

GREENSGROW FARMS

CAMDEN

NEIGHBORHOOD MARKETS

FRESH, HEALTHY AND AFFORDABLE FOOD

WE ACCEPT:

- *FAMILIES FIRST* EBT CARDS
- CREDIT CARDS
- ATM CARDS
- CASH



GREENSGROW FARMS



NEIGHBORHOOD MARKETS

FRESH, HEALTHY AND AFFORDABLE FOOD

ASK US ABOUT OUR
PREORDERING OPTIONS
MILK • BUTTER • MEAT
CHEESE • YOGURT
EGGS



GREENSGROW FARMS CAMDEN

NEIGHBORHOOD MARKETS



FOR MORE DETAILS OR QUESTIONS
ABOUT OUR MARKETS:
CAMDEN@GREENSGROW.ORG
WWW.GREENSGROW.ORG/CAMDEN
FOLLOW US ON TWITTER! @LILYELLOWTRUCK

WHAT'S ON THE TRUCK THIS WEEK?

Thursday/Friday • April 17 & 18

Apples
Green avocados
Hass avocados
Bananas
Batatas
Broccoli
Collard greens
Nectarines
Striped eggplant
Hindu eggplant
Limes
Sweet potatoes
Acorn squash
Butternut squash
Pumpkins!
Onions
Plantains
Tomatoes

SPECIALS THIS WEEK!

Apples: 35¢ each

**Giant Peaches:
60¢ each**

**Collard Greens:
\$1.25 per bunch**

**Pumpkins:
\$1.00 each!!**

Onions: 10¢ each

**BRING US THIS
FLYER AND GET
\$2 OFF A
PURCHASE OF
\$10 OR MORE!**

WHERE CAN YOU FIND OUR MARKETS?

Centerville: Antioch Baptist Church,
690 Ferry Avenue, Thursdays • 10am

Cooper Grant: Rutgers Campus,
Penn & Friends Streets,
Thursdays • 3pm

Cramer Hill: Von Nieda Park, 29th
& River Streets, Fridays • 10am

East Camden: St. Joseph's
Church, 2907 Federal Street,
Fridays • 11:30am

Fairview: Freedom Academy,
Collings & Alabama Streets,
Thursdays • 4:30pm

North Camden: Northgate II, 500 N.
7th Street, Thursdays • 11:30am

North Camden: 3rd & State,
Cooper's Poynt School,
Thursdays • 2:30pm

Parkside: Park & Baird Boulevards
near Camden High School,
Fridays • 2:30pm

Waterfront South Farmer's Market:
1729 Ferry Avenue, Fridays • 4pm

YOUR SNAP/EBT CARD, CREDIT CARD & ATM CARDS ARE ALL ACCEPTED!

We accept SNAP (Food Stamps)/EBT cards and offer a Double Value Coupon program to increase the amount of fresh local food you can buy by matching all purchases made with EBT cards, dollar for dollar.

FAMILY FIRST CARDS ACCEPTED!



www.camden-ahec.org/

In collaboration with the Camden Area
Health Education Center (AHEC)



GREENSGROW FARMS



CAMDEN

NEIGHBORHOOD MARKETS

**BRINGING LOCALLY GROWN & AFFORDABLE
PRODUCE TO YOUR NEIGHBORHOOD**

SNAP/EBT CARD, CREDIT CARD & ATM CARDS ARE ACCEPTED!



THURSDAYS:

**CENTERVILLE: ANTIOCH BAPTIST CHURCH,
690 FERRY AVENUE • 10:00AM**

**NORTH CAMDEN: NORTHGATE II,
500 N. 7TH STREET • 11:30AM**

**NORTH CAMDEN: 3RD & STATE,
COOPER'S POYNT SCHOOL • 2:30PM**

**COOPER GRANT: RUTGERS CAMPUS,
PENN & FRIENDS STREETS • 3:00PM**

**FAIRVIEW: FREEDOM ACADEMY,
COLLINGS & ALABAMA STREETS • 4:30PM**

FRIDAYS:

