

Wittel Farm Future Viability and Options for Continued Productivity

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Hunger in Lancaster County

Why is hunger a problem in Lancaster County? Especially when we are surrounded by lush farms? Food insecurity, defined as a lack of adequate access to healthy food is prevalent in Lancaster County even though it sounds as if it should be an oxymoron. How could an area with 425,336 acres of agriculture, and some of the world's most fertile non-irrigated soils have people who go hungry? ¹ Seven million meals are missed by food-insecure families in the county and it only costs \$3 to feed one person, one meal in this county. Comparatively, the 11% in Lancaster is a lower percentage than other towns in central PA, 14.9% is the highest in Centre, PA and 10.3% is the lowest in Adams, PA. Though Adams has a lower population than Lancaster, Centre, PA does as well.

In 2012 Lancaster County was ranked the sixth most food insecure county in PA out of 67 counties.² This issue stems from the inequality that is prevalent in the rural county. According to Data USA, 10.9% of the residence in Lancaster County are living below the federal poverty line and in 2013, 55,345 are recipients of the Supplemental Nutrition Assistance Program (SNAP).³ In order to combat these issues, initiatives such as Hunger Free Lancaster, the Mayor's Mission to Combat Poverty, and the Community Action Program (CAP) are working diligently to address some of these systemic issues. In 2016, with 49.9% of the county identifying as practicing a religion, church organizations have taken the lead on addressing hunger in the county. These religious church affiliates are untapped potential for volunteers and donations throughout the county.⁴

More Hunger Facts

- There are currently around 530,000 residents in Lancaster County.
- A staggering 59,000 people go hungry annually in Lancaster.
- 11% have food insecurity
- 18% of children, which is about 121,000, under age 18 are hungry

The Importance of Wittel Farm

Lancaster Camping Corporation of Central Pennsylvania, in partnership with Hunger-Free Lancaster County, is undertaking an ambitious new ministry initiative at The Wittel Farm. The Growing Project is dedicated to growing fresh vegetables to help feed the thousands of hungry people in Lancaster County by donating all the produce to local food relief organizations. LCCC is helping reduce local food insecurity by devoting land to grow fresh fruit and vegetables to donate to help relieve the hunger burden on individuals and families.

¹ <http://www.keeplancastercountyfarming.com/>

² Feeding America.Org

³ Small Area Income & Poverty Estimates Program, DID, Census Bureau. "Small Area Income & Poverty Estimates (SAIPE) Lancaster County, PA." *SAIPE - SNAP Benefits Recipients - U.S. Census Bureau*. N.p., 2013. Web.

⁴ Sperling. Religion Overview in Lancaster County PA. N.d. Raw data. Lancaster, PA, n.p. <<http://www.bestplaces.net/religion/city/pennsylvania/lancaster>>

Wittel Farm owns over forty acres of prime farmland and the Growing Project is expanding from two to five acres in 2017, with plans to raise sweet corn, peppers, tomatoes, various greens, sugar snap peas, and beans. In 2016, with 150 volunteers and \$900, the Growing Project they donated 6,000 pounds of produce to food relief organizations in Lancaster from cultivating two acres of land, so the more exciting expansion should yield significantly more fresh food to those who need it most. Volunteers help throughout the planting, growing, and harvesting processes to make this venture successful so there are abundant opportunities for individuals, church groups, businesses, schools, and others to get involved. Last year, the farm gathered volunteers and collected donations mainly through their large Lutheran Church network.

Case Studies

The actions they took to secure short term and long term success could help Whittle Farm in the same way. It may also spark ideas for those working on Whittle Farm in helping them secure their place in Lancaster as a great food shed.

California initiatives⁵

- Multiple areas
- Gained annual fund security through various grants.
- Further technical support was available through those associated with the grants.
 - Whittle Farm had some issues with having farm hands that already had prior farm work/gardening knowledge, so by setting up grants with agencies associated with gardens/farms could mean extra farm hands without having to spend time teaching them the work.
- They set up skill-building workshops. Through time, the more they developed these workshops, the more they could branch off and develop workshops that cater to various community needs like
 - creating meal ideas/cookbooks,
 - cooking classes
 - advocacy (back to tabling at fairs like I mentioned above)
- These continued ongoing workshops helped gain momentum for the farms/gardens over time and helped increase awareness.
- Though they had different gardens intended for different reasons, such as youths or senior citizens, (Whittle Farm is unique in that its food is intended for all but can reach out specifically to various demographics for help and to help.)

⁵ Twiss, Joan, Joy Dickinson, Shirley Duma, Tanya Kleinman, Heather Paulsen, and Liz Rilveria. "Community Gardens: Lessons Learned From California Healthy Cities and Communities." *American Journal of Public Health* 93.9 (2003): 1435-438. Web.

- By partnering with nearby schools and youth programs they were able to increase physical activity for those kids and also just increased their education on food and healthy eating. It also increased their volunteers.

*Common Good City Farm*⁶

Location: Washington D.C

Program:

Offer other various programs than just bringing food to local shelters

- CSA (an idea for funds)
- Farm stand
- Green Tomorrow's
 - A program open to low-income families that provides hands-on farming and food access.
 - Education provided to these people on how to cook the food and how they could start their own gardens.
- Small Enterprise Program
 - They bring a small portion of their food to local restaurants
 - There is a local pizza shop maybe Whittle Farm can bring them herbs and tomatoes.
 - Various restaurants in Lancaster do farm-to-table also.
- Youth education programs
 - After school programs that include farming, cooking, eating and learning.
 - Whittle Farm could reach out to local boys and girls clubs
 - They prepare meals in the kitchen and then eat them outside.
 - This benefits their home life as well, their education on cooking and eating better can help their own families.
 - Paid summer internships.
 - Helped with having consistent work.
 - Interns were able to take food home as well
 - Whittle Farm could do unpaid internships to help students build their resumes.
 - Mike also expressed his concerns for not having anyone once school started, he could keep on an intern for after school. This would increase youth physical activity and provide them with healthy foods to take home to their families as well.
- Seed to Table

⁶ "Programs." *Commongoodcityfarm.com*. Common Good City Farm, n.d. Web.

- Another educational workshop that provides cooking classes and recipe ideas.
- Little Farmers
 - Mothers and/or fathers can do hour long enrichment programs together for young children not in school yet. Registration fee is \$5.
- Field Trips
 - Set up field trips with various schools in the area, this is another way Whittle Farm can make some funds and get additional volunteer work.
 - Low-income students would benefit, by increasing their awareness of these resources they can bring back to their communities/families.

Fundraising Techniques/Donations

The Connection between the network of Lutheran churches in Lancaster County with the Lutheran Camping Services Wittel Farm Growing Project is a positive and the multi-church system connection can provide more resources, especially in terms of fundraising and donations.

- Wittle Farm ‘Flower Pot’ collection
 - Annual or bi-annual change drive.
 - Set up at various Lutheran Churches in Lancaster County
 - By giving out maybe small flower pots or something creative to church parishioners, they can have maybe a month or so to collect the change and bring them back.
 - The change could help tie up a lot of loose ends, and maybe even go towards the fund for a fence to keep the wildlife out.
 - By giving a specific reason for what the change is going for also gives the parishioners a better incentive to save change and want to actually participate. It is important to make sure that the parishioners know what they are supporting and by giving them something creative to put the change in to is another incentive for them to actually put the change in.
 - The timing of the collection will be important.
 - Depending on when they will need some extra funds, whether it be in the spring/summer or fall/winter. The change can go to buying more seeds and herbs.
 - They could also use the change to buy seeds. Mike expressed interest in wanted to be able to buy seeds and not just rely on donations.
- Whittle Farm Info Table
 - Another way to gain even volunteers or donations is to set up an information table after a service.

- Parishioners can ask questions, look into volunteering, donate at the table directly, and the *consistency* of having a table every Sunday (or whenever Lutheran services are) means that the chances of donations/volunteers could increase also.
- Many parishioners are probably local business owners.
- They may find that Whittle farm could be a great place for business volunteer opportunities, or donation opportunities, and even business retreats.
- Other ways to gain donations is to set up tables at local fairs during the summer/fall. Whittle farm can increase its local awareness really well this way.
- Many of the attendees at local fairs tend to be the ones that are most involved about local issues.

Having a monthly Sunday collection that goes towards the Whittle farm project will help insure a continuous flow of funds as well.

Grant and Loan Opportunities

Today's political reality suggests severe diminishing of federal funding for social safety net programs, including for food and nutrition. As food insecurity in Lancaster is a prominent issue, Wittel Farm's idea of providing food to the food insecure in Lancaster County is a charitable act that the Lutheran Church is doing. With that being said, there are a couple of (government funded) grants that will benefit Wittel Farm immensely if they are eligible for application.

PAgrows

Website: <http://www.pagrows.pa.gov/grants.aspx>

PAgrows is part of the Keep PA Growing economic development initiative that the Pennsylvania Department of Agriculture has started. It is a quick and easy source for farmers and landowners to access in order to find information on loans and grants that are available. PAgrows assists farmers and landowner not only finances but also business planning and guidance.

