

COMMUNITY CONVERSATIONS

Zoom in –
Tues, Feb. 13 at Noon

12 | Welcome
12:05 | Topic Overview
Video
Q&A



Grow With Us: FarmerJawn at Westtown School



Brandon Ritter
Chief Operations Officer
FarmerJawn and Friends Foundation Fund
brandon@farmerjawnandfriends.org

THANKS TO OUR PROMO PARTNERS



FARMERJAWN

AGRICULTURE



https://www.instagram.com/reel/C3LHeOPr-vP/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA%3D%3D

A person is shown from the chest down, holding a bunch of green leafy vegetables. They are wearing a light-colored long-sleeved shirt and a blue wristband. The background is a field of similar plants, slightly out of focus. The text is overlaid on this image.

FARMERJAWN

AGRICULTURE

FarmerJawn & Friends Foundation Fund

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[COMMUNITY PARTNERSHIPS](#) + [INITIATIVES](#) [IMPACT](#) + [PROJECTIONS](#) [MEDIA](#) + [CONTACT](#)

Leadership



Christa Barfield
CEO + FOUNDER

A lifelong Philadelphia resident and health-care professional turned farmer. Her original ventures, FarmerJawn Agriculture & Viva Leaf Tea Co. are based in regenerative agricultural values with a goal of traceable and transparent origins of 100% Organically Dope foods. Christa is a Generation Change Philadelphia fellow, and in 2021 she was awarded the Urban Agriculture Award by the Pennsylvania Department of Agriculture in her first year applying.



Kara Wentworth
BOARD CO-CHAIR

Kara Wentworth helps nonprofits learn and build capacity toward equity. From launching a new public school in Seattle to building a model for community-centered design and impact strategy for public TV, she has consistently focused on elevating community-led solutions to key community needs. Kara believes organizations can have a greater impact through collaborative innovation, designing stronger programs and more just systems led by the people they serve.



Johanna Garcia
BOARD CO-CHAIR

Ms. Garcia entered the nonprofit world to explore her passion for healthcare issues. After earning her Master of Public Administration from Fairleigh Dickinson University and many years of work on community-based health projects, Ms. Garcia is recognized as an expert in program administration and policy enforcement at the New Jersey Department of Health, Special Supplemental Nutrition Program for Women, Infants, and Children. Ms. Garcia identifies as Afro-Latina with familial ties to Puerto Rico and is dedicated to serving her community.

The Board

TOBIAS HARRIS

Professional Athlete, Philadelphia 76ers

KARA WENTWORTH

Higher Education

VERONICA BLUM

Principal, MPN Realty

ELI KULP

Chef, Restaurateur,
High Street Hospitality Group

DEBORAH STALLWORTH

Doctorate of Nursing, PhD Candidate

BENNY PIERCE

Master Builder and Culinary Specialist

CHENORA BURKETT

CPA

JOHANNA GARCIA

Co-Chair

+ The Foundation

FARMERJAWN & FRIENDS FOUNDATION FUND

Our 501c3 is a nonprofit educational and workforce development provider



+ The Farm Business

FARMERJAWN AGRICULTURE

(RETAIL + FARM BUSINESS)

FarmerJawn Agriculture is a Black-owned, woman-owned farm and retail business that follows regenerative farming practices that concentrate on soil health and increasing access to organic food to marginalized communities.



Locations

1

ELKINS ESTATE

1 acre, 1 Greenhouse, 1 Hoophouse, Office, Primary Education for Agripreneur and School visit/farm tours for schools in Montgomery County and Philadelphia counties, FarmerJawn Agriculture CSA Farm

2

ROXBOROUGH

3,000 sq ft land for Agripreneurs in the Business Incubator

3

WESTTOWN

123 acre primary location for big school visits and Incubator Agripreneurs, FarmerJawn Agriculture CSA Farm