**CRAMER HILL: VON NIEDA PARK,
29TH & RIVER STREETS • 10:00AM**

**EAST CAMDEN: ST. JOSEPH'S CHURCH,
2907 FEDERAL STREET • 11:30AM**

**PARKSIDE: PARK & BAIRD BOULEVARDS
NEAR CAMDEN HIGH SCHOOL • 2:30PM**

**WATERFRONT SOUTH FARMER'S MARKET:
1729 FERRY AVENUE • 4:00PM**



QUESTIONS ABOUT OUR MARKETS

camden@greengrow.org
www.greengrow.org/camden

GREENSGROW FARMS CAMDEN

NEIGHBORHOOD MARKETS



**WE BRING LOCALLY GROWN AND
AFFORDABLE PRODUCE TO CAMDEN
NEIGHBORHOODS EACH WEEK FROM
MAY-OCTOBER.**



GREENSGROW FARMS

Growers of Food Flowers and Neighborhoods

www.greengrow.org

Visit Greensgrow Farms in Philadelphia

2501 E. Cumberland Street
Philadelphia, PA 19125
215.427.2702

Philadelphia Spring Nursery Hours

Monday–Friday: 9am–6pm
Saturday: 9am–5pm
Sunday: 10am–4pm

Philadelphia Farmstand Hours

April–November
Thursdays: 2pm–7pm
Saturday: 10am–3pm

Check our website for latest hours
& farmstand dates.

www.greengrow.org



GREENSGROW FARMS CAMDEN

NEIGHBORHOOD MARKETS

**WE ARE GROWING
ALONG WITH YOU!**



BRINGING LOCALLY GROWN & AFFORDABLE PRODUCE TO YOUR NEIGHBORHOOD



SNAP/EBT ACCEPTED



THE MARKET FEATURES FRESH & HEALTHY LOCALLY GROWN PRODUCE AT AFFORDABLE PRICES!

Every week Greensgrow sells fresh, high-quality seasonal produce purchased directly from farmers. We carry New Jersey grown produce like peaches, corn and tomatoes in season.

The markets also carry regular fruits and vegetables that you look for like avocados, bananas, mangos, grapes, potatoes, onions and more!



YOUR SNAP/EBTCARD, CREDIT CARD & ATM CARDS ARE ALL ACCEPTED!

We accept **SNAP (Food Stamps)/EBT cards** and offer a **Double Value Coupon** program to increase the amount of fresh local food you can buy by matching all purchases made with EBT cards, dollar for dollar.



IN COLLABORATION WITH THE CAMDEN AREA HEALTH EDUCATION CENTER (AHEC)

FREE HEALTH & SOCIAL SERVICES OFFERED AT THE MOBILE MARKETS FOR YOU & YOUR FAMILY

These services include:

- Health & wellness checks provided by qualified medical personnel
- Disease & cancer awareness programs
- Assistance in applying for supplemental health insurance and food assistance programs.
- Nutritional education & cooking demonstrations.



WHERE CAN YOU FIND OUR MARKETS?

Centerville: Antioch Baptist Church, 690 Ferry Avenue, Thursdays • 10am

Cooper Grant: Rutgers Campus, Penn & Friends Streets, Thursdays • 3pm

Cramer Hill: Von Nieda Park, 29th & River Streets, Fridays • 10am

East Camden: St. Joseph's Church, 2907 Federal Street, Fridays • 11:30am

Fairview: Freedom Academy, Collings & Alabama Streets, Thursdays • 4:30pm

North Camden: Northgate II, 500 n. 7th street, Thursdays • 11:30am

North Camden: 3rd & State, Cooper's Poynt School, Thursdays • 2:30pm

Parkside: Park & Baird Boulevards near Camden High School, Fridays • 2:30pm

Waterfront South Farmer's Market: 1729 Ferry Avenue, Fridays • 4pm

FOR MORE DETAILS OR QUESTIONS ABOUT OUR MARKETS

camden@greensgrow.org
www.greensgrow.org/camden

**CSA
SHARES
AVAILABLE**

GREENSGROW.ORG/CSA

BRINGING LOCALLY GROWN, HEALTHY, AFFORDABLE PRODUCE TO YOUR NEIGHBORHOOD!