- *Specialty Crops Grant Program*
 - This grant program will award projects for up to two years. These projects must aim to enhance community based organizations. Some examples of these projects that may eligible for this SCBGP-FB grant fund are those that increase child and adult nutrition knowledge and consumption of specialty crops, improving efficiency and reducing costs of distribution systems, including organic research to focus on conservation and environmental outcomes, enhancing food safety, etc.
 - <http://www.agriculture.pa.gov/Promote/Markets/Agricultural%20Marketing/Pages/Specialty-Crops-Grant-Program-.aspx>
- *Organic Cost Share Program*

- Farms in the state of Pennsylvania who produce organic crops and livestock are eligible for reimbursement for a percentage of their certification costs. This program is not a competitive program and they currently have \$1.425 million available and these farms can be reimbursed as much as 75% of their certification costs.
 - <http://www.pagrows.pa.gov/docs/CostShareApplication2016CSY.pdf>

Farm Aid

Website: <https://www.farmaid.org/>

Farm Aid started off as a benefit concert, organized by Willie Nelson, John Mellencamp, and Neil Young, to raise money for family farmers in the US. They are a nonprofit organization that promotes food from family farms, grows the good food movement, help farmers thrive, and take action to change the system. Like PAgrow, Farm Aid helps farmers and landowners get the information they need to better their farm. They have many resources that farmers can go through to find help that is specific to their needs.

- <https://www.farmaid.org/our-work/grant-guidelines/>

Though this website farmers can narrow down Farm Aid's online directory to tailor to their personalized needs.

<https://www.farmaid.org/our-work/resources-for-farmers/farmer-resource-network/>

- *Chester County Economic Development Council*
 - CCEDC aids first time farmers through low interest loan programs as well as the development of educational and awareness programs.
 - *Next Generation Farmer Loan Program* – a program that focuses on a lending institution providing a tax –exempt mortgage to the borrower. Can be used for Agricultural land, agricultural improvements, depreciable agricultural property, such as farm machinery.
 - <http://ccedcpa.com/wp/wp-content/uploads/2016-Next-Generation-Farm-Loan.pdf>

Pennsylvania State Farm Service Agency

- Website: <https://www.fsa.usda.gov/index>
 - Assist farmers and ranchers secure the greatest possible benefit from programs administered by FSA such as farm loans, commodity price support, disaster relief, conservation, etc. They have many different types of loans such as those for beginning farmers and rancher, youth loans, guaranteed farm loans, etc.
 - <https://www.fsa.usda.gov/programs-and-services/farm-loan-programs/index>

Lancaster Farmland Trust

- Website: <http://www.lancasterfarmlandtrust.org/index.html>

- Organization that works with farmers to permanently protect their land and assist farmers in implementing sustainable practices. Provides outreach and education to farmers on conservation practices, compliance issues, and financial planning. It helps farmers access funding to improve their operations to make them more financially and environmentally sustainable.

Lancaster County Community Foundation

Website: <https://www.lancfound.org/>

A community foundation that helps Lancaster County invest in the future of the community. They work with the PA Farm Link, a non-profit organization, that is dedicated to creating farming opportunities for the next generation and to ensure that farmlands stay in farming.

- <http://pafarmlink.org/>

Through PA Farm Link, landowners can register their land to their online database that will assist them to match them with beginning farmers who can help landowners with the farm.

- <http://pafarmlink.org/info-resources/for-landowners/>

Through their resource center farmers and landowners can go through their database to find help with business planning, financial grants/loans, educational programs, livestock and equipment, etc.

Northeast Sustainable Agriculture Research and Education

- *Website:* <http://www.nesare.org/Grants/Get-a-Grant/Partnership-Grant>
 - Northeast SARE is a regional program that is a part of the USDA National Institute of Food and Agriculture. They offer competitive grants to projects that address key issues affecting sustainability and economic viability of agriculture. Though the Northeast SARE there are many different grants people can apply to. There is a partnership grant that can be used to purchase materials specific to the project, to pay farmers for their time, compensate project leaders, outreach costs, etc.

For a full spreadsheet of grants due dates, and fees look at Appendix 1

Business Model

To meet their new goal and continue expanding in the future, the Growing Project must become economically sustainable. Although the Growing Project is a non-profit organization, Wittel Farm must operate as a business. A contribution in assisting the Growing Project reach their goal will be in the form of a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis. The

purpose for conducting this analysis is to identify strategies/options for becoming economically sustainable. The analysis will highlight areas where the Growing Project was successful and where there needs to be improvement. The opportunities that we mention will serve as choices towards saving/making money. Additionally, we will approximate the total cost of the growing operation and calculate how much income the farm can generate to use for the next growing season.

SWOT Analysis

Strengths:

- 1.) The Growing Project is connected to a large network and gathered a considerable number of volunteers from around the area. The Growing Project wants to increase their production by two and a half, so the number of volunteers must also increase.
- 2.) Wittel farm's location serves as a strength because it is near other farms. The proximity allows for the Growing Project to borrow machinery and other equipment for the operation. Last year, Wittel Farm hired a neighbor with a tractor to prepare the land for growing.
- 3.) The Growing Project grew eight different kinds fruits and vegetables.

Weaknesses:

- 1.) To become economically sustainable, the Growing Project must rely less on donations. The Growing Project did well with only \$900 in donations, but since the farm aims expand they will need more money to support the operation.
- 2.) Wittel Farm owns around 60 acres of land but some of the land is forested and unsuitable for growing. Additionally, the 40 acres that are suitable for growing are not a contiguous piece. The land used for growing in 2016 is separated from other portions by roads and forested areas. If the Growing Project wants to utilize all their usable land for growing, the separation between lands will be more difficult to maintain.
- 3.) Wittel Farm lacks fencing around their growing operation. Without proper fencing, animals such as deer and groundhogs disturbed or ate the crops. The actual number of crops that were lost to wildlife is unknown, but Mike Youse said that it was a significant portion.
- 4.) Wittel Farm lacks refrigeration units that some fruits need.

- 5.) Wittel Farm lacks an extensive irrigation system to water the crops
- 6.) Lancaster City is 22 miles away from Wittel Farm so the location also serves as a weakness. There are over 10 census blocks in the city with 30% of their population below the poverty level⁷. These areas could benefit from volunteering at Wittel Farm but residents may not be willing to travel. Geospatial data reveals that the poorer census blocks are on the East side of the county. Therefore, the Growing Project must be able to transport produce to food banks that are farther away.

Opportunities:

- 1.) To rely less on donations as a form of income, the Growing Project can open a farm stand to sell some of their produce. Opening a stand will incur costs but has the possibility of making money quickly if the produce is sold at market price. See **Appendix 2** for market prices of the produce that the Wittel Farm grows.
- 2.) Another option for generating income is selling produce to restaurants that source locally. This option can be quicker than selling at a stand because restaurants will buy in bulk. However, selling to restaurants may not be cost effective unless the Growing project can consistently grow a large amount of produce. The farm value of fruits and vegetables is about 3 times less than retail value, see **Appendix 3**.
- 3.) Growing lavender on the property can benefit Wittel farm economically and aesthetically. The startup costs to grow lavender are high at around \$2500 dollars but can be payed off if the lavender is sold. An acre of lavender is able to grow 300-1800 pounds of lavender.⁸
- 4.) When the project expands to a considerable size and makes more money it is possible to hire temporary workers. Since the Growing Project aims to expand yearly, additional labor will be needed to care of the plants daily. These temporary workers can serve as interns and can live at the Wittel Retreat House.
- 5.) The Growing Project will benefit by having a dedicated grant writer. Gathering money through grants can help pay for expenses such as transportation, refrigeration, and fencing.

⁷ Lancaster, Pennsylvania (PA) Poverty Rate Data Information about poor and low income residents. (n.d.). Retrieved March 15, 2017, from <http://www.city-data.com/poverty/poverty-Lancaster-Pennsylvania.html>

⁸ Adam, Katherine. "Lavender Production, Products, Markets, and Entertainment Farms." *Lavender Production, Products, Markets, and Entertainment Farms* | ATTRA | National Sustainable Agriculture Information Service. NCAT, 2006. Web. 20 Apr. 2017.

- 6.) To continue saving money on labor, the Growing Project must gather more volunteers through community outreach. Neighboring schools can serve as a resource to Wittel Farm and Wittel Farm can serve them as a resource to neighboring schools. The Farm can use student volunteers to help them grow and can teach student volunteers values such as stewardship.

Threats:

- 1.) Wildlife will continue to eat and destroy the food so a fence should be installed as soon as possible. A less expensive fence can be built to counteract deer but will do little to counteract groundhogs or birds.
- 2.) Not gathering enough volunteers to achieve the new goal may be challenging. The Growing Project is only on its second year of operation so the number of volunteers can vary significantly. Without proper community outreach, there may be a less volunteers.

