

# From Pumpkins to Progress

How diversifying your garden can be financially sustainable



# Agro-Tourism Events and Programs at Chatfield Farms

*"It's All About the Numbers"*





# CORN MAZE

## Budget

Labor and Fringe Benefits--\$52,302

Security--\$27,296

Consultant--\$7,000

Performers--\$36,603

Rent Equipment--\$24,749

Seed/Farm Supply--\$3,939

Other expense-- \$12,583

Total: \$164,472

Gross Revenue: \$508,712



Net: \$344,240



# PUMPKIN FESTIVAL

## Budget

Labor & Fringe Benefit--\$46,297

Security--\$28,033

Entertainment--\$28,844

Equipment--\$27,936

Seed/Farm--\$10,753

Other expense--\$23,091

Total: \$164,954

Gross Revenue--\$325,193

Net: \$160,239





# LAVENDER FESTIVAL

## Budget

Equipment rent--\$5,231

Security--\$2,417

Music/Perform--\$8,366

Other expense--\$10,803

Total: \$23,700

Gross Revenue: \$17,556

Loss (\$6,144)





# Community Supported Agriculture





# DENVER BOTANIC GARDENS

Chatfield Farms





# Community Supported Agriculture



270 Shareholders

Distributions late May through October

## Budget

Labor--\$146,625

Fringe Bene.--\$42,511

Machinery--\$2,461

Tools—\$2,736

Seeds/Garden--\$6,989

Other exp.--\$7,607

Total Expense--\$208,931

Revenue--\$148,006

**Loss (\$60,925)**





# Gross Revenue in 2016

\$1,913,602

**Total Expense**

\$1,883,461

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**Net Revenue**

\$30,141





# Land Stewards – Growing Food Sustainably



## *Growing Practices*





## Uncertified organic production

1.5 acre market garden

6 acre CSA farm

## Conventional production

20 acre corn and pumpkin farm





## Corn and Pumpkins

- Conventional production for corn maze and pumpkin patch
- 10 acres each
- Rotated every 2 years
- Plastic mulch on pumpkins



## Organic production

- Permanent beds, reducing tillage
- Improving organic matter from 1.7 to between 4-5%
- Cover crops as important as cash crops
- Mineral balancing, soil tests for micronutrients





## Building Resilient Systems



- Saving seed, developing adapted varieties
- Canada thistle biocontrol trial
- Ditching the moldboard plow
- Sustainable for plants and people

## Education and experimentation

- Partnership with Rocky Mountain Seed Alliance
- AAS vegetable trials
- Biochar trial on corn production and nutrient availability





- CSA newsletter
- Signage to educate public
- New pathway through market garden





# Veterans to Farmers and Beginning Farmers





# Farm stands in Food Deserts



# Potential Funding Sources for Food Programs:





## Strategic partnerships –



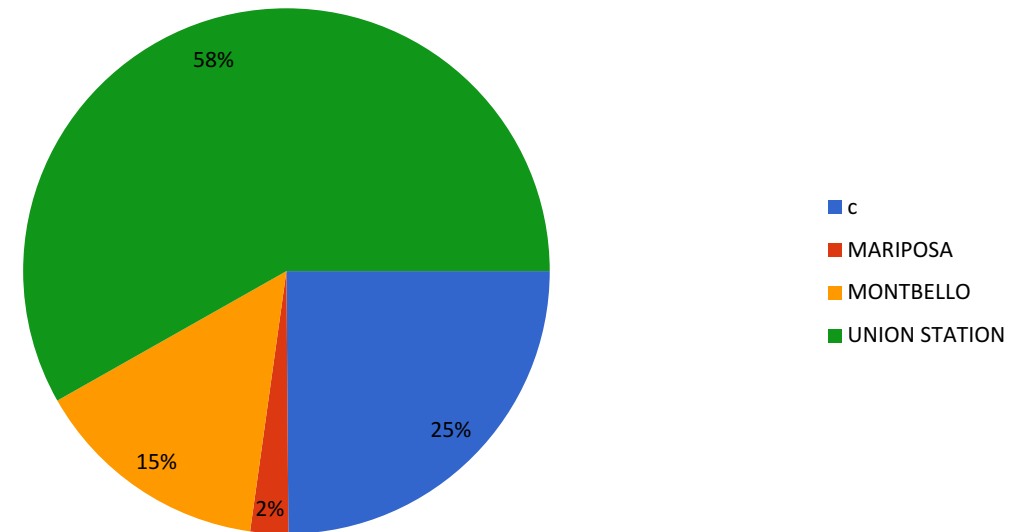
## Farm Stands in Food Deserts – Affording Affordable Food Financials

### 2016 Revenue:

- Kaiser Funded one position for three years – Grower – 25k annually
- \$9,000 in Department of Local Affairs grant for expense
- \$20,000 Farm stand produce sales
- \$9,000 United Health Care to fund Farm stand Coordinator position for 2017

### Annual Materials Expense: \$5,000

Year end budget: \$50,000



- SNAP Sales - \$2400 - a growing percentage of overall sales with the help of incentive programs like Double Up Food Bucks



**Cultivating Support:** Supporting shareholders pay more for their share to support the outreach and educational food programs:

We have found that giving people a connection to their food forms a deep connection with our shareholders – who become supporting shareholders.

A few members have donated \$25k annually to our food programs and are longtime CSA shareholders.

Donors want to be engaged with something relevant and transformational



## Community Engagement: Partnerships that Grow!

Becoming a part of the neighborhood that you serve allows for economic growth, asset-based development and neighborhood-led coalitions around food:

- Five Points Fermentation – supporting independent women to form businesses
- ELK (Environmental Learning for Kids)
- Sun Valley Food Collaborative
- Mo' Betta Greens – Local farmers market support (all produce donated goes in to cooking demos and classes)





## Community Engagement, New Projects:

Cooking Apps and Books

Employment options for transitional housing individuals



**COME ON, SPILL THE BEANS (SUELTA LA SOPA)!**

- Do you have a favorite meal?
- A special ingredient?
- Family memories that revolve around food?
- A family recipe that has been passed down for generations?

**WE WANT TO HEAR YOUR FOOD STORIES!**

Stop by the Castro farm stand every Monday during the summer to get involved with the Sun Valley cookbook project (from 10 a.m. to 1 p.m.).

By Sun Valley, for Sun Valley! Spill the Beans (Suelta la Sopa) is a collaboration between Denver Botanic Gardens, and the Sun Valley Food Collaboration to capture your stories about food, family and traditions.

**¡VEN, SULETA LA SOPA! (SPILL THE BEANS)**

- ¿Tienes una comida favorita?
- ¿Un ingrediente especial?
- ¿Memorias familiares que giran alrededor de la comida?
- ¿Una receta familiar que ha sido transmitida de generación en generación?

**¡COMPARTE TUS HISTORIAS DE COMIDA!**

Acércate en la granja de Castro cada lunes durante el verano para involucrarte con el recetario de cocina de Sun Valley (de 10 a.m. a 1 p.m.)

¡Por Sun Valley, para Sun Valley! Suelta la Sopa (Spill the Beans) es una colaboración entre el Jardín Botánico de Denver y Sun Valley Food Collaboration para capturar sus historias sobre comida, familia y tradiciones.

**LOCATION:** 1200 Federal Blvd., Denver, CO 80204 | For more information visit [botanicgardens.org](http://botanicgardens.org).

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