



FOODSHED CAPITAL



November 2021



Hello again!

Erica here, writing to you from the past. Yep, you read that right. Today is November 24 and incidentally, my due date! My partner and **I will be welcoming a new life into the world really any minute now**, at which point I will be offline for a while getting to know our new addition and getting adjusted to life as a mom. With paid family leave getting so much attention in the news right now, I feel it's important to share how supportive Michael and our team have been about my imminent parenthood. **Our work building equity and sustainability extends not just to the farmers we support, but also to our staff.** I've never been prouder or more grateful to be part of this team.

Of course, **today today is actually Giving Tuesday.** Candidly, I find it funny that so many organizations focus so much attention on fundraising on a single day. Yes, one time gifts are helpful, and if any of you have been waiting until today to decide where to direct your charitable gifts, we would certainly be grateful if you chose to support our work!

However, **just like the farmers we support, we prefer the small and steady approach.** What really keeps our wheels greased is the ever-growing number of you who choose to give \$10 a month, or \$25 a month—**sustained, perennial gifts that signal to us that you're as invested in supporting enduring, regenerative foodsheds as we are.** For the price of a fancy coffee, or your Netflix subscription, or a tank of gas, you can support our work into the foreseeable future.

As I write to you not quite all the way through this November, I'm proud of what we've been up to over the last few weeks and hope you'll enjoy the highlights of our work below. And if you're called to **celebrate this season of giving by joining us as a monthly supporter, you can do so quickly and easily on our website [here](#).**

Thank you as always, and happy holidays!

Warmly,

Erica Hellen
Director of Operations

Support Our Work

Capital in the Field



Bringing some floral beauty to our list of borrowers, we're excited to support Ash Hobson of [Hazel Witch Farm](#) just outside Richmond, VA as she expands her operation and minimizes labor needs with the purchase of a walk behind tractor. Hazel Witch is part of a trio of farms working collaboratively on the same piece of land, and Ash works regularly alongside veggie farmer and fellow FoodCap borrower, Mark Davis, at Real Roots Food Systems.

Ash was initially torn about producing flowers—"If you can't eat it, why would you waste garden spacing growing it?" But after learning about how toxic and carbon-intensive imported flowers can be, she was inspired to provide a cleaner, more accessible option. In her words, **"We forget how important it is to nourish all the parts of who we are,"** and that beauty should not only be for the privileged among us. In addition to flowers, she produces an array of

medicinal herbs and has been experimenting with ways to make herbs and herbal traditions more approachable for her customers.

Learn more about Hazel Witch Farm [here!](#)

Goings-On

BEYOND SPREADSHEETS: BOOKKEEPING FOR THE SMALL FARMER

**Three-Part
Virtual Workshop Series**
February and March 2022



We're excited to announce the next edition of our **small farm-focused, completely free workshop series**, funded in part through a grant from the U.S. Small Business Association. We're teaming up with our partners at [Kitchen Table Consultants](#) to get you completely oriented with Quickbooks over three sessions, from setting up your chart of accounts and reconciling bank statements, to making sense of your reports and creating cash flow projections.

We know how busy the farm season can be, and we know how much planning and preparation farmers cram into the winter months. So **we're offering the three part session, two different times** to give you as much flexibility as possible. Each series will begin with a basic introduction and build up to more advanced skills. Here is the schedule:

[Three Week QuickBooks Workshop Series](#)

Series 1 - February 1, 8, and 15

Series 2 - March 15, 22, and 29

Tuesdays 10am - Noon

To maximize engagement, **we'll be capping each series at just 20 participants**. Registration will open in January, so keep an eye on our social media and future newsletters!

News From Our Crew



In an effort to deepen her practical knowledge, FoodCap board secretary **Francesca Costantino** recently got her hands dirty at the multi-week fall session of [Shenandoah Permaculture Institute \(SPI\)](#).

SPI is co-hosted by **Emilie Tweardy of Shirefolk Farm** and **Trevor Piersol of Wild Rose Orchard**, who in addition to being full-time farmers and food system advocates, are also both FoodCap borrowers. In this wonderful convening of minds and hands, Francesca learned more about how to design food and home systems with perennial, edible, and native plants in ways that build soil health and overall sustainability.

SPI will be offering a spring design course in Richmond, VA. Interested? Learn more [here](#).

Thanks to all who attended our Farm Funding workshop!

For those who missed it, [check out the recording on our YouTube channel here](#) for our overview of loans and grants available to small farmers.

Thanks again to our co-presenter at



[FarmRaise](#) for the deep dive, and to the U.S. SBA for the grant funding that allowed us to present this workshop completely free of charge.

Impact Update

A photograph of a white cow standing in a field at sunset. The sky is orange and yellow, and the trees in the background are silhouetted against the light. The cow is looking towards the camera.A white line-art icon of a leaf with three smaller leaves branching off it, positioned to the left of the main text.

OUR WORK SINCE 2019:

- »» 55 TOTAL LOANS MADE
- »» \$630,600 IN ZERO- AND LOW-INTEREST CAPITAL DEPLOYED
- »» 85% OF LOANS TO OPERATIONS OWNED IN PART BY WOMEN OR PEOPLE OF COLOR

Giving is Always in Season.

Small and Steady!

There are scores of organizations doing critical work, and yes, all of them are trying to enlist your financial support today, Giving Tuesday.

But instead of a big one time gift, we're asking you for your sustained, monthly support to help us cover our operational costs and focus our attention on serving our borrowers.

Whether it's \$5 a month or \$50 a month, small and steady gifts are the most valuable kind of support. Thanks for chipping in!

Become a Perennial Supporter

www.foodcap.org | 434.409.0054 | info@foodcap.org