Projecting Future Growth

Assumptions:

Some assumptions will be made to calculate the cost of producing 5 acres of food at Whittel Farm. The largest assumption is that the cost of producing different fruits and vegetables will cost the same as only producing summer squash. Data used for this calculation was taken by University of California Small Farm Program, which grows in the San Joaquin Valley⁹. Costs from growing in California will not apply to all regions, so this calculation will assume that the costs are equal. The farms that grew squash in California were equipped with drip irrigation systems that closely monitor the amount of water being used. Since Wittel Farm lacks an irrigation system, the cost owning/operating one will be assumed. It will be assumed that Wittel Farm will grow on a contiguous piece of land. Data was gathered in California in 2005, so figures will be adjusted for inflation in 2017 (see **Appendix 3**). It will be assumed that Wittel Farm can grow the maximum number of pounds per acre. Lastly, the farm value of the fruits and vegetables was determined by dividing the retail price by 3.7.

Expenditures:

Expenditures like labor costs, equipment operating costs, and cash overhead are omitted from the calculation. Labor costs can account for large portions of any budget so the Growing Project can omit the cost because there are no employees. Maintaining equipment such as tractors and machines for harvesting accumulates costs but the farm can also omit the cost

9 University of California Agriculture and Natural Resources. (n.d.). Summer Squash. Retrieved March 14, 2017, from <http://sfp.ucdavis.edu/crops/coststudieshtml/BpSquashSummerSJV20042/>

because they borrow equipment. Lastly, cash overhead can be omitted from the costs because cash overhead consists of expenses that are charged to the entire farm and not an operation.

Expenditures that were included are irrigation, fertilizer, planting, and harvesting (**Appendix 3**). Irrigation cost account for the water that was used to grow the crops. Planting accounts for digging holes in the ground and plant transplant costs. Harvesting accounts for the loading and transportation costs associated with delivering the produce to local food banks.

Cost to Produce:

Analyzing the data from **Appendix 3** will reveal that it will cost Wittel Farm between \$6790-\$8469.35 to grow 5 acres of food. To break even for the next season, the Growing Project must sell some of its produce. Summer squash can yield up to 9700 pounds per acre¹⁰. If the Growing Project begins to sell at a farm stand with retail prices, it is possible to make \$15,908 dollars from selling an acre of summer squash alone. If the Growing Project begins to sell at restaurants at wholesale prices, it is possible to make \$8,536 dollars from selling two acres of summer squash. It will be difficult to break even by selling at retail or wholesale price because it is assumed that the Growing Project can successfully sell in the first year. The costs of growing different produce and the possible returns from selling different produce will vary. The farm can make back the money they used to produce 5 acres of food by selling at most two acres at wholesale prices. The Growing Project can expand every year but they must begin selling some of the harvest this year to prepare for future growth. Many costs were omitted from the analysis so it is important for the Growing Project to begin collecting funds as fast as possible.

Sustainable Agriculture

The term sustainable agriculture is mainly considered in terms of technical progress and economic stability. It is important to ensure that farms can sustain their operations because many people rely on them for food. However, there are other factors that the term sustainable agriculture encompasses. A sustainable agriculture model must also reduce environmental damage and address societal issues. In the case of the Growing Project, action must be taken to become sustainable. In terms of technical and economic progress, the farm will need to begin selling some of their yield to balance their expenses. After the Growing Project collects enough revenue, some money needs to be saved to pay for expenses such as building a fence, buying refrigeration units, labor, pest control, and irrigation. Additional options for balancing out costs would be applying for grants or applying to preserve the farmland. In terms of reducing environmental damage, the Growing Project must begin tracking their water use. In terms of societal progress, the Growing Project is setting a great example for other locally producing

10 Kern, K., & Kern, B. (n.d.). Crop Yield Verification. Retrieved March 18, 2017, from <http://www.gardensofeden.org/04%20Crop%20Yield%20Verification.htm>

organic farms. The Growing Project is part of a coalition with Hunger-Free Lancaster which aims to make healthy food accessible to all county residents. An unintended and often unaddressed social consequence is that people with low incomes often cannot afford organic products and are denied access to food containing fewer pesticide residues¹¹. By continuing their efforts in expanding, the Growing Project will be able to address this societal issue. The Growing Project can assist 29% of Lancastrians that are below the poverty line¹². To evaluate and mitigate social issues, it is important for Wittel Farm to become sustainable.

Funding Opportunities for Whittle Farm

Wittel Farm currently has from donations, a total of about 8,000 dollars from the 2016 year, this money will be used for the farm operation. However, as the farmland that is being cultivated is increasing, as Michael had expressed interest in doing in the future, more skilled farmers and some equipment might be necessary for production. Currently, one farmer has been donating his time to help with field plowing, but going further in the future this might not always be the case. A more regular worker will be necessary to ensure that the once more acres of the farm are put under cultivation all of the seed work and plowing can be completed.

In order to be successful as a charity farm, setting aside and saving more money could provide lasting benefits. This additional money can be used towards more opportunity for Wittel farm to have events, expand their children's camp, and possibly hire some full-time staff to help out on the farm when volunteers is low. Most of the 8,000 dollars are used to help children who normally could not afford to attend their summer day camp at a reduced cost or for free.

From our group's meeting with Michael Youse on Friday, February 24th, 2017, we were informed that many of their seeds were given based on donations. While this is an excellent form of charity, to ensure that enough vegetables and a wide variety of them can be produced, having money saved for the operational costs of Wittel Farm could be an assurance that the farm can produce year after year. In the next sections, strategies for accumulating and securing money from the farm will be discussed.

Preservation

After Speaking with Michael Youse, and discovering that a few years back he had tried to preserve with the Agricultural Preserve Board through the County Program, but was told that they did not have the funds, or the need to preserve his farm, we proposed that looking at the option to work with The Lancaster Farmland Trust could present an economically viable option for Lutheran Camping Services at their Wittel Farm location.

11 Allen, P., Van Dusen, D., Lundy, J., & Gleissman, S. (1991, June). Expanding the Definition of Sustainable Agriculture [Scholarly project]. Retrieved from <https://escholarship.org/uc/item/6cd573mh>

12 Journalist, T. B. (2016, December 12). Poverty rate ticks up in Lancaster County, including Lancaster city. Retrieved March 9, 2017, from http://lancasteronline.com/news/local/poverty-rate-ticks-up-in-lancaster-county-including-lancaster-city/article_15d7690a-be44-11e6-9beb-dfaff67cd2f5.html

Preserving the Wittel Farm property provides benefits because it is land that can provide economic value simply just for being there. Preservation is also something that Lutheran Camping Services has previously expressed interest in. Since the grounds were donated to the church, no tax is currently being paid on the land. The Lancaster Farmland Trust preserved not-for-profit organizations farms before. By preserving this land, there will be a legal conservation easement which is binding that puts permanent restrictions on the land. This easement allows for this land to be a farm in perpetuity, meaning forever. The land would be monitored by the Lancaster Farmland Trust through a Stewardship Fund to ensure that the land is within the legal boundaries set up by the easement in the preservation process. This easement has specificities on impervious surface coverage limits and legal uses. This land will always still be owned by Lutheran Camping services.

In using software such as ArcGIS (Geographical Information Systems) and the soil class ranking as created and used by the board at the Lancaster Farmland Trust, a score of 75 out of 100 is given to the Lutheran Camping Services site. With this score, the approximate estimate of price per acre that the Farmland Trust could provide is \$1,200 per acre (this is not an exact quote, but an estimate). Calculating the score of 75 out of the 100 total is used in the Lancaster Farmland Trust Scoring System developed by the Trust's Board which can be seen in **Appendix 4**.

In the soil Scoring map the area of Wittel Farm which would be preserved is made up of class 2 and 3 soils. The label of Class 2 soils and Class 3 soils means that they are of high value to the state of Pennsylvania because they are incredible fertile and excellent for planting local crops. **(See Appendix 5 for map)**.

The next section of the rating is the development pressure. As seen in the Surrounding View map in **Appendix 6**, the Wittel Farm plot is right next to an urban growth area, increasing its score to the maximum 20 out of 20. Also, this area is zoned as agriculture as seen in **Appendix 7** which means that it can be preserved as a farm without needing any zoning regulation amendments.

The size of the farm, is 81.9 acres unofficially from GIS. The size of the farm is another factor which helps to add to the high score for this property. The average size of a preserved farm is about 50 acres according to the Agricultural Zoning District Guidelines for Lancaster County, Pennsylvania. **(Appendix 8 Landscape/orthographic map)**

With the estimated acre price of 1,200 per acre, then multiplied by the 81.9 acres would give an estimated total of \$98,280 dollars to the Lutheran Camping Services. What to do with this new income is up to the Lutheran Camping Services organization. However, in this report, we have created some viable ideas on how the Growing Project at Wittel Farm can expand.

Other Programs through the Lancaster Farmland Trust which could provide funding and benefit Sustainable Agricultural Practices:

As Wittel Farm's mission to help with hunger and food insecurity in the county they can also show their commitment to sustainability. They can do this by they can also participating the Lancaster Farmland Trust *Smart Farms Program* which allows funding and implementation help for sustainable agricultural practices. Some options for Wittel farm could include:

- Leaving space for bee pollinators to make a home at Wittel farm by leaving hedge rows unplowed or planting flowers. Since some crops did not produce as well as expected in the first year of management at Wittel farm, by having more space for pollinator species will benefit the production.¹³ Bee pollinators could benefit the farm greatly, and become an excellent learning opportunity for children and other volunteers. Since Bees are facing colony collapse disorder, and were put on the endangered species list by President Obama, many grants for helping this species are present, and the Farmland Trust has been working on one currently.
- Another *Smart Farm* practice which could receive funding to help implement is practicing no-till farming method for crops especially corn. Wittel Farm produced sweet corn last year, and as they continue to expand this, using no till would be an excellent best management practice. No till Farming is beneficial because it does not disrupt soils which keeps nutrients in the ground and doesn't disrupt earthworm processes.¹⁴ No till farming practices also creates less work and is more responsive to climate change impacts.

