

EXAMPLE OF A COMPLETED

Community Farmer Application Form 2021

This Application Form is available in translation, and can be completed in any language. Please direct all questions about this form to flemafarm@gmail.com or call 416-363-6441 x211.

PART 1: General Information

It is not necessary for a Community Farmer to operate alone. Each “Community Farmer” can actually be a team of 2 or more people working together on a shared micro-farm business. PART 1 should be completed by each member of the team, if there is more than one. Only people who are committing to working at least 4 hours per week are considered team members, and are required to complete this section. Occasional helpers do not need to complete this section.

Name of applicant: **Farmer Fred**

Home address: **xxxxxxxxxxxxxx**

Phone number: **xxxxxxxxxxxx**

Email address: **farmerfred@gmail.com**

Name of micro-farm, if you have one: **Fred's Farm**

Please check all that apply:

- ⇒ I have experience growing vegetables at home
- ⇒ I have experience caring for a community garden plot
- ⇒ I have experience micro-farming or farming
- I grew up on a farm outside of Canada
- I grew up on a farm in Canada
- ⇒ I grew up in an urban environment
- I have studied farming at school
- ⇒ I have completed gardening or farming workshops

Please comment further on your background as a grower, and provide any other relevant background information about your experience as a grower that you would like the Selection Committee to consider.

I grew up helping my mom in the garden. I had a community garden plot for 3 years. Last year I worked on a 1-acre market garden, helping the owner with all tasks from seeding to harvest to sales.

Please describe your experience working collaboratively in a shared space. Are you ready to work together with the Farm Coordinator and other Community Farmers?

The Community Garden where I had my own plot also had a Communal Plot where anyone could volunteer their time to work with the Lead Gardener. I volunteered a couple hours each week. I understand that communication is key to successful relationships and collaborations. I must be willing to give & receive constructive feedback. I look forward to working together with other the Community Farmers and residents of Flemingdon Park!

The Selection Committee will be prioritizing applications from people who experience systemic forms of marginalization such as growers who are Black, Indigenous, and people of colour, those living on a fixed income, newcomers, LGBTQ2S+ folks, women, and those with disabilities.

I am a member of one or more of the above listed groups:

- Yes
- No

If you wish, please comment further, and let us know if there anything else about the circumstances of your life that you wish to be considered. Please note that your responses will be kept confidential and will only be seen by members of the Selection Committee.

I am white, heterosexual, able-bodied, male, and born in Canada to upper-middle class parents. So I have lived a privileged life with many opportunities. I am working to dismantle the systems that oppress and marginalize.

Goals and Vision

Why do you want to participate in the Community Farmer program? What are the goals you hope to achieve? I now live in the City for work, but I want to keep farming. I don't just want to grow food for myself. I really enjoy growing food for others; I want to be part of creating a local food system, where a community grows some its own food. I love being at a farmers' market and talking with folks about great recipes, how the food was grown, and what it's like to be a farmer. I hope to grow food with the community and share that food with the community. I want to provide accessible healthy produce and welcome everyone onto the farm.

What is your long term vision for yourself and for the project?

I do not know what will happen. Perhaps I will continue farming here for many years. Whatever happens, I really hope that the project can be completely coordinated by residents and the Community Farmers.

Are you prepared to become increasingly self-reliant over the years?

I know it is difficult to make lots of money as a farmer, but I do hope that in a couple years I will be running a good enough micro-farm to make enough money to pay for my own costs as well as some of the general costs of maintaining the Farm site.

Labour Plan

How much time have you set aside per week to grow and sell?

- Fewer than 5 hours per week
- Between 5-10 hours per week
- 10-20 hours per week
- 20-30 hours per week
- More than 30 hours per week

Who will work in your plot? Is it just yourself with some occasional helpers?

I will be working the plot by myself, with some occasional help from my friends. My friends say that they will come every week to help. But they are busy; they have never had a garden; they don't really like working outside; so I doubt that they will actually come every week to help for a few hours. So, I am prepared to work the plot by myself.

If it is just yourself and you are going away for part of the summer, who will care for your plot? I am probably going away with my family for the last week of August. I don't know yet who will care for my plot, but I will figure it out if I am accepted into the Community Farmer program...

If you are working as part of a team, who are your other team members?

I don't have any other team members. Just me.

What other work or home responsibilities do you have?

I have a part time job, working about 25 hours a week. I am single, have no children, and my parents do not require any care.

Do you hope to host volunteers, offer tours, and welcome visitors?

YES! I am very excited to host volunteers, offer tours, and welcome visitors! This is what is great about farming in the City. I imagine many people will want to see and learn about what is happening. I have worked with volunteers before, and am prepared to instruct and supervise.

PART 2: The Micro-Farm Plan

If you are applying as part of a team, this section only needs to be completed once, and included with the lead grower's application.

Marketing Plan

How do you plan to sell what you grow? Where will you sell?

I plan to sell at the weekly on-site farmers' market. As I already said, I love farmers' markets. I know it will take up a lot of time to set up the stall, sell the harvests, and take down the stall, but at least the farmers' market is close to the farm.

How will you promote your farm?

The farmers' market will take care of much of the promotion. But I know that word of mouth is very powerful, so I'll be talking about the farmers' market to my friends, family, people on the street, folks at work, anybody who will listen. I will develop a logo, business card, and flyers specific for my farm, and distribute these around the neighborhood. I will also have social media accounts: Instagram, Facebook, and Twitter, and use those to promote my little farm.