4

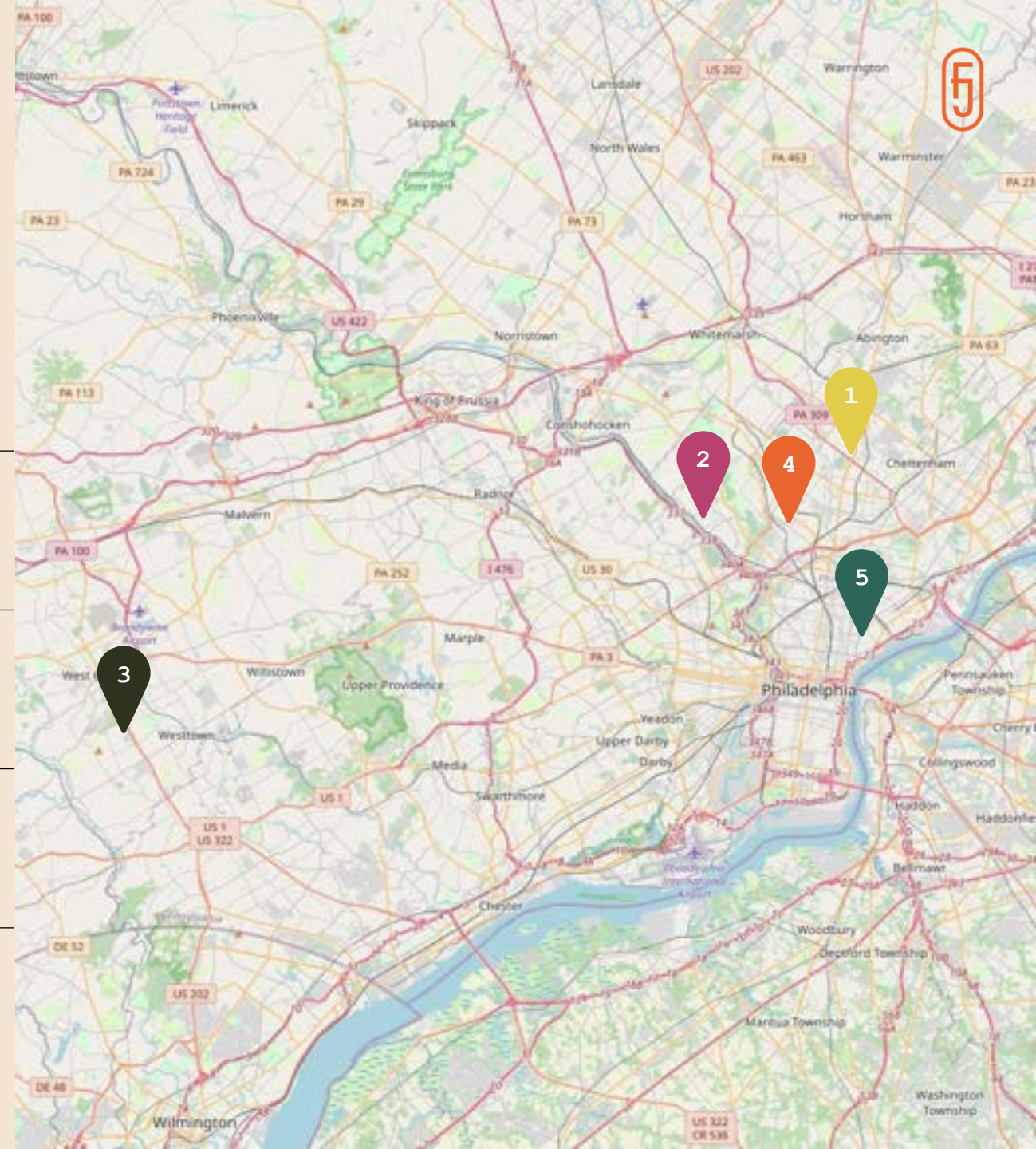
CORNERJAWN'S FIRST LOCATION

is 475 Cosgrove Street, Philadelphia PA 19144, Coming Fall 2023

5

CORNERJAWN'S SECOND LOCATION

is 1825 E. Boston Street, Philadelphia PA 19125, Coming Spring 2023





FarmerJawn Values



Vision

FarmerJawn & Friends Foundation Fund's vision is to improve Philadelphia's social, environmental, and physical health. With a pro-Black and inclusive approach, we seek to reimagine the way the city uses land. We bring regenerative organic agriculture practices and education to urban communities, helping people understand the farm to food connection through organic foodways.





Mission Statement

AGRICULTURE IS THE CULTURE.

We seek to reintroduce farming into the lifestyles of urban people through education, access, and empowerment.

HEALTHY PLANET = HEALTHY FOOD = HEALTHY COMMUNITIES



HEALTHY PLANET = HEALTHY FOOD = HEALTHY COMMUNITIES

Environmental

The quality of the water we drink, the air we breathe, and the food we eat are all linked by one overlooked factor: our soil.

Regenerative organic farming revitalizes our soil, our crops, our food, and therefore our people.