GREENSGROW FARMS CAMDEN NEIGHBORHOOD MARKETS

www.greengrow.org/camden

OUR MARKET LOCATIONS

CENTERVILLE: ANTIOCH BAPTIST CHURCH: 690 FERRY AVENUE, THURSDAYS • 10AM

COOPER GRANT: RUTGERS CAMPUS, PENN & FRIENDS STREETS, THURSDAYS • 3PM

CRAMER HILL: VON NIEDA PARK, 29TH & RIVER STREETS, FRIDAYS • 10AM

EAST CAMDEN: ST. JOSEPH'S CATHOLIC CHURCH, FEDERAL STREET, FRIDAYS • 11:30AM

FAIRVIEW: FREEDOM ACADEMY, COLLINGS & ALABAMA STREETS, THURSDAYS • 4:30PM

NORTH CAMDEN: NORTHGATE II, THURSDAYS • 11:30AM

NORTH CAMDEN: 3RD & STATE, COOPER'S POYNT SCHOOL, THURSDAYS • 2:30PM

PARKSIDE: PARK & BAIRD BOULEVARDS, FRIDAYS • 2:30PM

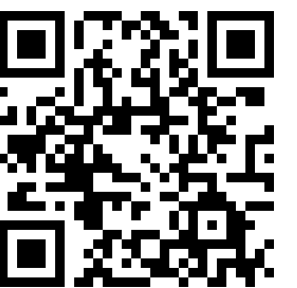
WATERFRONT SOUTH FARMER'S MARKET: 1729 FERRY AVENUE, FRIDAYS • 4PM



**CSA
SHARES
AVAILABLE**

GREENSGROW.ORG/CSA

GREENSGROW.ORG/CAMDEN



**LOOK OUT
FOR LITTLE
YELLOW!**

SNAP/EBT ACCEPTED



Thank you for your interest in the Greensgrow 2012 Summer CSA!

Our City Supported Agriculture (CSA) program provides you a convenient and exciting way to sample and learn about locally-grown produce and support a healthy life style for you and your family that includes plenty of fresh produce and other farm-fresh products!

IMPORTANT REASONS TO JOIN THE GREENSGROW CSA!

- **Variety!** In each share you will receive a variety of farm-fresh foods that make eating seasonally and locally a snap.
- **Quality.** You'll receive the best the region has to offer from asparagus in May to squash in November.
- **Value.** Joining the CSA ensures that you'll have fresh, high-quality veggies on hand, as well as the experience of discovering new foods.
- **Impact.** Greensgrow is not just a CSA, it's a pioneer in the reuse of urban brownfields for green business. Since we buy from other local producers and businesses, you're also doing your part to ensure their viability. That's one of the reasons PASA has recognized us with the 2012 Sustainable Agriculture Leader Award.



Visit Greensgrow Farms in Philadelphia

2501 E. Cumberland Street
Philadelphia, PA 19125
215.427.2702

Philadelphia CSA Pickups

2501 E. Cumberland Street
Thursday 2pm–7pm or Saturday 10am–3pm

Nursery Hours: April–December

Wednesday, Friday, Saturday: 10am–5pm
Thursday: 10am–7pm
Sunday: 10am–4pm
Monday & Tuesday: Closed

Farmstand Hours: May–November

Thursday: 2pm–7pm
Saturday: 10am–3pm



Camden CSA Pickups

Rutgers University/Cooper Grant, Friends & Penn Streets • Thursday 2pm–6pm

Center for Environmental Transformation/
Waterfront South Farmers Market • 1729 Ferry Avenue • Friday 4pm–7pm

West Philadelphia CSA Pickups

38th & Lancaster • Thursday 3pm–6pm

To get the latest details on the CSA, friend us on Facebook or signup for our email newsletter at:

GREENSGROW.ORG



PHILADELPHIA • CAMDEN



**2012
Summer
Membership
Information**



Your CSA Share

In the share each week, members will receive a seasonal assortment of six to eight locally grown, fresh vegetables and two fruits from rural farms and orchards, a locally made cheese, and the choice of another dairy/protein option: yogurt, butter, one dozen eggs (cage-free and antibiotic-free), seitan, or tofu.

In the share throughout the season, sometimes you'll receive a variety of locally prepared foods like a loaf of fresh baked bread from a local bakery, apple cider from a local orchard, honey, fresh pasta, or Greensgrow's prepared dips and sauces.

Pick Ups

The CSA season begins on May 24 and ends November 10, 2012. Pickup locations, days and times are listed on the back of this brochure.

You will be responsible for arranging the pick-up of your share on your chosen pickup day. Unfortunately, we cannot grant switches from one pick-up day or location to another.

Forgetful? We'll remind you! Each week you'll receive an email newsletter to remind you to pick up your share and give you lots of info; recipes, how to store and prepare food and all the latest Greensgrow news and events.



Sample Shares

Below are a few real examples of shares taken from last season. They'll give you an idea of what to expect as the share goes on:

JUNE

- Choice of dairy/protein item
- 1 piece organic colby, sharp cheddar, or smoked cheddar cheese
- 1 pint blueberries
- 1 lb. green or yellow beans
- 6 ears sweet corn
- 2 lbs. new potatoes
- 2 lbs. peaches
- 2 fresh onions
- 1 head butter lettuce
- 1 bunch arugula
- 2 slicing cucumbers

SEPTEMBER

- Choice of dairy/protein item
- 1 tub Shellbark Hollow Farms chevre
- 2 lbs. Gingergold apples
- 1 mini musketeer melon
- 1 bunch mustard greens
- 1 head organic green leaf lettuce
- 2 lbs. Yukon potatoes
- 1 lb. organic pattypan squash
- 1 bunch hydroponic basil
- 2 lbs. tomatoes
- 2 Sicilian eggplant



