



# FOODSHED CAPITAL

AUGUST 2022

\*{{First Name}}\*,

**I'm going to shoot you straight: this newsletter was supposed to go out yesterday.** Through a mystery technology glitch, I lost all changes right before sending, and I just didn't have it in me to go back and re-do all my work right away. Can I get an amen?? I know many of you have been there.

I'm sharing this because I realize food systems work can feel this way in the macro sense at times – **working to support one small farm at a time can be overwhelming and feel almost Sisyphian** when we consider the massive issues that threaten our food systems.

Still, **we believe small farms and food ventures are the bedrock**, and we are doing everything in our power to support their viability. If I had to sum up the spirit of what this means, I'd stress the word **partnership**. We partner with our borrowers to provide them custom support and capital. We partner with our peers working at different points in the value chain to compare notes. We even partner with those doing things differently, because it will absolutely take all of us.

**August at Foodshed Capital has been very much about reinforcing our partnerships** – through in person visits, through virtual collaboration and education, and through deep team discussion about the direction of our work going forward. It's with pride that I share these snapshots of the last few weeks in our world, and with **hopefulness for our local foodsheds that we continue our work.**

*Thank you, as always, for partnering with us!*

Erica Hellen  
Director of Operations

---

## FOODCAP ON THE ROAD

Since April, our intrepid lending and outreach teams have traveled to 18 farms across 4 states.

Y'all know about the low- and no-cost lending we do, but we want to highlight the other equally important bucket of our work that is [borrower business support](#). From the first time we connect, we dive deep with applicants on strategy, marketing, and beyond, and make sure to **visit each operation in person to get the most accurate sense of their needs.**



*Comms & Outreach Coordinator Ashley Appolon admiring the bounty at SoulShine Farm.*

## NOTES FROM THE FIELD FIND A PERMANENT HOME



**We believe in the power of storytelling.**

And recently, we learned something really exciting: **we've got a Lending Coordinator who is one heck of a storyteller!** Since she joined our team this spring, [Emily Sepulveda](#) has been making the

rounds to small farms and food businesses throughout the Mid-Atlantic. After each visit, she has emailed our team with a **beautiful, contemplative, even poetic account of her experience**, prioritizing equally the obvious and the subtle, the struggles and successes. We on the communications team thought to ourselves, "**We need to share these!**"

### Meet: [FIELD NOTES](#)

**These bite-size stories now live on our website**, where we're so excited to share them with you. Emily was kind enough to seed our new Field Notes page with four accounts of recent visits to [Thomas Adams Farm](#), [Hobbit Hill Farm](#), [Purple Mockingbird Farm](#), and [SoulShine Farm](#). More to come, of course! **Follow us on social media (links below)** to get updates.

**We hope these reflections give you a glimpse into the lives of our farm partners** and the ways we work to build **genuine and long-lasting relationships** with them.

## FOODCAP REPRESENTS AT WOMEN IN AG LEARNING CIRCLE



## Hampton Roads Urban Agriculture

**Ashley here, the FoodCap Communications & Outreach Coordinator.** This month I was invited to represent our organization at [American Farmland Trust's "Women for the Land" Learning Circle](#). Co-hosted by the [Black Family Land Trust](#), the event was held at [Hampton Roads Urban Agriculture](#), a working urban farm here in Virginia.

The event brought together **women and non-binary people working in agriculture to network and share resources**. Along with a tour of the farm, we also had **thoughtful discussion around heirs property** and the ways it affects our most vulnerable and historically marginalized farmers.

Some personal highlights:

- **Ebonie Alexander, Executive Director of Black Family Trust**, led a conversation laying out how heirs properties are created and how they ultimately decrease land ownership among African

Americans.

- **Urban farm owners shared the value their operations bring to neighbors.** Not only do these farms increase access to fresh produce, they also create job opportunities and strengthen community ties.
- **Owner of Hampton Roads Agriculture, Renee Foster, detailed her vision** for her operation, which includes adding an outdoor kitchen and cooking classes focused on using ingredients intentionally to improve health.

**It was a pleasure to connect with all these women,** learn more about their hopes and challenges, and share info about the services we offer to farmers and food entrepreneurs. I'm looking forward to more opportunities like this!

## BOOKKEEPING WORKSHOP SUCCESS

The third round of our "**Bookkeeping For Small Farmers**" workshop series has come and gone, and we are SO proud of what we achieved. In partnership with [Kitchen Table Consultants](#) and through grant funding from the Small Business Administration, we co-hosted three à la carte sessions covering the brass tacks of bookkeeping – **at zero cost for farmers.**

**It bears mentioning: these sessions were not for the faint of heart.** For three consecutive Tuesday evenings, attendees dove into a full two hours of content, during the middle of the busiest farm season, at the end of what are already very long work days. **These farmers demonstrated a real commitment to success**—we're so impressed by their dedication and the thoughtful questions they brought to each session.

### IMPACT RE-CAP:

- **6 hours** of content provided, customized for the needs of small farmers
- **33 unique attendees**, most of whom joined multiple sessions
- **16 states** represented
- **1 international farmer** from British Columbia
- **18 different categories** of food and fiber production

From organic veggies and herbs, to dairy, grain, honey, maple syrup, and beyond – **these workshops supported the viability of a broad swath of small-scale farm operations.**

**We're absolutely planning to offer more programming like this in the future,** particularly in the colder months when things slow down for farmers.

## HELP US SUSTAIN ZERO-COST BUSINESS SUPPORT

We hear time and again that **farmers are hungry for support** with bookkeeping, tax preparation, and marketing. We had full registration AND a waiting list for our zero-cost workshop series, which tells us **we're meeting a genuine need** that can change the way our farm partners operate for the better.

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

GIVE HERE



**Our Contact Information**

\*{{Organization Name}}\*

\*{{Organization Address}}\*

\*{{Organization Phone}}\*

\*{{Organization Website}}\*

\*{{Unsubscribe}}\*

