

VOICE OF THE FARMER

ORGANIC FOR ALL



WELCOME TO



Organic for All has developed a participatory, in-depth educational experience for underserved, small-scale farmers and the communities they support.

Our program promotes the indigenous knowledge and voices of farmers by respecting their unique culture and rich historic connections to the land. We assert that the inclusion of all farmers is critical for the growth of agroecology-organic farming practices, with wholistic benefits to our farmlands, environments and food sovereignty systems—all essential elements of the health and wellbeing of our farming communities.

Organic for All offers a range of capacity building programs dedicated to using a systems-approach centered around building community, growing healthy people, and truthfully sustaining our nation's economic equality. This newly implemented training and education project is designed to build capacity within underserved farming communities to increase opportunities for offering a path to organic farming systems and certification.

Voice of the Farmer is our report on *Organic For All* participatory learning sessions to support strengthening capacity with all farmers.

CREATIVE FARM MARKETING THAT CONNECTS WITH YOUR COMMUNITY

Rebecca Van Loenen. Director of Augusta Locally Grown.

We occupy a well-known food desert, technically, a food swamp. You have to drive up to 10 miles to get a grocery store and a lot of people here don't have cars.

In 13 years, the market has transitioned from a truck, to an outdoor market at a local church, to Veggie Park, a hub in the heart of the Harrisburg district of Augusta, Georgia where it started. Our Veggie Truck is a vehicle we used to deliver produce around the

community to the local residents. For farmers to participate, you have to have organic or sustainable practices. If you are raising any meat or animals for meat, production, it has to be small scale and humane practices, processed at a USDA facility.

I met the Addersons at the market, and learned about the farmer training program they were conducting. I've seen many of these farmers now represented at our market because of what they were doing.

VOICE OF THE FARMER



“This is a well-known food desert around here.”
— Rebecca Van Loenen

“If you decide to grow organic, you’ll find that farmers markets can offer more sales opportunities than you can handle.”

Watch the Augusta Veggie Park Market podcast:

<https://uacus.com/learning>

Augusta Locally Grown has a website where farmers can contact them, be led through the application process and be introduced to the market managers who are in charge.

At 12 years old, their Online Farmers Market is one of the oldest on-line farmers markets in America. Each week, farmers and growers can list their seasonally-available products on the site, and on weekends, customers can shop from a wide variety of fresh, sustainable and locally grown goods.

<https://www.augustalocallygrown.org>

Samuel Adderson. A Farmer’s View of Farmers Markets

Our Thursday market started a long time ago. We were outside when it rained and we got wet but we stuck to what we were growing. A project came along to build a fabulous site in Augusta that got us involved in an area that was called a food desert.

Augusta Locally Grown said they were going to sell organically grown fruit and vegetables for this local area and asked us how are we going to benefit the community. The people who were in charge of the program came to our farm and sat down to talk with us and looked around at how we grow and they said we needed to be part of their complex. So we ended up in this fabulous complex that you see in our video. We were the first and only farmer at that market on day one.

We’ve got a pretty good following that we’re proud of, and we

try with the best of our ability to give folks what they want. And when we don’t show up, our customers say: “Where were you all last week? You weren’t here!”

Farmer’s Market Customers

Our customers are very diverse. When folks come to this market, they come with the expectation that they are going to a grocery store. We could be growing three or four crops, which would be easier to handle, but when people come to this market, they want peas, they want cucumbers, they want squash and watermelons. They want sweet corn, peaches, apples and pears. They want the whole deal! So we try our best to do that, although it’s a little difficult at times.

Our market goal is to serve the folks who come to buy produce. They don’t come to buy from just a certain farmer. *And if you’ve got good looking organic produce, you’re going to sell it.*

ORGANIC FOR ALL



We invite you to work with us to create healthy pathways around healing our food, environment, and community through Indigenous, Agroecology-Organic farming systems practices and their benefits for all communities.

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For more information, visit our website: www.uacus.com