AUGUST

- Choice of dairy/protein item
- 1 piece Swiss, smoked Swiss, or hot pepper Swiss cheese
- 5 oz. organic spring mix
- 1 bunch parsley
- 2 lbs. peaches
- 2 red bell peppers
- 2 lbs. tomatoes
- 2 lbs. eightball squash
- 2 lbs. red potatoes
- 1 sugar baby watermelon
- 2 slicing cucumbers

NOVEMBER

- Choice of dairy/protein item
- 1 piece organic Wise Green sage derby cheese
- 1/2 gallon apple cider
- 1 head green leaf lettuce
- 1 lb. heirloom cranberries
- 2 lbs. Bartlett pears
- 1 bunch turnip greens, mizuna, or bok choy
- 1 bulb fennel
- 1 head broccoli



Full Share vs. Half Share

The full share is not for everyone. Some of you may eat out more often or want a break from cooking. The half share option is well suited to many one-person households. With a half share, you'll get the same amount of food as a full share, but you'll pick up every other week.

Cost & Payment

Full share/24 weeks costs \$775/\$32.30 per week

Half share/13 weeks costs \$435/\$33.45/week

Members may pay the full amount in one payment or pay in three installments. Payments may be made by cash, check, and online via PayPal/credit card as payment for CSA shares.

How to Sign Up!

If you would like to become a member, go to the CSA page of our website to apply. Friend us on Facebook or sign up for our email newsletter at greensgrow.org to get the latest updates on the CSA.

If you have any questions, contact us at 215.380.4355 or csa@greensgrow.org.



Office of the Mayor

520 Market Street

Camden, New Jersey 08101

*****EVENT ADVISORY*****

MAYOR REDD & COMMISSIONER GRIFA TO HIGHLIGHT SUCCESS OF GREENSGROW PROGRAM IN CAMDEN

CAMDEN – Mayor Dana L. Redd and Commissioner Lori Grifa from the New Jersey Department of Community Affairs will hold a press conference to highlight the success of the Greensgrow program in Camden. The press conference will take place at St. Joseph's Pro-Cathedral parking lot located on 2907 Federal St. at 1:00 p.m.

The Mayor and Commissioner will also be joined by representatives of The Bake Shop from RESPOND, Inc who will have fresh baked pastries, cookies and breads for sale; The Food Bank of South Jersey which will be signing up seniors for their Senior Farmers' Market Nutrition Program (FMNP) coupons; NJ FamilyCare which will provide information to individuals about state programs to provide affordable health coverage for kids and certain

low-income parents/guardians; Camden Area Health Education Center (AHEC); medical students from the University of Medicine and Dentistry, School of Osteopathic Medicine (UMDNJ - SOM) which will be offering free Wellness Checks; and St. Joseph Pro-Cathedral members.

THURSDAY, SEPTEMBER 15, 2011

WHO: Mayor Dana L. Redd, Commissioner Lori Grifa, Greensgrow
representatives

WHAT: Highlighting success of the Greensgrow
Program

WHEN: September 15, 2011, at 1:00 p.m.

WHERE: St. Joseph Pro-Cathedral parking lot
2907 Federal Street
Camden

###



Advancing Greater Philadelphia as a vital, just, and caring community.

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From Farming Veggies to Farming Ideas: Social Innovation Through Urban Agriculture

Publication Date: January 3, 2012

By Debra Blum for the William Penn Foundation

Photos courtesy of Greensgrow



Mary Seton Corboy, well-known in the urban-agriculture world for running a pioneering farm on a city block in Philadelphia, will argue that she is neither a pioneer nor a farmer.

"I backed into this when I thought all I was doing was starting a little business to sell lettuce," she says in her customarily blunt talk.

Over time, though, that little lettuce operation, begun in 1997 by Corboy and her then-business partner, Tom Sereduk, transformed her into a nationally recognized leader and admired innovator in urban farming. Sereduk bowed out early in the start-up, but Corboy persevered, turning a vacant lot once the site of a galvanized steel plant into a vibrant enterprise bringing fresh food, flowers, and locally-produced goods to hundreds of city dwellers.

Today, [Greensgrow](#) runs a nursery, farm stand, and a 600-member Community Supported Agriculture (CSA) program that together bring in annual revenues of nearly \$1 million. The money sustains the farm's business operations – managed by as

many as two-dozen employees during the busiest seasons -- and helps pay for Greensgrow's community projects aimed at making healthy food available to low-income residents. Greensgrow's site, hemmed in by rowhomes and metal-gated businesses, also showcases sustainable farming methods like composting, bee-raising, and converting used cooking oil into biodiesel fuel.

