



ANNUAL
REPORT

Sprout^{New Orleans}
Growing Growers

2021



2021 IMPACT

Farmer Development

In 2021, Sprout assisted over 100 farmers with everything from developing new resources to land access. In that time, Sprout:

- Made agricultural grants to **9** Black-owned Farms to improve on-farm infrastructure
- Assisted **31** farmers through office hours to: answer legal, tax, and land questions; conduct site visits; and provide paperwork help
- Guided **6** farms through grant and cost-share programs, assisting them in receiving over \$30,000 of support
- Provided cold storage - a cost-prohibitive expense for many small farms - to **8** farms, increasing the ease and access of storing and selling local food



Lester Williams has been farming for over 30 years and is the President of Pointe Coupee Minority Farmer's Coop, but it was only at the beginning of the pandemic that he started working with Sprout. He notes that Sprout has assisted him more in the last two years than many have over his lifetime. After initially speaking with Sprout about supplying sweet potatoes for their market, Executive Director Margee Green shared that there were grants for which he would likely qualify. Sprout helped with the application and connected Mr. Williams with local folks who could ensure his application got a fair review at the USDA. He used the grant to obtain a cooler to prolong the viability of his goods. Mr. Williams says he appreciates how Sprout stays on top of state and local policies, ensuring that information is disseminated, understood, and acted upon by who they are meant to benefit. Mr. Williams participated as a site for a farm tour and as a market vendor during the pandemic; this allowed him to drop off produce for Sprout and Market Umbrella to deliver, increase his sales capacity, and ensure people had access to his food.



Community Gardens

In 2021, Sprout:

- Distributed **14,400** vegetable transplants to New Orleanians and community gardens
- Provided tools for **25** new gardeners to clean their yards and rehab their gardens after Hurricane Ida, in conjunction with our partner, Recirculating Farms
- Coordinated over **115** individual volunteers to support community gardens and farmers markets in their neighborhood
- Hosted over **100** open garden hours where neighbors, new gardeners, and folks looking to get closer to their community food system could learn and get their hands dirty!

“I love spending time with people from other generations. You know, in life and my circle it's people around our age. But here, I get to spend time with older people, younger kids, and learn and share stories with people from different generations. And it offers peace and the actual gardening. All of it!”

- **Luisa, community gardener**

“For me, it's my wind down. I come here to garden, be with other gardeners, and learn. It offers me a place to get away from life and relax and be.”

- **Arien, community gardener**

“It's the life of a plant. I get to see it from start to finish and all the in between. It's been amazing coming to the garden.”

- **Marquise, community gardener**



Market Development

In 2021, SPROUT:

- Held **40** market events for farmers between the Monday ReFresh Market and the Truck Farm Table at Sunday and Thursday Markets
- Generated **\$50,990** in direct sales for farmers through the Truck Farm Table, and valuable connections brokered between food businesses, wholesale buyers, and Louisiana farmers
- Raised **\$2,100** with our partners at the VEGGI Co-Op to do direct fresh food purchasing and help our most vulnerable neighbors restock their fridges post-Ida with food grown in their own communities
- Distributed over **\$3,500** in market tokens to families to incentivize the easy purchase of fruits and vegetables and to help families familiarize themselves with SNAP at market

"Sprout has opened markets to me that I couldn't afford to be in. They have supported me at every turn I needed support and introduced me to people I wouldn't have met otherwise."

- **Joe Trombatores, Peeps Farm**

"Working with Sprout has helped me connect with local farmers and purveyors in the South. Through my relationship with Sprout I was able to learn the seasonality of produce in the Southern region. With exposure through Sprout my clientele has grown."

-**Kaitlin Guerin, Lagniappe Baking**



Jeanette Bell of Fleur d'Eden garden has grown herbs and flowers for 20 years on an abandoned lot on Baronne. She started selling with Sprout at the Sunday market. She was glad to sell through Sprout's truck table, since working the Sunday market had become physically strenuous as time passed. According to Ms. Bell, the work that Sprout does through the market introduces growers to customers they would not otherwise have access to, gives them credibility with customers, and connects them with the source of their food. Ms. Bell notes that Sprout's impact is beyond her and even beyond individual growers who are aided. She points to the systematic and economic impact of this program; markets keep money in our state instead of sending funds elsewhere for shipped-in food, flowers, and herbs from other states.