Acre(s) of Sale

In the current model that Wittel farm is using, 5 acres of the property will be used in the 2017 crop cultivation growing season. As their mission to combat food insecurity in Lancaster County, they have been donating their crops to local food pantries and the Central Food Bank of Pennsylvania. A future goal of Wittel farm is to expand its operation, in doing so a proposal to separate a portion of the crops as an acre or multiple acres to sell the products is a viable option for poverty alleviation and income to the farm's production.

In line with the mission to combat food insecurity and alleviate poverty in the county, by having some of the vegetables up for sale, could increase the profits, which could go into a perpetual fund for the longevity of the farm. The sale of these vegetables could be done by having a stand or area in the large number churches connected with Lutheran Camping services. Another option would be to use some of the funding that an acre of sale produces to support one of Wittel Farm's partners, Hunger-Free Lancaster or the Central Food Bank of PA.

¹³ Wratten, Stephen, Mark Gillespie, Axel Decourtye, Eric Mader, and Nicolas Desneuxf. "Pollinator Habitat Enhancement: Benefits to Other Ecosystem Services." Review. *Agriculture, Ecosystems, & Environment* 2012: 112-22. Print.

¹⁴ Derpsch, Rolf, Theodor Friedrich, Amir Kassam, and Hongwen Li. "Current Status of Adoption of No-till Farming in the World and Some of Its Main Benefits." *International Journal of Agricultural and Biological Engineering* 3.1 (2010): n. pag. Web.

If a smaller portion of land is decided to be separated for sale to the community, Church dinners with teachings on how to use vegetables, and about greater food insecurity issues in the county could be conducted.

With the hope to expand the operation gradually, the Acre/s of sale could be on sliding scale that could allow more product to be sold as operational costs increase. This acre of sale would not be impeding on the overall goal of donating food to Lancaster County. Most of the acres would still be given for free to families in need by trying to decrease the food gap. However, having some of the acres where the products could be sold off of the land would allow for a small income and could allow for money to be set aside for expansion ability of the farm, which was a desire expressed by Michael in our meeting.

Community Activities

Partnering with Local Schools

Working with local Elementary, Middle, and High schools for field trips and education could be an excellent option for students right in elizabethtown, where wittel Farm is located. According to KidCount Data Center from data in 2015-2016, 855,572 or 50.3% of children in public school receive free or reduced lunches.¹⁵ With this drastically high number, outreach and education is important to the mission of hunger reduction in the county.

Field Trips during school days, or options for volunteering after school can be a great partnership between the Elizabethtown Public School System and Wittel Farms. The proximity of local schools could also provide a volunteer base to target for summer opportunities as people to help on the farm or be counselors for the day camp that occurs during the summer time at the farm.

Distance of Elementary, Middle, and High Schools to Wittel Farm (1753 Mill Rd, Elizabethtown)

School Name	Distance From Farm (According to Google Maps)
East High Elementary School	10 Minutes by Car
Mill Road Elementary School	3 Minutes by Car
Rheem’s Elementary School	12 Minutes by Car
Conewango Elementary School	10 Minutes by Car
Elizabethtown Area Middle and High School	7 Minutes by Car

¹⁵"SCHOOL LUNCH - STUDENTS ELIGIBLE FOR FREE OR REDUCED-PRICE LUNCH - LANCASTER, PA." Pennsylvania Partnerships for Children, 2015-2016. Web. <<http://datacenter.kidcount.org/data/tables/2720-school-lunch--students-eligible-for-free-or-reduced-price-lunch#detailed/2/any/false/1536,1460,1249,1120,1024/any/10324,10325>>.

ASSETS Lancaster

Since the Wittel Farm's priority is creating a well-rounded business model in order to have steady funds, I decided to look into ASSETS, which is a non-profit organization focused on transforming the community through business. The organization provides training, 1 on 1 coaching, and financing to entrepreneurs and social entrepreneurs looking to start or grow their business. Since the Wittel Farm clearly needs help in all those sectors, meeting with ASSETS will be a tremendous help towards Mike in expanding the Growing Project. ASSETS programs are designed to help start-ups like the Wittel Farm project, so I'm especially eager to see what opportunities and ideas ASSETS can give for this project. I'm still waiting to hear back from our contact from the email I sent before break. Since the Growing Project at Wittel Farm is expanding to help feed hungry people in Lancaster County, ASSETS definitely would be more than willing to help and kick start this business.

Suggestions After Meeting with Jonathan Coleman: Director of Programs

Suggested to connect Mike with other local farmers to understand their business strategy and be able to mimic other local farmers. It would be best if Mike reach out to specific type of farmers who also farm-to-table and talk with them one-on-one about the strengths and weaknesses, and what ultimately works best for the farm. Also, the Executive Program director wanted our team to compile a restaurant list for Mike of restaurants that already farm-to-table and other places that currently are not using that model. Some restaurants that use farm-to-table are Aussie and the Fox, Luca, Gypsy Kitchen, and much more. Opportunities for Wittel Farm to reach out to other restaurants are Sprout and Rice and Noodle company. Both these companies use multiple vegetables and other produce. ASSETS also suggested going onto their website or attending certain forums that bring together start up businesses or big, creative ideas to reality. Cultivate Lancaster and the Great Social Enterprise Pitch are two events that bring together big pitches for new businesses as well as multiple concepts that can allow Wittel Farm to mimic some of these ideas or get a jump start on new ways to strengthen their business model.

Church CSA

If acres are set aside for sale, there is a possibility that a weekly farm share of vegetables produced from Wittel Farm could be implemented. The logistics for a Lutheran Church Farm Share for church goers and community members is based on Small Farm Central's CSA Solution Program Hub, could function as follows:

Set up: Seasonal Box Share

With a season box share, this could allow for families to sign onto a spring/summer cycle since this is the main growing season for Wittel Farms. It could be a multiple option week subscription, varying from 6, 8, to 12-week options. Another option is called the 'california style' from CSA Solutions. This option could allow people in the community to purchase weekly rather than commit to a long-term vegetable crop share.

Sizing of the Share:

Since Wittel Farms is beginning to figure out their productivity, and which crops are growing best in the area, having one size to start the farm crop share could help get the project started. The smaller portion size could also control the size of the acres of sale so that the operation can grow to fit the needs of families while also not turning the entire Whittle Farm production into a profit making scheme.

Pick up location:

The pickup location could be at the local Church and the time could be every Sunday after mass. This convenient location and time could help attract more people to buying into the program.

Marketing:

Having informative flyers about The Growing Project at Wittel Farms and how community church members could be a major support to the project would be an excellent way to get people signed on to the crop share. Giving people more information about what the share would entail, as well as what the Growing Project is trying to accomplish could make people want to purchase the product more often. According to a study conducted by Michal Strahilevitz in the journal of consumer psychology in, there is a significant correlation between wanting to purchase products which donate or support charities, whether a small or large amount. More often there was an increased desire to purchase a product if a significant portion went to the charity. In **Appendix 9** there is an attached a rough draft of a possible flyer to attract people to sign up for a crop share. This flyer was designed through a template on postermywall.com If a crop share was implemented, further work on the website for online registration or information would need to occur. A new tab could be placed in the Growing project's section of the website.

Donatable Week Share Option:

Another option which fits in with the continued charitable model is if someone is not going to be around for a week to pick up their share, they could opt into having that share donated rather than going to waste.

Why a Purchasable Farm Crop Share could be an excellent goal for Wittel Farm:

Without a model for some of the food to be sold, Whittle Farm is donating all of its products. However, once a business model for the crop share is implemented, a steady income can be produced. This income from a purchasable crop share can provide employment opportunities for

people in need of assistance in the job market. Locally unemployed people can be the ones setting up boxes, sorting vegetables, and making sure the correct number of boxes are created for the crop share pick up. Lutheran Camping services would have autonomy to price each agriculture share, and a major initiative could be its affordability. By having church members ability to buy into it at a low cost, it could spread to some low-income families looking to provide healthy affordable food to their family at large.

Other Ideas to Consider When Creating a Possible CSA/Crop Share:

With the current structure of the Growing Project at Wittel Farm, a CSA would not be viable. However as the project expands, and there is a possibility to hire full time and/or part time staff members a CSA/Crop share with local lutheran churches could be viable. For consideration, and to complete an analysis of a crop share as an option, labor inputs need to be addressed. If a crop share is set up with the churches, people boxing and filling the CSA will be needed on a weekly basis. Depending on how large the number of members who sign up are, with vary the time and number of workers that might be needed to accomplish this task. Either a part-time staff member or a possibility as a summer job or internship could be established and paid for through the sales of the CSA shares.