Inside its eight-foot-high chain-link fence, Greensgrow is a homey hodge-podge of hand-built, colorfully painted structures -- greenhouses, a solar-powered composting toilet, a chicken coop, an outdoor demonstration kitchen and more. A few blocks away in a local church is Greensgrow's Kensington Community Kitchen, turning out the farm's own value-added products, like sauces and jams, and incubating other local food entrepreneurs.



Greensgrow grows plants, flowers and a couple thousand pounds of fruits and vegetables each year at its main one-acre site and two other smaller plots around the city, and it gathers even more produce from other area farms to sell at its twice-a-week market. The organization also runs classes on gardening and cooking, workshops on land re-use and urban farming techniques, and all sorts of special projects, like a food truck it regularly deploys to the poorest neighborhoods in nearby Camden, N.J.

The organization has received a handful of grants from the William Penn Foundation and other philanthropies during its lifespan, but part of what makes Greensgrow's story interesting is its emphasis on a diverse range of revenues, and its lack of reliance on philanthropic support.

At the center of it all is Corboy, 54, who at once appears totally amazed and completely blasé about the micro-world of food and community she has created. At the start, she says, the original plan was simply about supply and demand. Sereduk, a chef, and Corboy, a former chef working as the caretaker of an estate, knew plenty of area restaurants increasingly keen on cooking with fresh and local ingredients. The pair found the \$150-a-month derelict lot in the neighborhood of Kensington and started growing lettuce hydroponically (a growing process that requires nutrient-rich water, but no soil) and delivering it freshly picked to kitchens around the city. Corboy points out that it was circumstance -- the fact that the site was so environmentally compromised that traditional planting was

not an option -- not "revolutionary thinking" that led to hydroponics. Over time, they added tomatoes, then flowers, and other produce planted on raised beds.

When neighbors began to show interest in Greensgrow, the group opened up its gates to the community in a variety of ways, inviting people in for tours and sponsoring neighborhood gatherings. When would-be urban farmers, urban-agriculture advocates, and community-development folks from around the country began to notice Greensgrow, it opened its gates even wider, positioning itself as a demonstration site for developing a profitable, sustainable, urban, green business.

Here, Corboy talks about what it has meant to turn a toxic slab of concrete into an exemplary urban farm; why nonprofits need a business plan; and how not everybody wants to eat kale.

Let's start with the big picture: Urban agriculture is often evoked these days as the answer to so much of what ails our nation's cities, like poor health among residents. Do you agree that urban farms are the answer?

Urban ag has parts of some answers, but it's not *the* answer. It can be used as a conduit to teach people about food. It can create access in communities. It can create healthy, green spaces. Community spaces. It can create jobs. It can create a body of knowledge. It can help rural farmers by being a liaison with the urban consumer who lets the rural grower know that the taste of the consumer is changing and they are looking for different things. It is one of many things that could lead to a change in the food scenario in our country. Having educated consumers and farmers, whether they be urban or rural, can lead to changes in food consumption and therefore also food-growing practices.

Are you talking just about the high-end consumers looking for that latest "it" vegetable and the farmers who are growing those, or about the food habits and needs of other urban dwellers, like immigrants and low-income people?

It's been un-PC to say, but urban farms and farm markets and other urban food efforts sometimes look like they are pushing, almost shoveling, the idea of local food or fresh food on low-income populations without recognizing that low-income people are often resistant to buying or even wanting that kind of food. It's not necessarily what they know or prefer.

So isn't your food-truck program in Camden an example of just the kind of programs pushing fresh food?

You have to teach them what to do with it. That it really is affordable. In Camden, we are working with a lot of other organizations. One of the programs we are involved in is with a doctor whose practice will be handing out food-truck coupons to patients. They'll say, "Hey, you have type 2 diabetes, you've got to start changing what you eat. There's a farmers' market on Tuesdays and Thursdays, here are coupons to help buy the food. Here are instructions about how to cook the food without lard and whatever else. And you have to start getting on this train." You have to help people make choices.

"Programs that are about social entrepreneurship, like urban farms, should basically run like a business, where you have to draw a line that says, this is what we can do with the resources we have or can generate. And if you can't do that, just like in any other business, you have to determine why you are not meeting those goals. Is this something you're not supposed to be in the first place? Is there not a demand for your product?"

- Mary Seton Corboy

You've been here for all these years and you're saying your own closest neighbors are not customers. Is that disheartening?

It's a long process. You have younger people who are learning about food, who are breaking with what their parents ate and so will become customers. They are getting used to seeing apples at school and then they wonder why they don't have any at home. They've learned a lot just by walking past our farm. Do I think I am going to get a 50-year-old, who I can't get to stop drinking Miller Lite or smoking cigarettes, to change her eating habits? No. But it's generational.

