COMMUNITY CONNECTIONS
Low-Impact Ways to Engage Community on the Farm

FOOD ACCESS
Creating a welcoming and inclusive farm stand and market space is an important component of engaging with everyone in your local community. You can encourage visitors to your farm stand or market by:
- Becoming authorized to accept SNAP, WIC, and FMNP benefits
- Participating in the Good Food Bucks nutrition incentive program
- Developing a marketing strategy that reaches and attracts a diverse group of shoppers
- Building community trust and creating an inclusive market

EDUCATION
Providing educational and youth opportunities at your farm involves families and promotes environmental awareness in your community. Offering educational programming is simplified by:
- Leveraging community partnerships to increase outreach and simplify registration process
- Offering Family Programs, Farm Camp, Storytime in the Garden or service learning opportunities.
- Utilizing everyday garden and farm activities at the core of your education
- Creating passive recreation activities
- Providing demonstration-based educational opportunities for adult home gardeners

VOLUNTEERS & EVENTS
Hosting volunteer days and recruiting groups for special projects is a low-cost, high-return practice to engage community members and identify supporters. Whether it be for a group of middle schoolers or a corporate volunteer date, planning a volunteer project will allow you to create space for community members to physically engage with your nature at your space. Similarly, special events hosted at your facility will foster strong community connections and ensure your space is part of the fabric of your city.

ABOUT
City Green is an urban farming and gardening nonprofit organization in Clifton, NJ working to connect people to food and nature. Our programs offer practical, technical and financial resources to foster equitable access to local food and green spaces.

Through interaction with nature and agriculture, individuals:
- Create a connection to their food
- Value the importance of open space
- Gain an appreciation for local agriculture in their own community, and
- Understand the role sustainable farming practices play in a healthy eco-system.

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