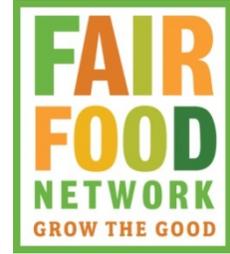


# Fair Food Fund Consulting Corps 2016 Program Application



## Fair Food Fund

The Fair Food Fund provides financing and business assistance to good food enterprises that connect small and mid-size farms with consumers hungry for local, sustainably grown food. Fair Food Network launched the Fair Food Fund in 2012 to build robust regional food systems—and in the process, help exceptional, innovative businesses turn potential into profit. The Fair Food Fund supports entrepreneurs with a range of business assistance services including a three-day Business Boot Camp and one-on-one consulting via the Consulting Corps.

## Fair Food Consulting Corps

With a strong network of consultants and local partners, the Fair Food Consulting Corps provides one-on-one, targeted assistance to good food enterprises at prices they can afford. Consulting services include financial management, business planning, food safety compliance, marketing and sales, and operations management.

### Here's how it works:

- Selected applicants are paired with Fair Food Consulting Corps approved consultants that help entrepreneurs refine business plans and financial projections, improve operations, develop marketing strategies, improve accounting systems, create food safety plans, raise capital, and more. While we have a pool of recommended consultants, we are open to recommendations from applicants.
- We provide up to \$10,000 in funding per project for selected participants and cover as much as 80% of total project cost. Participating entrepreneurs are asked to share a portion of the cost of consulting services received. From time to time, participants are also asked to advise other emerging food system entrepreneurs following the completion of their engagement.

**Our growing network of local partners include:** CEI, Common Capital, New Hampshire Community Loan Fund, PVGrows, Slow Money Maine, The Carrot Project, Vermont Farm & Forest Viability Program, and Vermont Sustainable Jobs Fund among others.

## Eligibility Requirements

To be eligible for Fair Food Consulting Corps support, enterprises must:

- Support the long-term financial viability of multiple small and mid-size farms in the Northeastern United States, including Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont.
- Be structured as a for-profit or nonprofit enterprise that generates revenue by selling products or services.
- Match a portion of the cost of consulting services received.

We prioritize funding for applicants that:

- Provide processing and marketing, local food distribution, or information technology platforms that link farms with consumers and wholesale customers.
- Plan to seek financing to grow their enterprise in the next 6-12 months.
- Are based in the Northeastern United States (Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont).

*Please submit this application to Sarah Andrysiak, Fair Food Network Program Consultant at [sandrysiak@fairfoodnetwork.org](mailto:sandrysiak@fairfoodnetwork.org). Applications will be reviewed on a rolling basis as they are received.*

## Contact Information

Your Name: \_\_\_\_\_ Business Name: \_\_\_\_\_  
Email Address: \_\_\_\_\_ Website: \_\_\_\_\_  
Office Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_

## Eligibility Information

**Does your business enterprise support the long term economic viability of small and mid-size, sustainable farms in the Northeastern United States (Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, and Pennsylvania)?**

Yes       No

If yes, please describe how your enterprise supports farm viability:

**Is management prepared to commit significant time to working with a consultant to complete the scope of work proposed in this application?**

Yes       No

**Does your enterprise have a business model that does not rely on grant funding in the long term?**

Yes       No

**Does your business plan to seek financing in the next 12 months?**

Yes       No

If yes, please describe the financing needs of your business:

**How would you best describe your enterprise (Check all that apply)?**

<input type="checkbox"/> Producer	<input type="checkbox"/> Distributor	<input type="checkbox"/> Agricultural Inputs
<input type="checkbox"/> Value-Added Producer	<input type="checkbox"/> Broker	<input type="checkbox"/> Information Technology
<input type="checkbox"/> Processor	<input type="checkbox"/> Retailer	<input type="checkbox"/> Other

Entrepreneurs who participate in the program will be asked to make themselves available via phone or in person from time to time to advise other emerging food system entrepreneurs. We are also interested in engaging entrepreneurs who do not participate in the Consulting Corps in this network of peer advisors. **May we include you in a database of potential mentors to be called upon to advise other food system business owners/operators in the future should the need arise?**

- Yes
- Yes, only if selected as a Consulting Corps program participant
- No

Please list up to three areas of personal expertise:

- 1.
- 2.
- 3.

### Business Information

Organizational structure (e.g., Corporation, LLC, 501(c) (3) non-profit, etc.):

Date of business launch (mm/yyyy):

Please briefly describe your business, its products and services, and its history:

Please fill in the following table:

	2014	2015	2016 (projected)	2017 (projected)
Gross Sales				
Total Expenses				
Number of employees (full time equivalent)				

Describe who manages the business and their experience and expertise:

Describe the target market for your business's products and/or services:



## Requested Civil Rights Compliance Information

The following information is requested by the Federal Government in order to monitor our compliance with various civil rights laws. You are not required to furnish this information, but are encouraged to do so. The law requires that we may not discriminate based upon this information, nor whether you choose to furnish it. However, if you choose not to furnish it, under Federal regulations we are required to note the race and sex on the basis of visual observation or surname. If you do not wish to furnish the following information, please check the box below.

I do not wish to furnish this information \_\_\_\_\_

### Ethnicity:

Hispanic or Latino \_\_\_\_\_

Not Hispanic or Latino \_\_\_\_\_

### Race/National Origin:

American Indian or Alaskan Native \_\_\_\_\_

Asian \_\_\_\_\_

Black or African American \_\_\_\_\_

Native Hawaiian or Other Pacific Islander \_\_\_\_\_

White \_\_\_\_\_

### Sex:

Female \_\_\_\_\_

Male \_\_\_\_\_

## Applicant Comments

Applicant Name: \_\_\_\_\_ Date: \_\_\_\_\_

*Funding for this project was made possible in part by a Rural Business Enterprise Grant from USDA Rural Development and a Local Food Promotion Program Grant from USDA Agricultural Marketing Service.*

*In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, age, disability, religion, sex, and familial status (Not all prohibited bases apply to all programs).*

*To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410 or call (800) 795-3272 (voice) or 202-720-6382 (TDD).*