Church Dinners for Education and Outreach

With an active Lutheran Community in Lancaster County, having some of the churches sponsor dinners which provide environmental education on vegetables, food insecurity, and the issues of poverty could be an excellent tactic to engage with the community on these issues. By having church members come together to talk about these issues, this would not only be an education opportunity, but a way to gain more of a consistent volunteer basis.

Dinner structures could be highlighting one, or a few specific vegetables from the farm and talking about ways to cook with it. Then the dinner could talk more about why Wittel farm exist and the main mission of The Growing Project. By engaging the community in dialogue about the food insecurity in the county, could increase the number of people who want to actively help to solve the prevalent hunger issues. With the recipe cards also provided as an idea (**see page**_) this could be used to teach community members how to cook vegetables they might not have used previously. These dinners could also have a buy in price that could be donated to farm funds or to another initiative that hunger-free lancaster is doing or another important cause.

Recipe Cards

Lastly, we wanted to create certain recipes with the specific vegetables harvested from the Wittel Farm in the box when people pick up their ingredients. Some people may not know which vegetables work with other ingredients or simply do not know how to incorporate a specific vegetable. On our visit, Mike mentioned that there was an abundance of zucchinis left over or complaints about them because some people did not like them nor did not know how to cook them. A recipe card will allow community members to have fun with these vegetables as well as

learn to eat healthy. Also, community members can keep the recipe cards to use later on or even go out and buy the same ingredients or just one ingredient.

Farm to Table

Currently, the Wittel Farm does not have a farm-to-table plan with any restaurant or business. We thought this type of business model would be great for this project because it would help create connections between the local farm and food businesses (restaurants, markets, etc.). These connections would provide an additional source of income for local farmers, provide businesses and consumers with fresh, locally sourced foods, and represent a potentially lucrative economic development strategy for Wittel Farm. There are several ways to employ Farm to Table methods at a local and regional level, but we are focusing on the local level since this project is extremely raw. The Wittel Farm can participate in an organized farmer's markets that attracts buyers and chefs from local food establishments and restaurants. Many times, these markets can provide an opportunity for local farmers to establish a steady, mutually beneficial supply relationship with a business. Also, some companies and business agreements have emerged solely to fill in the gaps between farmers and consumers, which is definitely a positive side effect. The farm to table concept bridges the gap between our connection with food and consumers, but also can help the Wittel Farm receive constant income. The farm to table model allows the farmer to distribute produce throughout the region to convenient drop-off locations to serve retail and business customers. Regardless of which method the Wittel Farm can do, this movement can have a significant impact on the economy throughout the local region, including the stabilization of local farms and an increase in tax revenue and jobs.

The farm to table model is definitely an opportunity for the Wittel Farm, so I decided to look into Luca, a local restaurant in Lancaster and next door from where I reside at Franklin & Marshall. The backstory of how Luca was created is very inspiring. The founders of the restaurant (Taylor and Leeann Mason) met as students and both attended culinary school at the Culinary Institute of America in St. Helena, California, which is in the heart of Napa Valley. In an interview the couple did, it discusses their back story as well as their passion for fresh ingredients. Throughout their visit, they both were surprised to see how much of the land and nature were revered. The people understood how much Mother Nature dictated everything and Taylor and Leeann were just harvesting a little bit of it. This recognition allowed the couple to share a common thread: passion for simple, fresh ingredients that are treated as simply as possible. That is their motto for Luca and the food their produce to consumers. Taylor works now to develop cuisine reflects specific points – what month or even what week – of that growing season. This is how the couple decided to move to Lancaster and start their own restaurant while taking into account nature and fresh ingredients. Taylor was inspired by the Lancaster Country agriculture and was excited to create a farm to table restaurant built on family-like restaurants with local farmers and respect of the ingredients they provide. Taylor

believes that the closer and more involved you are to the ingredients you cook with will ultimately produce a better cuisine. Taylor also stated, “there are days that the veggies we’re using come straight from the farm and don’t touch refrigeration. That’s when I know I’m doing my job well.”¹⁶ Luca is a prime example of the farm to table model and its success story continues. I wanted to include Luca just to show that there is a popular restaurant that uses the farm to table model, and its consumers continue to eat there.

Policies: Hunting Rules and Regulations in Lancaster County

Wittel Farm has had many issues in the past with wildlife eating their crops, especially during deer season. A viable option of helping stop wildlife from ruining their crops would be to work with the local hunters in the area to hunt the deer on their property that destroy their crops and donate the game meat to food banks. According to the Pennsylvania Gaming Department, there are no rules and regulations for those who are willing to let hunters hunt on their private property.

On the Central PA Food Bank website, they state that they are encouraging venison donations. Their idea of the locavore movement has been on the rise as recent studies show that venison is packed with protein but has half the calories and 80% less fat than beef. Wild venison is also free of the growth hormones and antibiotic supplements that can be beneficial to those health-conscious consumers. As long as the venison is butchered by an actual butcher approved by the gaming committee, the Central PA Food Banks will accept any and all game meat.¹⁷

There are two local butchers in Lancaster County that take in deer that are hunted and will butcher it into meals that can be donated.

- **Rocky Ridge Meat**
 - Located in Strasburg, PA
 - Will only accept deer during deer season
 - Hunters will drop off the deer and Rocky Ridge will process it into a burger or steaks for the hunters.
 - Prices vary (based on size) and are an estimate:
 - \$72 for round cut and frozen meat
 - \$60 for straight cut steaks
 - Will be willing to create some sort of deal depending on how many deer hunters bring in at once and the size of the deers.
 - **Contact information:**
 - **Address:** 245 Hartman Bridge Rd, Strasburg, PA 17579

¹⁶ <http://www.lancastercountymag.com/food-anthropology/>

¹⁷ Cornett, Meredith. “Hungry for Change: Deer Management and Food Security.”, *Central Pennsylvania Food Bank* Nov 16, 2015. Web.

- **Tel:** (717) 687- 6328
- **Appel Valley Butcher Shop**
 - Located in Lancaster, PA
 - Only accepts deer during deer seasons
 - Prices vary based on how big the deer is, the butcher would need to see it in order to figure out the prices.
 - **Contact information:**
 - **Address:** 531 Beaver Valley Pike, Lancaster, PA 17602
 - **Tel:** (717) 942-4241

Social Media Volunteer Outreach

Casting a wide net to gather volunteers is crucial because the larger the volunteer base, the more work that can be done. An ever increasing amount of people of all ages are using social media to communicate and learn about events so making the Wittel Farm’s online presence strong is a key way to get more volunteers. Using social media is an excellent way to reach as many people as possible and spread the word about The Growing Project’s efforts. We propose three main ways to increase awareness of the volunteering opportunities at the Wittel Farm: updating the LCC website for the Wittel Farm to include more pictures and information; better leveraging the current Facebook page and using targeted Facebook ads; and updating the current United Way ad and adding another ad specifically for planting day.

LCC Website

We have been in communication with the LCC website manager, Tom Reddinger, already to implement some changes. Our suggestions follow into two main categories: to include more information about the partnership with Hunger Free Lancaster County and how food security affects Lancaster; and when to volunteer and what the experience is like. The following is a list of recommended changes to the website to best convey the information in a way that aligns with the aforementioned categories. Highlighted bullet points represent work that has already been completed, non-highlighted bullet points represent tasks that have not yet been completed:

- Putting a picture of volunteering at Wittel Farm along with the 3 alternating pictures on the homepage of different activities that one can do through the LCC
- Including a “Volunteer” tab next to “Facilities” and “Employment” to make it more obvious that these possibilities exist
- Under the “Wittel Farm” tab, including pictures of people volunteering at the farm, once you receive some of pictures from congregation members.
- Under The Growing Project tab we could flesh out the description a little more – we wrote some paragraphs of food insecurity in Lancaster County and what the Wittel Farm is doing to help

- LCC, in partnership with Hunger-Free Lancaster County (hungerfreelancaster.org), is undertaking an ambitious new ministry initiative at The Wittel Farm. The Growing Project is dedicated to growing fresh vegetables to help feed the thousands of hungry people in Lancaster County by donating all the produce to local food relief organizations. Lancaster County is one of the most productive counties nationally, yet it has extensive food insecurity and poverty issues. In 2012 Lancaster County was ranked the sixth most food insecure county in PA out of 67 counties. Food insecurity is a lack of access to enough nutritious food to lead a healthy, productive life, and can be temporary or ongoing. **It is a problem faced by 11% of Lancaster County residents (about 59,000 people), 18% of which are under the age of 18.** Food insecurity affects many types of people but it particularly impacts seniors, children, African Americans, Latinos, and rural residents. LCC is helping reduce local food insecurity by devoting land to grow fresh fruit and vegetables to donate to help relieve the hunger burden on individuals and families.

The Wittel Farm Growing Project is growing from two to five acres in 2017, with plans to raise sweet corn, peppers, tomatoes, various greens, sugar snap peas, and beans. **In 2016 we donated 6,000 pounds of produce to food relief organizations** from cultivating two acres of land, so the more exciting expansion should yield significantly more fresh food to those who need it most. **Groups are invited to help assist by serving at the "farm" starting with Planting Day on May 20th, at 8:30 AM.** Volunteers will be needed throughout the planting, growing, and harvesting processes to make this venture successful so there will be abundant opportunity for individuals, church groups, businesses, schools, and others to get involved. To get involved and for more information contact [Mike Youse](#) at the camping office at 717-677-8211 or visit The Wittel Farm Facebook page.

