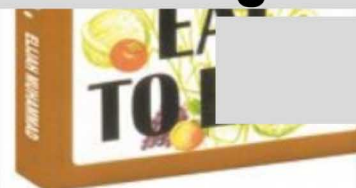




# HALO: HABESHA Agricultural Leadership Opportunity

Professional Development in Entrepreneurship, Social Enterprise, and Cooperative Development for the HABESHA Urban Agriculture Network



# Foundational Programs:

HABESHA Works and Urban Green Jobs

**HABESHA WORKS**  
A TRAINING OPPORTUNITY IN URBAN AGRICULTURE

URBAN GREEN JOBS   
**The A-Year:**  
KEEPING ATLANTA CLEAN AND GREEN

HALO participants are selected from our network of alumni, certified in urban agriculture and/or greenspace infrastructure and management through at least one of our entry level workforce development programs, building on prior learning with in-depth instruction on applicable business concepts.



# HALO Mission/Vision



HALO will cultivate business and leadership skills among farmers, agriculture-based entrepreneurs and employees who are part of the HABESHA Alumni Network, so they can not only achieve long-term sustainability within their own operations, but also engage other early career farmers, providing greater support for and retention of these business owners within the community and agriculture industry.



# HALO OBJECTIVES

To insure the achievement of its goals, HALO sets forth the following objectives:



- ❑ To provide practical education on how to make the most efficient use of nonrenewable resources and on-farm resources, by educating farmers on how to write and follow an organic system plan.
- ❑ To deliver managerial and business education that focuses on proper use of human, financial, and environmental resources to support operations in a more sustainable way, and also how to identify and engage in business relationships to create more opportunities for economic sustainability and growth.
- ❑ To provide leadership training that focuses on emotional intelligence, relationship building, conflict resolution, and organizing and planning to expand the leadership capabilities of urban farmers, agriculture-based business owners, and related advocates.





## 7-MONTH INTENSIVE INCLUDES (SEPTEMBER 2020-APRIL 2021)

- ❑ Business Plan Development
- ❑ Financing and Financial benchmarking
- ❑ Branding and marketing
- ❑ Succession Planning
- ❑ Leadership/Conflict Resolution
- ❑ Professional Network Development
- ❑ Community Organizing/Asset Mapping
- ❑ Microenterprise Funding Support  
(GREEN BUSINESS PITCH)

# HALO OUTCOMES

- ❑ First, to focus on environmental sustainability, the HALO Program will build upon the existing sustainable agriculture training provided through the HABESHA Works Program by introducing practical knowledge and experience in designing and implementing an organic system plan.
- ❑ Second, to focus on economic sustainability, the program will also leverage its network of farmers, farming advocates, and business service providers to deliver practical business education for participants, so that they are better equipped to support long-term, sustainable businesses and initiatives.
- ❑ Third, to focus on social sustainability, the program will utilize HABESHA's expansive support network to provide leadership training and improve the leadership capabilities of farmers, agriculture-based entrepreneurs, and related advocates, greater advancing legislative, economic, and social conditions that impact urban agriculture.





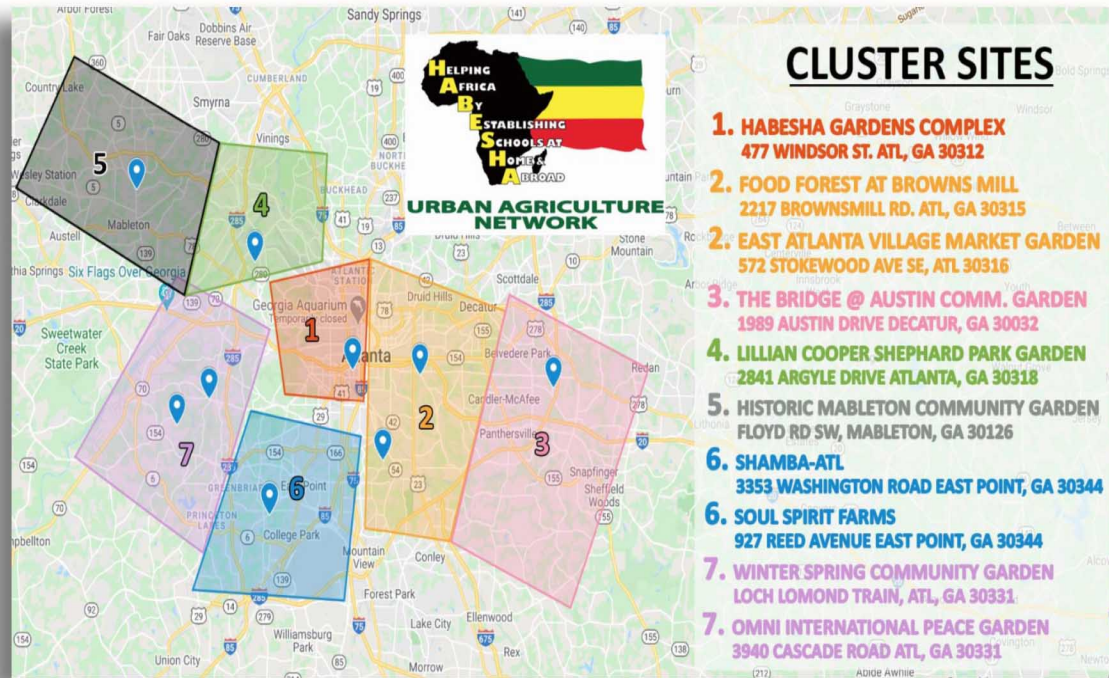
# KEY PROGRAM COMPONENTS

Scaffolding Participant Success:





# CLUSTER SITES



As an immediate response to the COVID-19 pandemic, HABESHA organized our network of alumni growing spaces into "Cluster Sites" based on geographical locations, to better support our growers through providing volunteer support, acquisition of materials, and technical assistance. Currently, HABESHA is supporting ten cluster sites within metro Atlanta.