You might not have a lot of local customers still, but you have certainly become a neighborhood institution. What changed?

At some point early on, we decided to buy a greenhouse. Someone was tearing down their greenhouse so we could have it. We built it and decided to grow flowers. We had already done a study, and we knew we couldn't just grow lettuce in the winter in the greenhouse. It wasn't financially viable, so we started growing flowers, and that really started to change the nature of our relationship with the neighbors. Some of them had window boxes and they had marigolds, so we planted marigolds.

Greensgrow started as a small business and then became a nonprofit in 1999. Did you expect to run your operation with donations and grants?

No, we thought that if we could get it right then we'd be able to run a profitable organization and the grants could help us try things out and see if they could fit into the model. That's the way we still use grants today. Two years ago, I don't think we applied for any grants at all because we weren't in expansion mode; we were just doing what we were doing. Last year, we started two new initiatives so we applied for grants. We did a low-income CSA and the Camden truck. What we do is put something in the pipeline with the help of grant money and we give it three years to see if we can do something with it. If it emerges from that as something that is viable, that is sustainable, then it gets thrown into the farm pile and doesn't get any more support.

What would be an example of a project that started with a grant and became self-sustaining?

Years ago, we got a grant from USDA to launch a CSA. That was pretty much a lifesaver. We were at the end of our rope and that got us through the next two years and then the CSA really took off, and so did the nursery and the farm stand. We abandoned the wholesale lettuce entirely, and found a whole different income model. We were able to do that because we weren't beholden to any particular thing. It's not like we'd gone out and bought a \$50,000 potato truck. We took down hydroponics and made it into something else. We'll be back using hydroponics maybe next year, but this year we used the space mostly for chickens and nursery stock.

Why will you go back to hydroponics next year if you're doing so well with these other initiatives?

Because I think it's an important part of who we are – growing and alternative growing methods, and people love it. They love to see it. It's an important demonstration of how you can grow in different ways and in different places.

What are more recent examples of projects that went from grant-supported to self-sufficient?

We used foundation money to make biodiesel and to develop composting toilets. One of our composting toilets is solar.

Should other urban farms strive to move programs away from dependency on grants?

Programs that are about social entrepreneurship, like urban farms, should basically run like a business, where you have to draw a line that says, this is what we can do with the resources we have or can generate. And if you can't do that, just like in any other business, you have to determine why you are not meeting those goals. Is this something you're not supposed to be doing in the first place? Is there not a demand for your product? Are you not good enough to create demand for your product?

Are you saying it appears that some urban-farm efforts lack business savvy?

Yes, or they just don't have a plan that makes sense. You have to look at what is in demand. Just because you like kale or you think that it would be nutritious for people to eat kale, doesn't mean you should start a farm to grow it. You have to develop a market for people to buy it. I've seen all these small urban farms pop up and there's no market for them.

What does an urban farm need to get the right start?

This is something that should be started small and, no pun intended, grown. You don't need a million-dollar greenhouse to start a farm. You need seed and a shovel. And you need time. It is 40 acres and a mule. We've dealt with people who wanted to start an urban farm, and we threw their business plan back at them and said, you don't make \$100,000 a year as an urban



farmer. The urban farming movement will have a lot of fall out, but it will stick on many levels once people realize that it is not about production, it will never be about production. The plots are too small or compromised for it to be all about production.

If urban farming is not about growing produce, what is it about?

The first motive, in our case as a nonprofit, is to show that you can use brownfield land and turn it into something green and useful. Nowhere in our mission statement does it mention food. It is about reusing and reclaiming to create more livable cities. It's to reutilize abandoned and underutilized land to create more livable cities. Nothing to do with food or art or biodiesel. These were just other components that came along for us.

Greensgrow runs a farm stand, but you have said elsewhere that you think farmers' markets may not be all they are cracked up to be. What's your take on them?

There's nothing wrong with farmers' markets. The problem is that they go away. They may be there one year and not the next or even one week and not the next because the farmers get a better deal to set up somewhere else. With an urban farm, you are there. We have stakes here. What goes right in the community and what goes wrong impacts me, impacts the value of my house and the quality of life of all the people who work with me. I don't go away. I'm not here on Thursdays and then pack up the truck and maybe come back and maybe not. My neighbors know me. The money we make at the farm stays in this community. We have an open gate policy. Saturday mornings, people come for coffee. Christmas time, we empty the greenhouse and turn it over to local artists who sell their wares for gifts. We have a big fall festival when we bring in live animals, paint pumpkins, and it's all free. If there's a problem in the neighborhood, we are part of the response.

Greensgrow caters in large part to upscale shoppers who come from other parts of the city. What else does the organization do to serve its immediate neighborhood?

