

## **Urban Agriculture Distribution Plan**

The Urban Agriculture Team was challenged to design and develop a business model that introduced multiple supply channels for the Farm to Table Co-Op operating at the Newark People's Garden. This garden, founded by Newark SAS, found great success in its first growing season last summer. The garden flourished so much so that there was often an abundance of produce leftover over every week. Our team wanted to find the best, most efficient ways to utilize this abundance of produce to support two of the United Nations Sustainability Goals- zero hunger and health and well-being. First, we calculated the weekly produce yield for the co-ops 20 week growing season and then compared it to the produce utilized thru existing co-op members. By quantifying the amount of leftover produce, we were able to engage potential partners with a clear picture of our garden's growing potential. These partners came from existing resources within the social, private, and public sectors, such as local produce shops and food programs sponsored by Newark's Office of Sustainability and Rutgers Newark. By tapping into existing networks within Newark, our team will provide healthy, nutritious food to the city of Newark.

If you would like to get involved, please visit [www.sasglocal.com](http://www.sasglocal.com) or contact Tobias Fox Cell (646.399.0337).