Including a volunteering description to the page would be beneficial so that people would know when to come, what to expect when they arrive, and how they can donate. Currently this is listed under the small Planting Day advert which is excellent but also could be included in the general The Growing Page section once Planting Day is over, especially the donation portion of the description, which should be included in as many areas as possible.

What to Bring

Volunteers should come in clothing appropriate for the weather and expect that they may get dirty from the gardening activity. Volunteers are also urged to remember bug spray, sunscreen, and plenty of water! Volunteers may wish to bring along basic gardening for weeding and watering; however, we try to have sufficient tools available on site.

Children are welcome to volunteer and we have had quite a few as young as 6 years old and above.

When to Come

The biggest day of the year, planting day, this year is on Saturday, May 20, 2017 beginning at 8:30 am! We need extra volunteers on this day to make sure everything gets done smoothly and efficiently, so bring a group of people to help out!

Before planting day, there are some limited opportunities for volunteers in May. Tasks at this time would be additional planting as needed and weeding as it is still early in the season so that most plants are just coming up.

Volunteer days from June through August are on most Wednesdays and tasks include tending, watering, weeding and harvesting. Occasional Saturday volunteers are needed depending on needs and available tasks. Work typically begins at 9:00 am and goes to 12:00 pm. The heaviest harvest period is from July through August, but there is still some picking into September.

Donations

Donations may be sent to the Lutheran Camping Corp., P.O. Box 459, Arendtsville, PA 17303.

In addition to physical labor, people may get involved by making financial contributions to the project by giving to the Wittel Farm and writing "Growing Project" in the memo line on checks.

In-kind donations are also welcome. Things like gardening hand tools, roto tillers, and even tractors and some tractor implements would be welcome donations. In-kind donations are welcome at any time and can be arranged by calling Mike Youse at the camping office at 717-677-8211.

Facebook

The primary way to increase people's awareness of The Growing Project begins by taking more pictures and posting them on various social media accounts. People react positively to photos where they can feel an emotional attachment or if it motivates them to come out and volunteer, and posting text doesn't always create that response. If you or someone you know has a good camera, even a smartphone camera would be good, and would be willing to regularly take photos of the farm, the volunteers, and the crops, that would be a crucial step in the right direction. People would feel a connection to the project and want to get more involved after seeing what's being done.

There is an "event" created on the Wittel Farm Facebook page for Planting Day already which is an excellent first step! As a general way to increase awareness, we suggest that during a

general announcements period or something similar, someone announce “liking” the page to increase awareness so then congregation members can remain updated on events and progress. The Facebook page and currently only has 72 followers and regular reminders of this nature would be a simple and easy way to keep members updated. Posting about the Growing Project on the general LCC Facebook page would also be a good way to funnel people to the page. Asking people who already follow the page to share events would be beneficial as well so that people who do not directly follow the Facebook page can also see the events and know when volunteering is happening. Sending everyone in the broader LCC congregation an email asking for volunteers, especially those with previous agricultural experience, would be another good way to reach a lot of folks who perhaps don’t have a Facebook account or don’t check it regularly.

Another way to increase involvement is to make the page more interactive – which includes posting more frequently and asking questions which invites followers to respond. Periodically posting keeps the farm fresh in people’s minds and helps them feel a connection to the farm as they stay updated on its progress and should (hopefully!) encourage them to come out and volunteer. This can be crucial in the days leading up to planting day – posting pictures of last year’s volunteering and planting would remind people that it’s coming up soon and would encourage them to join the effort. Examples of questions could be: “What was your favorite part of volunteering at the farm?” or “Who’s ready to volunteer?” or “What’re your favorite ways to cook green beans/squash/etc” or “What’re your favorite veggies to eat?” (the last one should be used in conjunction with pictures or information about the crops currently planted). Being more interactive by asking these questions in conjunction with reminders of where the farm is and good days/times to volunteer will be an excellent way to entice more people to volunteer.

Another way to get the word out to people would be through targeted Facebook ads. This would be the most expensive option (mostly because the other options are free) but also would reach the most people. We don’t know what your potential budget for this would be, but we recommend at least \$100. We went through the ad-making process to see how it worked and they recommended a minimum budget of \$400, but that might be excessive given the low numbers of followers and not within your budget. It does not seem challenging at all to create an ad with Facebook, thankfully. We could use the graphic already on the Wittel Farm website with the LCC logo to promote the farm and we made a couple potential options (see **Appendix 10**). We could target the ad to nearby people that have “liked” other agricultural/volunteering pages on Facebook. We would be happy to go through the process with you, but it does require a lot of decision-making on your end so we could not create an ad for you ourselves.

On a different social media note, we was wondering if your team had thought of creating an Instagram account? Instagram is similar to Facebook in that you can post about events and current happenings, but it is more picture-centric and is typically more appealing to a younger crowd. Creating an Instagram account is easy (perhaps Thomas Reddinger could do it since he is already in charge of the website?) and posting photos doesn’t take much time. Posting progress

pictures of the planting effort, growing crops, the final harvested produce, or the food relief organizations receiving the food would all be good things to share with followers, about every other week during the summer to remind people of the effort and to keep people updated about the farm's activities. Two pictures have already been posted used The Wittel Farm as a location tag on Instagram, but that was two years ago so increasing the audience base is ideal.

General Adverts

We created some general adverts that you can post on any social media outlet or on the LCC website, and/or they can be printed and hung on message boards at churches or in community buildings. Some are specifically about planting day (**Appendix 10**) but most have general information about how to volunteer (**Appendix 11**). We created a variety of designs so the different types can be placed in different settings to maximize the response and appeal to different types of audiences - some have cartoon versions of crops, some are more realistic, some are more focused on families, some are more focused on food, some are just general colorful backgrounds. In the future, if you would like to make your own for the coming years when the times and dates might change, you can visit Poster My Wall. There are some free options and some paid options, so depending on what the budget is or how valuable you think they are, you can pay for them or not. We will also email the PDF version to Mike Youse so that he can have access to the images themselves to make sharing and printing them easier.

Future Work

There is some future work that can be done by anyone with access to the congregations that have volunteered. We thought volunteer testimonials posted on on the website would be a helpful way to let people know what to expect if they wanted to get involved. With that in mind, we reached out to Pastors Lenahan and Eshbach to ask them to ask their congregation if they would provide testimonials about their volunteer experiences or if they would share some pictures from their time. However, only one person responded to the email so perhaps an email coming from someone they recognize and trust, or in person conversation, would be best. Their testimonial could include what they did while at the farm and what the experience meant to them, as well as sharing any pictures they had.

Future work will also include contacting Brandon Engle at United Way to have update the ad that is currently on the site to put in the new times for this year, and also to to put in a new ad specifically for Planting Day this May 20th. We had contacted him previously but he had not responded as of May 2nd about ads. We recommend using one of the general adverts for the ongoing summer project and one of the specific adverts for the Planting Day ad. A brief description about what The Wittel Farm and Hunger Free Lancaster County are doing would be beneficial to get volunteers involved:

In 2012 Lancaster County was ranked the sixth most food insecure county in PA out of 67 counties. Food insecurity is a lack of access to enough nutritious food

to lead a healthy, productive life, and can be temporary or ongoing. **It is a problem faced by 11% of Lancaster County residents (about 59,000 people), 18% of which are under the age of 18.** Food insecurity affects many types of people but it particularly impacts seniors, children, African Americans, Latinos, and rural residents. **LCC is helping reduce local food insecurity by devoting land to grow fresh fruit and vegetables to donate to help relieve the hunger burden on individuals and families.**

The Wittel Farm Growing Project is growing from two to five acres in 2017, with plans to raise sweet corn, peppers, tomatoes, various greens, sugar snap peas, and beans. **In 2016 we donated 6,000 pounds of produce to food relief organizations** from cultivating two acres of land, so the more exciting expansion should yield significantly more fresh food to those who need it most. **Groups are invited to help assist by serving at the "farm" starting with Planting Day on May 20th, at 8:30 AM.** Volunteers will be needed throughout the planting, growing, and harvesting processes to make this venture successful so there will be abundant opportunity for individuals, church groups, businesses, schools, and others to get involved. To get involved and for more information, contact [Mike Youse](#) at the camping office at 717-677-8211 or visit The Wittel Farm Facebook page.

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Appendices

Appendix 1

Name of Grant		Deadline	Information
PAgrows			
Specialty Crop Program			
	Phase I	January 2018	Release Notice of Funding Availability- Request for Concept Proposals
		February 22, 2018, 4:00 PM	Concept Proposals Due
	Phase II	March 6	Send in Invitations to Request Full Grant Proposals
		April 2, 2018, 4:00 PM	Full Grant Proposals Due
		June 6, 2018	Grant Proposals to USDA For Approval
	Phase III	October/November 2018	Announce and Award Grant Agreements
		October/November 2018	Contracts Due
	Phase IV	October 29, 2019	Annual Reports Due
		October 29, 2020	Final Reports Due
Organic Cost Share Program		November 16, 2017	
FarmAid			
Chester County Economic Development Council		1st of every month	Nonrefundable \$500 application and TEFRA fee
Pennsylvania State Farm Service Agency		No deadlines	
Lancaster County Community Foundation			
Northeast Sustainable Agricultural Research and Education		Next deadline 2018	
PA Farm Link			One time nonrefundable \$75 fee

Appendix 2: Shows the retail and wholesale price of some of the produce that Wittel Farm grows. Data for the retail price was taken from the USDA.