Have you done any market research? What is your competition? I know that The Common Table already runs a weekly farm market on site in the summer. They give away produce grown in their nearby micro-farm! Also, Sonny Supermarket sells a lot of produce, as does Iqbal's. And they sell produce quite cheaply. And then there is the Communal Farm Plot and the other Community Farmers, if they sell at the farmers' market. So, with all these other ways that people can get produce, there is actually lots of competition. But, I don't really consider The Common Table, the Communal Farm Plot, or the other Community Farmers to be "competition". All of these together will create an interest in the community to get their produce from Flemo Farm. All this produce will bring people to the farm, and inevitably that will bring more people to my stall to buy my produce.

How will you set your prices?

I can't compete on price. I can't give away my food like The Common Table. I can't undercut the prices of Sonny's and Iqbal's - they get their produce cheap and sell it cheap. I know the Communal Farm Plot is trying to make their produce affordable, so they will be selling cheaply too. I will probably set my prices to be the same or slightly above these prices. Customers will know that buying my produce is not only about the food -- it is about supporting a local farmer. It is this desire to support a local farmer that will be my advantage, and all my promotional materials will focus on this edge.

What are the risks in your marketing plan? What is your back-up sales plan?

The risk is that I cannot sell all the produce I grow at this farmers' market. Another risk is that I am not able to sell at my desired prices. So, alongside my plan to sell produce at the farmers' market, I will also be offering residents of my building (my neighbours) a chance to buy produce from me and have me deliver it to their door. Some folks will not be able to get to the farmers' market for whatever reason. I will advertise within the building, get a list of interested buyers, and give them a weekly order sheet. They can order whatever they like, and I will deliver it to them. If sales at the farmers market aren't sufficient, I focus on this secondary market, and perhaps even expand to another neighbouring apartment building.

Growing Plan

What vegetables do you plan to grow?

I know it takes a lot of skill to grow vegetables well, so I am going to focus on 12 vegetables that I know people will like: Arugula, Basil, Beans, Carrots, Cucumber, Green onions, Lettuce, Onion, Peas (sugar snap), Peppers (sweet), Tomato, and Zucchini.

How much space in your plot are you dedicating to each vegetable?

- Please provide a map of your proposed plot.
 - Remember that each Community Farmer will be given access to 6 raised beds that are 100 feet (30 meters) long and approximately 30 inches (75cm) across, with 18 inch (45cm) pathways between.

Fred's Farm Field Map

Basil : 2 rows

Beans : 2 rows

Carrots : 3 rows

Onions : 3 rows

Cucumber : 1 row

Zucchini : 1 row

Peas From May → July. Then second planting of arugula, lettuce + green onion
↳ 1 row

3 rows

Tomatoes : 1 row

Peppers : 1 row

Arugula, Lettuce, + green onion From May → July. Then seed carrots
3 rows

I want my plot to be simple and easy to manage because I only have 20-30 hours per week to care for this plot, and once harvests begin in late June I will spend at least 7 hours each week just selling -- that leaves me only 13-23 hours per week to grow and harvest.

To make it simple and easy to manage, I am not doing any interplanting. To minimize time spent weeding, I will use landscape fabric on cucumber, zucchini, tomatoes, peppers, and basil. To make weeding easier for the beds without landscape fabric, I will grow a maximum of 3 rows per bed -- any closer and it will be too labour-intensive to hoe. I am also minimizing the number of times I plant a vegetable. Most are only planted once. Only 4 vegetables would be planted twice.

By growing in this way, and by only growing 12 different vegetables, I should be able to manage the plot well and get good results. But, still, I can see that July will be busy: harvesting and selling will have started; there will still be weeding to do; and there will be 2 beds that I will need to replant once harvesting is completed. If I am not able to manage it all in July, and if I can't get enough volunteer help, I will just ask the Farm Coordinator to till and seed a cover crop on the 2 beds that I was planning to replant; it is better to do a good job than to try to do too much and not be able to manage.

- If you wish, you can also use a chart to explain.

I didn't do a chart. But, if I am accepted into the Community Farmer program, then I will make a chart to calculate how many plants and seeds I need for each vegetable.

Summary

Provide a summary of your micro-farm.

Fred's farm will be a beautiful addition to the site. Although I will be working alone mostly, I think I know how to set up the plot so that it is easy to manage, while also growing a lot of vegetables. The vegetables will be sold to the residents of Flemington Park through the on-site farmers' market, and perhaps also to residents of my apartment building. I am excited to work with volunteers and to show off my plot when hosting tours of my plot!

Other Considerations

If you are accepted into the Community Farmer program, what will you need to do before planting begins? Are there aspects of your plan that need to be improved?

As I mentioned, if I am accepted into the Community Farmer program, then I will make a chart to calculate how many plants and seeds I need for each vegetable. I also need to develop my marketing materials: logo, business card, and flyer. I also know that I need to learn more about how much space each vegetable needs to grow properly, how to manage weeds, and how to deal with pests & diseases. I already know a lot, but there is still much to learn!

Is there anything else you would like the Selection Committee to consider in reviewing your application?

No. I think I have said everything I wanted to say. I look forward to being interviewed and to answer any questions you have about me or my micro-farm plan!

Next Steps After Completing the final draft of your Application Form:

- Submit your application before 5:00pm on Monday February 1st, 2021
 - Via email at flemofarm@gmail.com or
 - Paper copy at Flemington Health Centre 10 Gateway Blvd (attention Mussarat)
- Contact person: Carl Leslie 416-363-6441 ext. 211
Mussarat at 647-465-0567
- Those selected for an interview will be contacted by Monday February 8
- Interviews are scheduled for February 16-19