**HEALTHY PLANET =
HEALTHY FOOD**

Physical

Our food system has disrupted the connection between food and farming. Farmer's markets can bridge the gap, but they often geographically exclude Black and Brown populations, especially those living in poverty. These communities deserve the farm to table connection so often afforded to their white and wealthy neighbors.

**HEALTHY FOOD =
HEALTHY PEOPLE**

Social

Organic food is not a privilege; it is a human right. Marginalized groups have the poorest health outcomes and the highest rate of gun violence. In the face of these issues, each compounded by systemic racism, urban agriculture is a vector of hope. Access to healthy food, environments bettered by healthy soil and crops, and the community built around local farms can revitalize urban communities.

**HEALTHY PEOPLE =
HEALTHY COMMUNITIES**

FarmerJawn and Friends Foundation Fund

501c3 AS OF FEB 2022



AGRICULTURAL BUSINESS INCUBATOR

Cohort of Agripreneurs learn agricultural and food-related business skills, centered around urban farming at our Elkins Estate.

SCHOOL-BASED PROGRAMMING

Place-based and experiential learning focused on farming and gardening, tailored to each unique grade level in Philadelphia schools.

THE CORNERJAWN PROJECT

Nano-farms will be a community hub of environmental, physical, and social health, creating jobs, greenspace, and fresh food for all community members, regardless of income.

Agricultural Business Incubator

Teaches agribusiness practices
on a small urban scale

Participants develop and implement business plans with technical support and mentorship. Graduates receive microloans and access to land to launch their business. Interested graduates can provide education in our School Based Programming.



Agricultural Business Incubator

2022 BY THE NUMBERS

50

Applications for the first
year of 2022

10

Selected

10

Hrs/week for 4 months spent in
hands-on learning

04

Current students in transition
to the final phase of one-on-one
mentorship and micro loans.




Media

100%
ORGANICALLY
DOPE




WHYY



'Agriculture is the culture': FarmerJawn wants to reinvent agriculture education

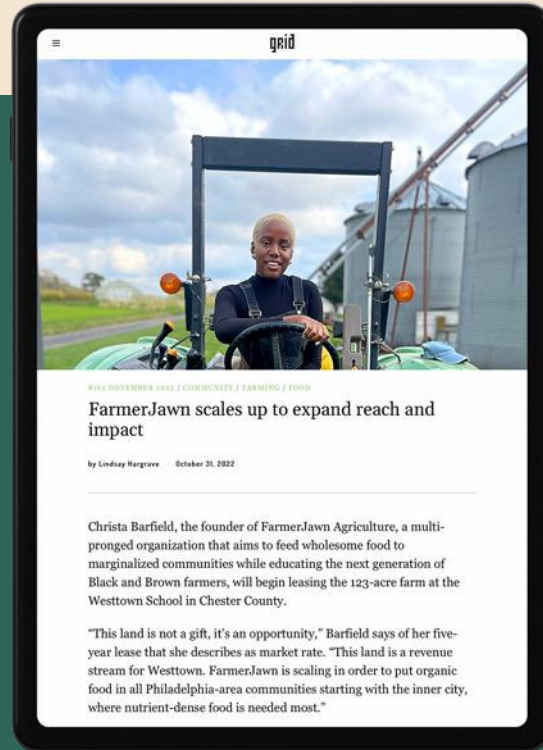
By Kerry Cooper · April 15, 2022

Listen 4:04



Christa Barfield (right) FarmerJawn founder, and Chief Operating Officer Brandon Ritter (left), help members of PowerCorpPA, learn prepare soil for planting at the Elkins Estate. (Kimberly Painter/WHYY)

The year was 2018 and it was an ordinary day. Unexceptionally ordinary. Christa Barfield, who was 30 at the time, arrived at her job in health care administration, sat down at her desk, and felt crestfallen about her career choice.



FarmerJawn scales up to expand reach and impact

by Lindsay Hargrave · October 31, 2022

Christa Barfield, the founder of FarmerJawn Agriculture, a multi-pronged organization that aims to feed wholesome food to marginalized communities while educating the next generation of Black and Brown farmers, will begin leasing the 123-acre farm at the Westtown School in Chester County.

"This land is not a gift, it's an opportunity," Barfield says of her five-year lease that she describes as market rate. "This land is a revenue stream for Westtown. FarmerJawn is scaling in order to put organic food in all Philadelphia-area communities starting with the inner city, where nutrient-dense food is needed most."