Commodity	Retail Price	Farm Value
Sweet Corn	\$2.69/lb.	\$0.73/lb.
Peppers; Red	\$2.28/lb.	\$0.62/lb.
Peppers; Green	\$1.41/lb.	\$0.38/lb.
Tomatoes; Cherry	\$3.29/lb.	\$0.89/lb.
Tomatoes; Roma	\$1.24/lb.	\$0.34/lb.
Peas	\$1.65/lb.	\$0.45/lb.
Green Beans	\$2.14/lb.	\$0.58/lb.
Summer Squash	\$1.64/lb.	\$0.44/lb.
Kale	\$2.81/lb.	\$0.76/lb.
Lettuce	\$1.84/lb.	\$.50/lb.
Berries	\$6.98/lb.	\$1.89/lb.

Appendix 3: This table features the price per acre for expenditures in 2005. Data was taken from the UC Small Farm Project and the costs were adjusted for inflation using a calculator on the Bureau of Labor Statistics website.

Expenditure	Cost per Acre	Cost per acre adjusted for Inflation (2017)
Irrigation	\$197	\$245.72
Fertilizer	\$129	\$160.91
Planting	\$670	\$835.71
Harvest: Load and Haul	\$362	\$451.53
Total	\$1358	\$1693.87

Appendix 4

LANCASTER FARMLAND TRUST FARM SCORING SYSTEM

Land Evaluation Site Assessment (LESA) Criteria

Adopted January 15, 2015

This system is intended to be used as a guide for the Board of Trustees and the Land Preservation Committee to assist in deciding the dollar amount to offer a landowner for a conservation easement. It is not intended to be used to rank properties against one another.

There are four categories totaling 100 points and a bonus category totaling 10 points.

- I. **30 points SOILS** – this score measures the soil productivity of a property by analyzing the soil composition – prime agricultural soils and soils of statewide importance.
 - A. \geq 80% Class I and II prime soils 30 points
 - B. \geq 60% Class I and II prime soils 25 points
 - C. \geq 50% Class I, II, III and IV soils 20 points
 - D. \geq 40% Class, I, II, III and IV soils 15 points

- II. **25 points DEVELOPMENT PRESSURE** – prioritization to those properties under the most development pressure.
 - A. Proximity to the edge of a Designated Growth Area or a zoning designation that is not compatible with agriculture.
 1. Adjacent 20 points
 2. Within $\frac{1}{2}$ mile 15 points
 3. Within 1 mile 5 points

 - B. Number of feet of road frontage
 1. Frontage exceeding 2,000 feet 5 points
 2. Frontage of 500 – 1,999 feet 2 points

- III. **35 points FARM VIABILITY** – the capability of a property for agricultural use based on size, available land for production and proximity to preserved properties.
 - A. Size of property
 1. 75 acres or greater 10 points
 2. 50 - 74 acres 8 points
 3. 25 - 49 acres 5 points

 - B. Percentage of tillable cropland and pasture
 1. 75% or greater tillable cropland and pasture 5 points
 2. 50 - 74% tillable cropland and pasture 3 points
 3. 25 - 49% tillable cropland and pasture 2 points

 - C. Proximity to protected lands or applicant(s) for preservation
 1. Adjacent to one or more parcels 20 points
 2. Within $\frac{1}{2}$ mile of one or more parcels 10 points
 3. Within 1 mile of one or more parcels 5 points

IV. **10 points WATER** – a property’s geographical location to headwaters of a watershed and the length of stream frontage present on the property.

- A. Located in the headwaters 5 points
- B. Linear feet of stream frontage
 - 1. Frontage exceeding 2,000 feet 5 points
 - 2. Frontage of 500 – 1,999 feet 3 points

V. **10 points BONUS CATEGORY**– are unique or subjective factors which the Trust believes add value to the property. The combined allocation of bonus points may not exceed 10 points.

- 1. Geographically located in a strategic area or first property to preserve in the region (no preserved properties within 1 mile radius) 2 points
- 2. Size of property for preservation exceeds 100 acres 3 points
- 3. Located in a Natural Heritage Area 3 points
- 4. Historical significance (structures, individuals, groups) 2 points
- 5. Opportunity for large scale floodplain restoration 3 points
- 6. Located in a source water protection area 3 points
- 7. Documented and fully implemented conservation plan (all resource concerns are addressed) 4 points
- 8. Special fundraising opportunities, provides opportunities to leverage other funding and/or represents a partnership with other agencies (a model of collaboration) 3 points
- 9. Has preserved or is preserving more than one property 3 points
- 10. As special circumstances arise LPC/Board discretion

PAYMENT RANGE BASED ON LESA EVALUATION

<u>POINTS</u>	<u>PAYMENT RANGE</u>
≥ 90	\$1,500
80 – 89	\$1,350 – \$1,400
70 – 79	\$1,150 – \$1,240
60 – 69	\$950 – \$1,040
50 – 59	\$750 – \$840
40 – 49	\$600 – \$690
≤ 39	≤ \$540

Appendix 5

LUTHERAN CAMPING CORP
 1753 MILL RD
 Mt Joy Township
 GIS Acres: 81.910444
 Acct: 4607983200000

Scoring Map

Date: 2/16/2017



				CLASS	ACRES	PERCENT OF PROPERTY	
I.	Soils	Soil Class	20	30	1	0	0 %
II.A.	Development Pressure	Proximity to USA/Zoning	20	20	2	34	42 %
II.B.	Development Pressure	Road Frontage	5	5	3	37	45 %
III.A.	Farm Viability	Size of Property	10	10	4	0	0 %
III.B.	Farm Viability	Tilable Cropland and Pasture	2	5	TOTAL	≈ 71	87 %
III.C.	Farm Viability	Proximity to protected lands	5	20			
IV.A.	Water	Located in headwaters	5	5			
IV.B.	Water	Stream frontage	5	5			
V.	Bonus Category	Bonus Category	3	10			
	Final Score		75	100			