We have started a low-income CSA. It has 15 to 20 members. We have another year to work that out, and we may find it's best to roll it into our traditional CSA. But we try to do special programs, like pair the pick-ups with cooking lessons. We have a sincere desire as a nonprofit to serve the low-income community around us. Just being here though and letting people know we have fresh food – probably helps. It's generational, I think, like I said. We have a wonderful relationship with St. Michael's Church, where we've built our community kitchen. And we do a lot of work with local businesses. We purposely put our chickens in the corner where people can play with them. And they do. All generations come down and feed the chickens through the fence.

Are you still feeding the chickens, watering the crops?

I'm not doing as much farming these days. Now I call myself an Idea Farmer. That's my new title. I came up with it last week. I used to be C.F.H., Chief Financial Hoe-er. With an 'er' in polite company. I used to do a lot of hands-on farming, but I don't do that as much anymore, so I call myself an Idea Farmer.

What was an idea that you have had that people questioned, but turned out to work?

In the early years, when we built our own refrigeration with green roofs, people thought that was never going to work, but that has sustained us for years and years. We couldn't afford to get a much bigger compressor-driven refrigerator. A lot of it is our tweaking little things. Instead of a regular outhouse, we had the idea for a composting toilet, and one that people would actually want to use. It has a comfortable seat and magazines.

Let's wrap it up where we started, with the big picture: Where does Greensgrow fit into the national picture of urban agriculture?

We get tons of calls from people around the country interested in urban farming, and so we are like a demonstration project. But no matter what you tell people, they have their own ideas and will do what they want. Greensgrow has kept its eyes on what it is doing, and does not make a big political thing about it. We had a goal. We wanted to have a successful farm, and we proved it could be done. We wanted it to be something that other people can replicate, but we try to tell other people that they have to start small and see what is right for their community. Do they want chickens? Do they want education classes? Do they want you to have a pig? Don't force things. We were a business. It was a very casual change. It just evolved. And it has continued to evolve.

Accolades for Greensgrow



Best of Philly 2011:
City Nursery

Greater Philadelphia
Chamber of Commerce
2011 Excellence:
Sustainable Business of
the Year

Best of Philly 2008:
Best Philadelphian

Women Chefs and
Restaurateurs 2006
Golden Flow Award

Philadelphia Business
Journal 2006 Women of
Distinction

Organic Style magazine
2004 top 50
"Environmental Power
List"

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CITY NEWS

CAMDEN'S MONTHLY NEWSLETTER

City Hall, 520 Market St., Camden, NJ 08101

ROOSEVELT PLAZA PARK NOW OPEN TO THE PUBLIC

On Flag Day, June 14, Mayor Dana L. Redd, along with Congressman Robert Andrews, Council President Frank Moran, Freeholder Director Louis Cappelli, Jr., the City of Camden Veteran Advisory Commission, residents, and representatives from state, county, and local government, participated in the rededication and ribbon cutting ceremony of Roosevelt Plaza Park.

"The Roosevelt Plaza Park project is yet another example of Camden's renaissance which is transforming our neighborhoods to a place where our families can play, work, and live," Mayor Redd said.

"This project brings the City one step closer to the vision that Mayor Redd and so many other officials have created for a revitalized Camden," Congressman Andrews said.

Roosevelt Plaza was originally constructed as the civic open space in front of City Hall as part of the Works Progress Administration program of President Franklin D. Roosevelt's New Deal. The Plaza was developed as part of the design and construction of Camden's landmark City Hall in 1929.

The construction of the new Lit Brothers' Department Store to the east of City Hall (the present



Bird's eye view of Roosevelt Plaza Park.

Aletha R. Wright County Administration Building) in the early 1950's created an increased demand for parking in downtown. By special act of the State Legislature, Roosevelt Plaza was diverted from public open space and made available for the development of a parking structure. (story continued on page 2; see Roosevelt Park)

STATE EXTENDS PROPERTY TAX RELIEF APPLICATION DEADLINES

The State Department of Treasury has extended the deadlines for Homestead Benefit and Senior Freeze applications to October 19, 2012.

The Senior Freeze is available to homeowners or mobile home owners who are 65 years or older who have low or moderate incomes, or to disabled residents who receive federal Social Security payments. The Division of Taxation mailed Senior Freeze applications to current and newly eligible participants in February.

Taxpayers who think they might be eligible also can get applications by contacting the Senior Freeze hotline at 1-800-882-6597.

The Homestead Benefit program pays credits against local property taxes. Under the proposed State budget, homeowners who earned \$75,000 or less in 2011 will receive the credits, as will senior or disabled taxpayers who earned \$150,000 or less.

