

The Future of Urban Agriculture Promises & Pitfalls



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Who am I??????

- **Small Farmer**
 - Phoenix Gardens
- **Trainer**
 - Farmers Markets
 - Farmer Training
- **Advocate**
 - GFMA
 - Southern SARE
 - SSAWG
 - Georgia Organics
 - Grant Reviewer
 - Balle Fellow



Overview

Urban agriculture has made great strides towards being recognized as a legitimate form of agriculture.

- Increasing yields as production methods improve
- Fulfilling the promise of addressing food deserts
- Spinning off other components of local food systems as movement matures
- Introduction of new technologies
- Identification of emerging markets

A photograph of a large, arched greenhouse filled with various plants growing in raised wooden beds. The plants include leafy greens, herbs, and tall stalks, all thriving under the translucent covering.



The Promises of Urban Agriculture

- Neighborhood Revitalization
- Increased Access to Fresh healthy Food
 - Food insecure areas
 - Enhanced local food systems
- Potential Impacts on Community Health
- Identifying New Market Trends
- Increased Urban-Rural Connections



Backyard Gardeners Network Lower Ninth Ward, New Orleans



Neighborhood Revitalization

Footprint Farms Jackson, MS



Neighborhood Revitalization

HABESHA Works Atlanta, GA



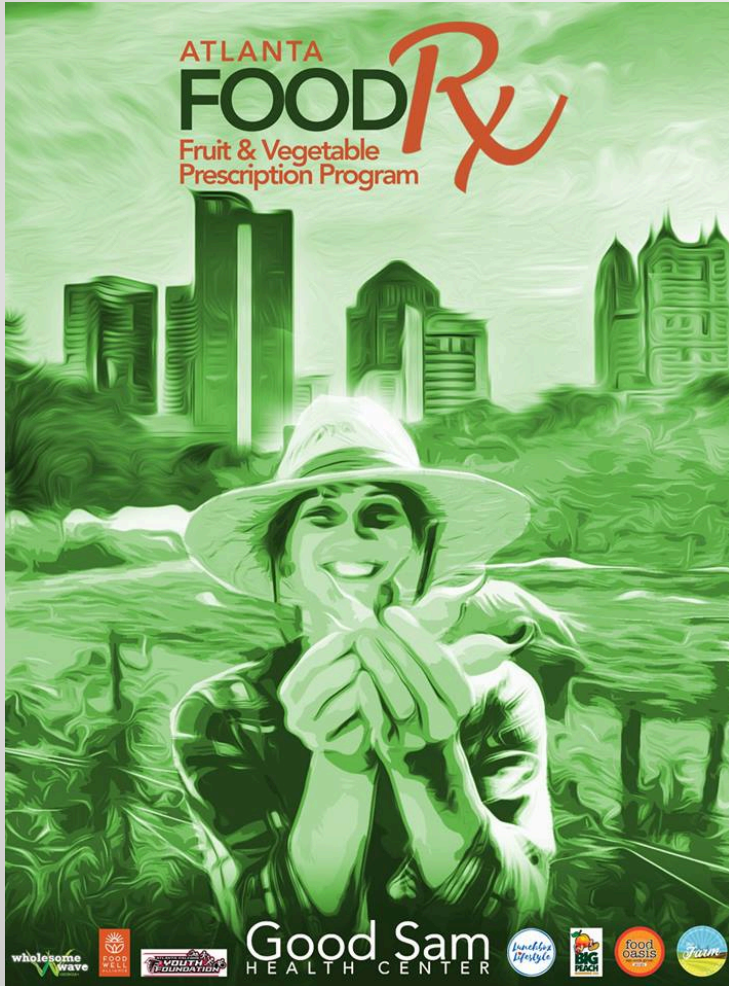
Neighborhood Revitalization



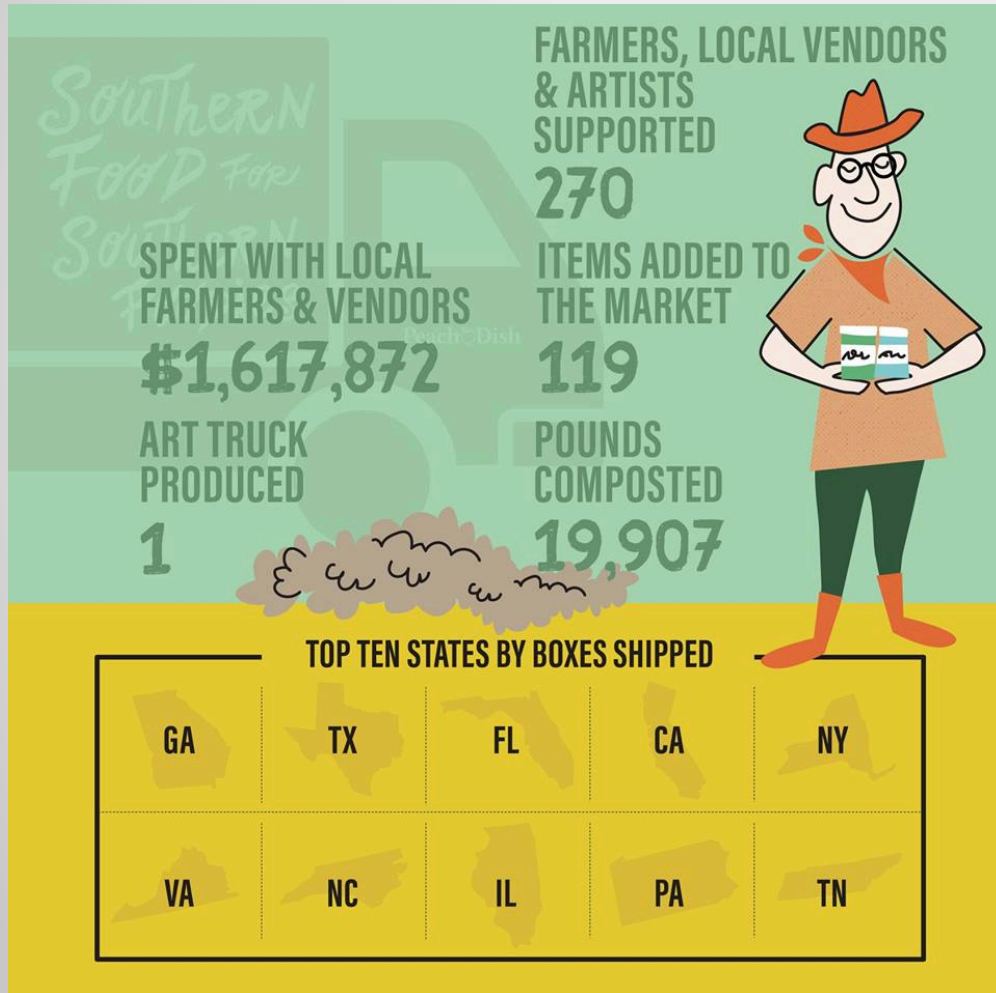
Healthy Eating Classes



Good Samaritan Health Center Atlanta, GA



Peachdish Atlanta, GA



TREND: Convenience

New Technologies



Potential Pitfalls

- Gentrification
 - Is urban agriculture sowing the seeds of its own destruction?
 - In some areas, the growth of urban agriculture has led to increasing land values
- Inability to Baseline Urban Agriculture Metrics
 - Has urban agriculture proven itself as a sustainable production system?
- The “Non-Profit” Dilemma
 - Over-reliance on grant funding versus a business oriented approach





Urban Agriculture Metrics

- Have urban farms reached a level of profitability and sustainable operations?
- Does increased access to locally grown food translate into healthier communities?
- Lease vs. own measurements
- What does a successful urban ag operation look like?



Non-Profit Dilemma

- In many cities non-profit organizations have been at the vanguard of the urban agriculture movement
- Some of these organizations have developed financial problems over the long term
- Primarily grant funded operations



Thank You!



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