Soil Class

1 inch = 528 feet

	1		3		5+
	2		4		

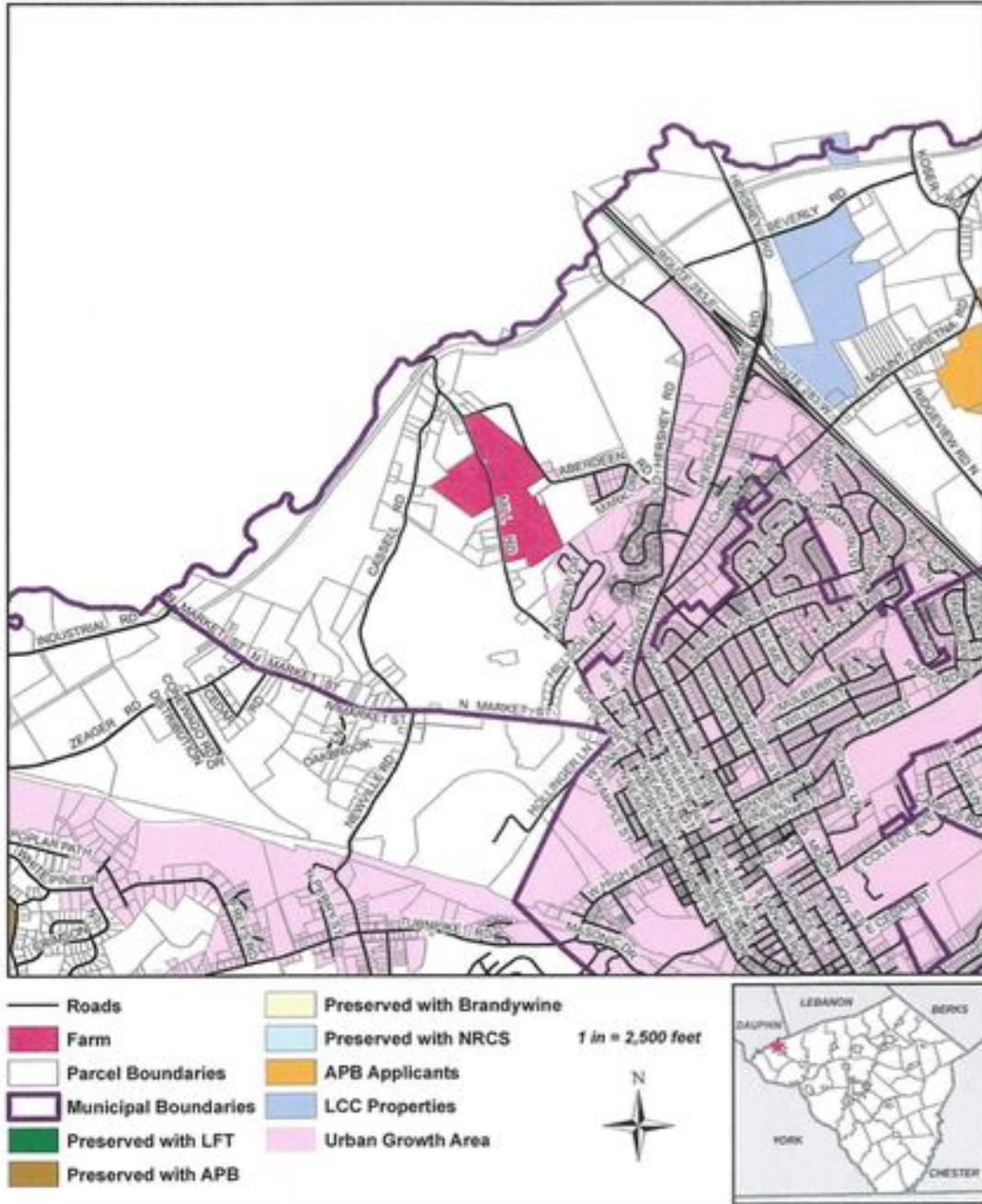
Property

Appendix 6

LUTHERAN CAMPING CORP
 1753 MILL RD
 Mt Joy Township
 GIS Acres: 81.910444
 Acct: 4607983200000

Surrounding View

Date: 2/16/2017

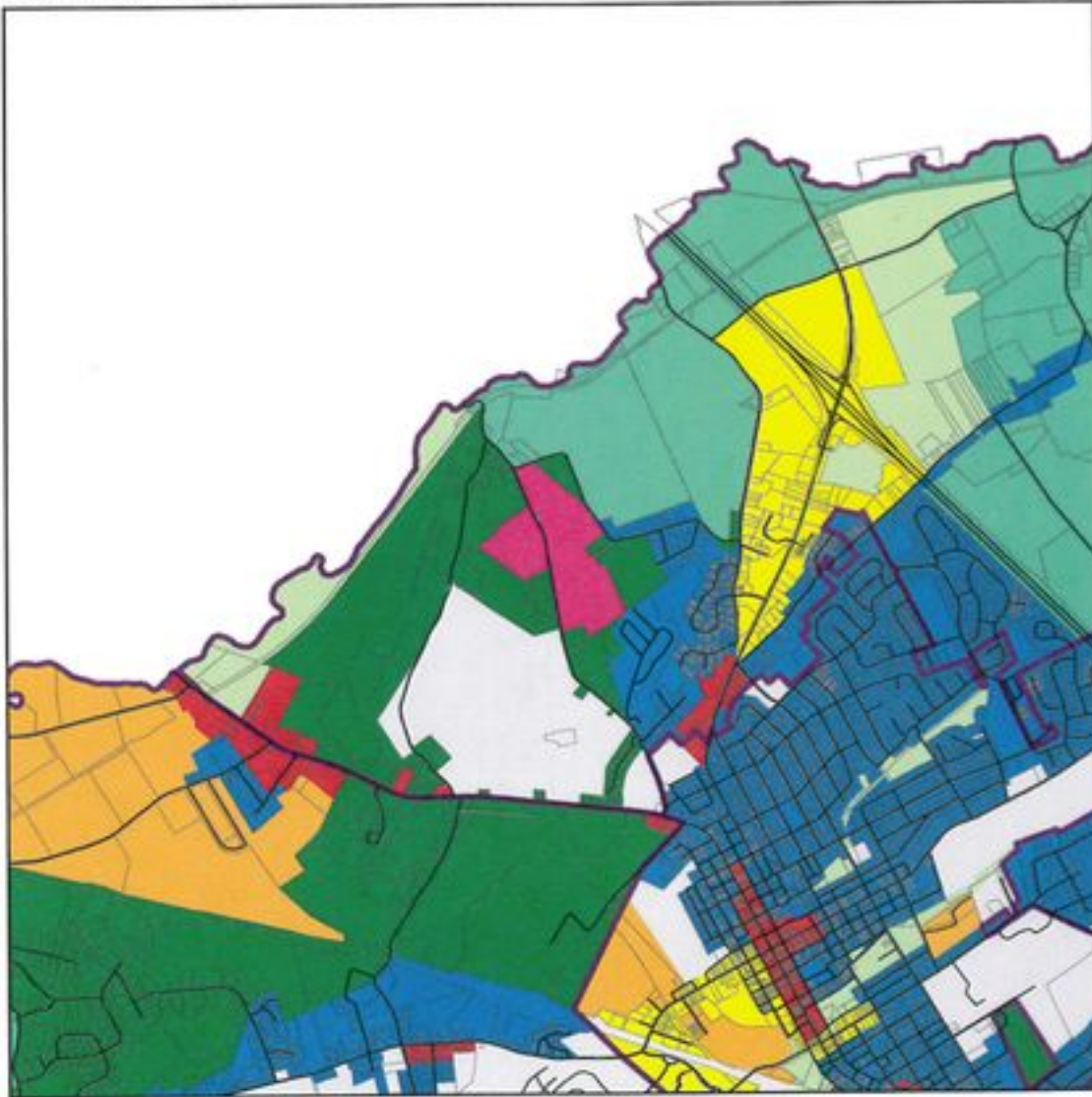


Appendix 7

LUTHERAN CAMPING CORP
1753 MILL RD
GIS Acres: 81.910444
Mt Joy Township
Acct: 4607983200000

Zoning Map

Date: 2/16/2017



Appendix 8

LUTHERAN CAMPING CORP
1753 MILL RD
Mt Joy Township
GIS Acres: 81.910444
Acct: 4607983200000

Orthophotographic

Date: 2/16/2017



Roads	Buildings
Farm Boundary	Water Feature
Municipal Boundaries	Water Feature
Driveways	Parcel Boundaries



Appendix 9



Come be apart of the
WITTEL FARM
CROP
SHARE

weekly pick up after church services on sunday

CHOOSE FROM A 6, 8, OR 12 WEEK CROP SHARE WITH PRODUCE FROM THE GROWING PROJECT AT WITTEL FARM WHICH IS LOCATED AT 1753 MILL ROAD, ELIZABETHTOWN, PA 17022. THE PROCEEDS COLLECTED FROM BUYING A CROP SHARE WILL PROVIDE YOU WITH A BOX OF VEGETABLES AND HELP LOCAL LANCASTER COUNTY FAMILIES IN NEED GAIN ACCESS TO HEALTHY QUALITY FOOD.

**WANT TO LEARN MORE OR VOLUNTEER ON THE FARM? VISIT THE WEBSITE:
<https://www.lutherancamping.org/wittel/growingproject/>**



Postermywall.com

Appendix 10 - General Wittel Farm Adverts

Volunteer with the
Wittel Farm
July-August, Wednesdays and Saturdays
9am-12pm

All crops are donated to local
food relief organizations

Visit The Wittel Farm Facebook
page, or contact Mike Youse
717-677-8211

PosterMyWall.com

Volunteer at
**WITTEL
FARM**

*Fresh produce donated to
local food relief
organizations*

July - August
Wednesdays and Saturdays
9.00am - 12.00pm

Learn more by visiting The Wittel
Farm Facebook page



Volunteer at The Wittel farm

PosterMyWall.com

Premium Content

Background by Andrie Zerbe / Koworu

July-August, Wednesdays and Saturdays

9:00 am-12:00 pm

**Visit The Wittel Farm Facebook page for more
details**

All produce is donated to food relief organizations



Volunteer with

The Wittel Farm

All produce donated to local
hunger relief organizations

July-August, Wednesdays and Saturdays, 9 am-12pm

For more details, visit [The Wittel Farm Facebook page](#)

PosterMyWall.com



Volunteer at Wittel Farm

Fresh produce donated to
food relief organizations

JULY - AUGUST
WEDNESDAYS AND SATURDAYS
9:00 AM - 12:00 PM

Learn more by visiting
The Wittel Farm
Facebook page

PosterMyWall.com



Volunteer at WITTEL FARM

July-August, Wednesdays and Saturdays,
9:00 am-12:00 pm



All produce donated
to local food relief
organizations

For more information, visit The
Wittel Farm Facebook page

PosterMyWall.com

Background by magicpeople



Volunteer on
Planting Day
with The Wittel Farm
May 20, 8:30 AM

Visit The Wittel Farm Facebook page



PosterMyWall.com

Volunteer at



THE WITTEL FARM PLANTING DAY

All produce goes to hunger relief
organizations

May 20, 8:30 am

Visit the Wittel Farm Facebook page for more details

PosterMyWall.com

VOLUNTEER WITH THE WITTEL FARM:

PLANTING DAY

All produce goes to hunger relief organizations

May 20, 2017

8:30 am

Get Involved!

**For details visit The Wittel Farm
Facebook page or contact Mike
Youse at 717-677-8211**



PosterMyWall.com



Volunteer on

Planting Day

with

The Wittel Farm

Saturday, May 20th at 8:30 am

**All produce donated to local
hunger relief organizations**

For more details, visit the Wittel Farm
Facebook page