The Division of Taxation mailed application packets for this year's Homestead

Benefit in early May.

Camden residents who need assistance filling out applications can call the Mayor's Office at 856-757-7200 to make an appointment with a trained staff member.



Mayor's Office staff members assisting Camden residents fill out State Senior Freeze and City property tax relief applications in Cramer Hill (2011).



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DID YOU KNOW:

- The Camden Riversharks will host the 2012 Atlantic League All-Star Game on July 11. Prior to start of the game at 7:00pm, the day will be packed with family fun filled activities. For more information, please visit the Riversharks website at www.riversharks.com.
- "RCA Camden" was RCA Victor's budget label launched in the 1950s. It originally issued budget-priced classical LPs with some of the major conductors and leading symphony orchestras of the day.
- The 4th of July fireworks show will be held on Saturday, June 30th, starting at approximately 9:00pm.
- Camden PAL track team advanced to the USATF Region II Junior Olympics National Qualifiers.
- Marvin Poveda, Code Enforcement Officer for the City of Camden, is the July Employee of the Month. Congratulations!

MAYOR REDD RECOGNIZES CAMDEN HERO WHO SAVED A CITY



Mayor Redd presenting Mr. Kong Enh and Ms. Lorng Chour with Certificates of Appreciation from the City of Camden.

Mayor Dana L. Redd presented Mr. Kong Enh and Ms. Lorng Chour with Certificates of Appreciation from the City of Camden in recognition of their swift and heroic act to save an infant from a potential fatal incident.

In May, an individual using the services at Federal Laundromat, located near 23rd and Federal Streets, was captured on a surveil-

lance video putting an infant in a washing machine. The individual then shut the door, which locked and started an automatic cycle with the infant still inside.

Luckily, Mr. Enh was properly trained for any type of incidents. He quickly turned off the circuit breaker which turned the washing machine off. Thankfully, the infant escaped with no apparent

injuries.

"Mr. Enh truly deserves this recognition for saving the life of a young child," Mayor Redd said. "If he had not been paying attention, only God knows what may have happened."

"I am happy [that] I saved the baby's life," said Enh.

CAMPBELL SOUP COMPANY CAN MOVE FORWARD WITH GATEWAY REDEVELOPMENT PLAN

On June 11th, the Campbell Soup Company announced it has purchased the property located at 1301 Admiral Wilson Blvd. in Camden from Camden Gateway Properties, I, LLC. The 4-acre property includes the vacant Sears building.

The purchase of this property is another step in the process of expanding the Gateway Redevelopment Plan which was announced in February 2007.

Campbell will continue to be the Master Redeveloper of the office park and will work with state and local officials to attract developers and other businesses to Camden.

With the completion of this transaction, Campbell will have purchased approximately 13 acres, all of which are planned to be included in the proposed office park.

"This is great news for the City, Campbell Soup, and the

region," Mayor Dana L. Redd said. "This transaction will clear the way for future development in the Gateway Neighborhood and create potential jobs in our City. My Administration will continue collaborating with Campbell as we collectively strive to move Camden forward and spur economic growth."

"The acquisition presents a great opportunity for Campbell, the State of New Jersey and the County and City of

Camden to realize the original vision for the Gateway Office Park and help attract additional development in the city," said Richard Landers, Vice President Taxes and Real Estate, Campbell Soup Company.

Campbell plans to aggressively market the Gateway Office Park to developers and tenants, Landers indicated.

CAMDEN AHEC FARMERS MARKET BACK FOR ANOTHER FRUITFUL SEASON

Fresh produce will once again be plentiful this year for Camden residents to purchase at the Camden AHEC Farmer's Markets.

The markets will operate every Thursday from 11:00am to 3:00pm at Virtua Health, located at Atlantic and Mt. Ephraim Avenues; and every Friday from 10:00am to 2:00pm at the corner of Broadway and Martin Luther King Blvd. The Farmers Market will run from June 28th until October 26th.

"Many urban cities like Camden face a dilemma that most suburban and even rural residents take for granted—access to supermarkets which offer healthy fresh food products like fruits and vegetables," Mayor Redd said. "I am truly happy of the success and positive impact the Farmers Market has had in Camden."

About 800 people visit the Downtown market site on Fridays. Visitors can shop for produce and check out other vendors and even order lunch.

At the Virtua Health location, about 120 people visit each Thursday. Individuals can shop for produce as well as receive health screenings and talk to health and human service providers.

Both Camden AHEC market locations are able to accept Senior and WIC Farmers Market Nutrition Program vouchers. For more information, call Laura Sanchez from AHEC at 856-963-2432 x221.



An individual purchasing fresh produce at the Farmer's Market on Broadway last year (2011).