9pm EST**

A true 101 for those entirely unfamiliar with farm business bookkeeping. We'll discuss and demonstrate building a chart of accounts, performing transactions, and reconciling bank statements. We'll compare and contrast Quickbooks Online and QB Desktop, do a walk-through of QBO basic



functions, and leave plenty of time for your questions.

[JOIN THE WAITLIST](#)



Tuesday August 23rd
7pm - 9pm EST

So you've got a system for organizing your numbers, but now you're wondering how to make sense of all this data. In this session, we'll discuss Profit & Loss (P&L) statements and balance sheets, how to interpret them and why they matter, and cash flow concepts. We'll also address red flags in a P&L - how to identify them in the first place, and how to strategize solutions.

[REGISTER HERE](#)



Tuesday August 30
7pm - 9pm EST

With supply costs rising ever higher, farmers are grappling with how to adjust prices. If you're mostly squared away on bookkeeping and accounting for your business, we'll dive into the red-hot topic of cost vs. price with a discussion of product margins, production vs. resale, and crop costing models.

[REGISTER HERE](#)

SUPPORT OUR WORK

Like we said, that first Bookkeeping session is totally full with a waiting list, but your financial support can help us offer this another series again this winter and meet a demonstrated need.

*Interested in helping us continue essential,
zero-cost programming for farmers?*

GIVE HERE



Our Contact Information

{{Organization Name}}
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