GRID MAGAZINE

PHILADELPHIA INQUIRER



FarmerJawn's Christa Barfield takes over Westtown School's farm, and adds a new mission

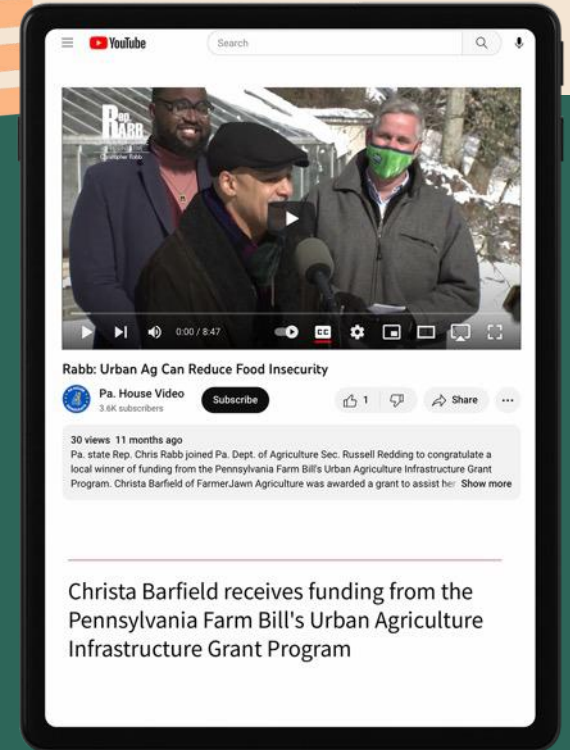
The 123 acres will become 100% organic. FarmerJawn will farm half of the land, train people of color to farm the rest, and operate the popular farm stand.



Christa Barfield of FarmerJawn Agriculture on the land that she will take over in 2023 on the grounds of the Westtown School near West Chester.
Alejandro A. Alvarez / Staff Photographer

The Westtown School has a new farmer to oversee the fields that sprawl across a fifth of its 600-acre campus south of West Chester, one with a new mission.

Christa Barfield of Philadelphia, who serves marginalized communities through her FarmerJawn Agriculture, said the partnership would allow her to "close the loop" — linking this rural setting with her current suburban farming operation in Elkins Park. She said FarmerJawn will operate as "one complete food system for the Philadelphia region."



Rabb: Urban Ag Can Reduce Food Insecurity

Pa. House Video
3.6K subscribers

30 views · 11 months ago

Pa. state Rep. Chris Rabb joined Pa. Dept. of Agriculture Sec. Russell Redding to congratulate a local winner of funding from the Pennsylvania Farm Bill's Urban Agriculture Infrastructure Grant Program. Christa Barfield of FarmerJawn Agriculture was awarded a grant to assist her: Show more

Christa Barfield receives funding from the Pennsylvania Farm Bill's Urban Agriculture Infrastructure Grant Program

YOUTUBE

FARMERJAWN

AGRICULTURE

Contact



farmerjawn.co



[@farmerjawn_](https://www.instagram.com/farmerjawn_)



For more information, please
email Brandon D. Ritter at
brandon@farmerjawnandfriends.org



Spread the Word

Community Conversations

Zoom in at noon – 2nd Tues monthly - free

DATE	TOPIC	TITLE	SPEAKER
10/10/2023	Income Inequity	<u>Income Inequity: Building Bridges To Get Out of Poverty in America</u>	<u>The Economist</u>
11/14/2023	Diversity	<u>Implicit Bias--How It Effects Us & How We Push Through</u>	Melanie Funchess TEDx Flour City
1/9/2024	Equity & Education	<u>The Consciousness Gap in Education - An Equity Imperative</u>	Dorinda Carter Andrews TEDxLansingED
2/13/2024	Black History	<u>The Mission to Safe Guard Black History in the US</u>	Julieanna L. Richardson, Founder The HistoryMakers
3/12/2024	Nutrition, Health & Wellness	<u>Grow With Us</u>	Brandon Ritter FarmerJawn
4/9/2024	Latinos & Race	<u>A Conversation With Latinos on Race</u>	<u>The New York Times</u>
5/14/2024	Rock the Vote/ Get Out The Vote ChesCo	<u>https://www.youtube.com/watch?v=5bB-J4sxLEo</u> <u>https://www.youtube.com/watch?v=hw7MOGISE-Q</u>	
6/11/2024	Juneteenth	<u>The Truth About Juneteenth</u>	Daniel Middleton for Unique Coloring/Black History Explainer