# BUSINESS PLAN DEVELOPMENT

Business Model Canvas and One-on-One coaching



## Business Coach Cicely Garrett

- ❑ B.S.B.A. degree with a concentration in Finance and New & Small Business Management from Georgetown University
- ❑ Master of Public Policy degree with a concentration in Non-profit Management from The George Washington University
- ❑ Proven track record of servant leadership in Atlanta local food community, from Atlanta Community Food Bank to The Mayor's Office of Resilience

# GUEST FACILITATORS

Subject Matter Experts and Key Professional  
Contacts



Felicia Bell,  
NCAT Mississippi  
Farm/Food Safety &  
Natural Resource  
Mgmt.  
(JACKSON, MS)



Andrea Brown,  
Global Growers  
Farm/Food Safety &  
Natural Resource  
Mgmt.  
(ATLANTA, GA)



Mark Pegues,  
Ujaama Solutions  
Branding Strategies &  
Marketing Approaches  
(ATLANTA, GA)



Dre Taylor, Nile  
Valley Aquaponics  
Farm Financing  
(KANSAS CITY, MO)



Imlah Carey,  
Your Choice  
Accountants, LLC  
Financial Benchmarking  
(LILBURN, GA)

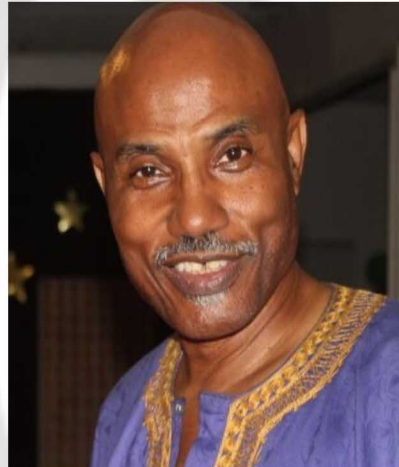


# GUEST FACILITATORS

Subject Matter Experts and Key Professional Contacts



Rashid Nuri,  
The Nuri Group  
Business Diversification  
& Innovative Business  
Succession Planning  
(EAST POINT, GA)



Wakesa Madzimoyo,  
Aya Institute  
Models Of Leadership And  
Conflict Resolution  
(STONE MOUNTAIN, GA)



Chaava Muhammad,  
Heaven In Me  
Developing Professional  
Networks  
(ATLANTA, GA)



Veronica McClendon  
McClendon Law and  
Consulting, LLC  
Insurance/Risk Management  
(MACON, GA)

# FIELD TRIPS

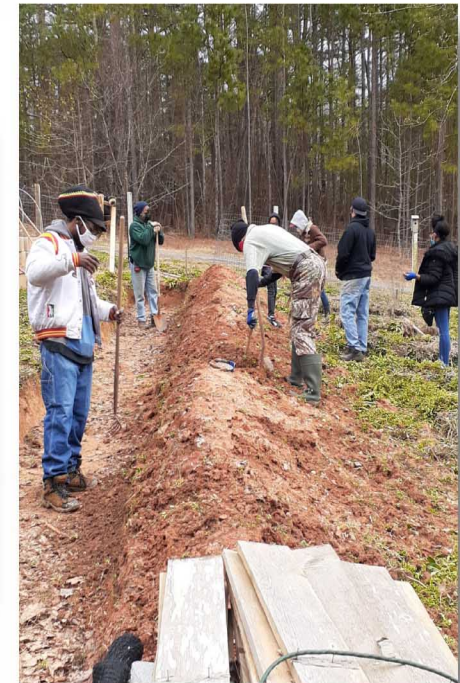
Real Businesses and Entrepreneurs, Hands-on-Learning



**Love is Love Farms  
Decatur, GA**



**Phoenix Gardens  
Lawrenceville, GA**



**High Hog Farms  
Grayson, GA**



# EFFECTIVENESS:

## Program Survey Results





100% of respondents report that program meets or exceeds expectations, helps structure and achieve business goals

"I came in expecting to advance my connections and understanding of how to operate a green business and I am receiving just that."

"The canvas model has been most useful along with the marketing and branding."

"I really enjoyed the Farm Financing class- it was really informative and had me discussing it with some of my family."

"I applied for my farm number and enrolled in the food safety class via Halo."





100% of respondents report meeting at least one business goal since beginning the course

- ❑ 2 participants safe handling certified through Produce Safety Alliance
- ❑ 1 participant applied for farm number through FSA
- ❑ 2 collaborative projects initiated among participant enterprises
- ❑ 5 participants completed business model canvas ahead of schedule