According to **Angelina Harrison**, Director of Markets with Market Umbrella, Sprout's collaborative work with partners is important to the long-term and systemic change needed in the state.

Angelina met Sprout's founder Emily Mickley-Doyle when she was a community gardener at Hollygrove Market & Farm. Since then, Angelina frequently refers farmers to Sprout for technical assistance. Sprout's work in this area directly benefits Market Umbrella by ensuring viable vendors for the market. Sprout and Market Umbrella collaborated during the COVID-19 pandemic to source drive-through markets. This not only provided food access to communities in need, but ensured that vendors stayed afloat while markets were closed. Using the example of what Sprout and Market Umbrella did during 2020, Sprout is mobilizing a coalition to encourage the State to apply for Local Food Purchase Assistance Cooperative Agreement Program. These funds are meant to support organizations that improve resiliency in the overall food distribution system by diversifying markets and leveraging the strength of local producers who can supply food when systems are disrupted and larger producers are unable.

Policy Work

In 2021, Sprout:

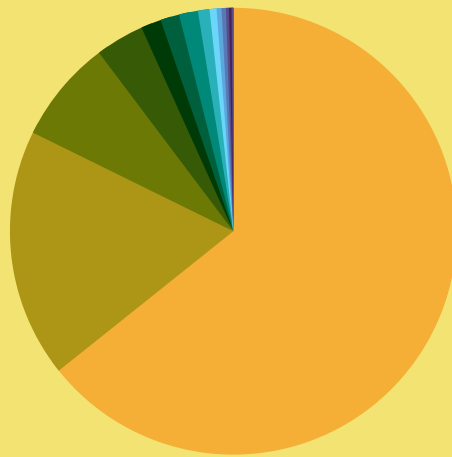
- Founded and co-led the development of "A Greener New Orleans," a policy platform to advance urban agriculture and green infrastructure in our city
- Led a coalition of farmers and food systems advocates in developing a submission for the governor's climate initiatives task force. Many of the suggestions and language from our climate submission, "An Office of Sustainable Agriculture," were incorporated into the final report for the governor to develop a climate plan
- Advocated for farmers' labor to be considered an essential service during initial COVID-19 lockdowns, as well as advocating for farmers and food workers to be included in early tiers of vaccine eligibility. Working with our partners at Grow Dat Youth Farm, FPAC, RFC, and Market Umbrella, we coordinated a vaccine event for food workers immediately after their qualification, assisting **74** people in getting their first round of vaccinations
- Served as Louisiana's facilitative co-anchor for Gulf South for a Green New Deal, helping move forward conversation, consensus building, and decision making
- Served as a lead for the Gulf South for a Green New Deal policy table, helping move climate-smart agricultural policy work in Louisiana and build a voice for agriculture as a tool for fighting the climate crisis through policy
- Raised **\$535,000** for direct redistribution to protect and acquire Black and Indigenous farmland
- Provided technical assistance to **3** Black and Indigenous growers to preserve, acquire, and expand land ownership

2021 Financials

REVENUE

Grants	\$279,234
Donations	\$17,469
Fiscal Sponsorship	\$1,500
Interest	\$1,025
Total Revenue:	\$299,228

EXPENSES



Personnel	- \$122,063
Contract Services	- \$34,192
Supplies	- \$14,158
Other Business Expenses	- \$6,695
Miscellaneous	- \$2,786
Rent & Lease	- \$2,600
Insurance	- \$2,589
Utilities	- \$1,595
Community Engagement	- \$960
Fees	- \$674
Marketing	- \$606
Travel	- \$414

Sprout

New Orleans

Thank you to all of our donors, partners, and supporters who helped to make this work possible!



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