



# CultivatingChange

A LOCAL FARM GRANT PROGRAM  
EMPOWERING THE FUTURE OF FARMING



## GIVING BACK IS GOOD

We believe in local farming and we believe that supporting growers in our communities is the best way to ensure a future for food. Cultivating Change, the Greener Fields Together local farm grant program, aims to fund projects that will help local farmers do what they're best at: farming. Grant amounts up to \$30,000 will be funded on an annual basis to qualifying growers through an online voting platform and peer review panel.

## HOW TO APPLY



**1** Visit [CultivatingChange.org](http://CultivatingChange.org) and submit your grant application online



**2** Customize your profile page with pictures and stories from your farm



**3** Share your profile page with your friends, family and community so they can vote for you

## THE FINE PRINT

Cultivating Change grants are open to all local farmers and aggregators where produce production or aggregation makes up at least 50% of their business. All applicants will be eligible to participate in the popular vote portion of the contest and only Greener Fields Together local farms will be eligible to win by panel review. All applicants must use grant money for the purpose specified on their application, share project results, and if selected, agree to the usage of their name and likeness in marketing and public relations collateral.

For complete rules, visit [www.cultivatingchange.org/rules](http://www.cultivatingchange.org/rules).

## CATEGORIES

### Certifications

- Organic
- Non-GMO Project
- Biodynamic
- Fair Trade
- Food Safety Audit

### Infrastructure

- Reusable Plastic Containers (RPCs)
- Logistics: delivery van, reefer truck
- Equipment: facilities, etc

### Capacity Building

- Food Safety / GAP improvements
- Continued education

### Marketing / Communications

- Upgrade labels / cartons
- Marketing materials / support
- Website / social media platforms



# Greener Fields Together

## Local Farm Initiative



### **Safe, sustainable produce.**

That's what **Greener Fields Together** was created to deliver.

### **Why?**

Because a seed-to-fork approach that educates and engages partners at every link in the fresh produce supply chain is the right thing to do.

**Greener Fields Together** quantifies sustainability efforts with every partner, facilitates continuous improvement at every link and, ultimately, creates a future for conscious production and consumption.

## YOU'RE AN EXPERT IN GROWING WE'RE EXPERTS IN DISTRIBUTING

Greener Fields Together's local farm initiative focuses on developing business relationships with family-owned farms and investing in the local producers working tirelessly to feed their communities. By taking a collaborative approach with the farm and purveyor, we are able to offer distinct opportunities at no cost to the farmer to expand their business, increase efficiency, and ensure food safety throughout the supply chain. This collaboration gives us all a chance to share our pride of place and the production that happens in various regions within our country.

## WHAT YOU GET AS A GREENER FIELDS TOGETHER LOCAL FARM PARTNER

### **Sales Opportunities:**

- Go beyond your normal sales channels and gain access to foodservice & retail markets
- Expand your business through our network of distributors and increase volume with our dedicated customers

### **Marketing Promotion:**

- Improve social engagement through web listings and social media promotion
- Engage with customers through promotional opportunities including farm tours, newsletter features, and local farm bios

### **Food Safety:**

- Implement a food safety plan with help from our training materials, webinar series, and expert support
- Become third-party food safety audited with financial assistance/reimbursement

### **Distribution:**

- Save time and increase efficiency via back-haul and cross-docking capabilities

### **Grant Opportunities**

- Receive grant funds up to \$30,000 to improve your business

