VISION
Inquiries Into The Nature Of Slow Money:
Investing As If Food, Farms And Fertility Mattered
(2007)
MISSION

To catalyze the flow of capital to our local food system by developing a network of entrepreneurs, farmers and investors guided by new impact investment principles connected to place, rooted in relationships and respecting both human dignity and environmental limits.
THE PRINCIPLES

• What would the world be like if we invested 50% of our assets within 50 miles of where we live?

• What if there were a new generation of companies that gave away 50% of their profits?

• What if there were 50% more organic matter in our soil 50 years from now?

33,170 people have signed the Principles.
A GROWING MOVEMENT

- 23 networks, 8 investment clubs
INVESTMENT ACTIVITY

- $46 million invested in over 470 deals
LOCAL NETWORK

- Formed 2010 after National Gathering, Shelburne VT

SLOWMONEYNYC.ORG
CONVENING NETWORK EVENTS FOR ENTREPRENEURS + INVESTORS

- 1350 MEMBERS
- BI-MONTHLY ANGEL INVESTOR NETWORK MEETING
- 45 INVESTORS
- ANNUAL REGIONAL CONVENING OF INVESTORS + ENTREPRENEURS
- 600 PARTICIPANTS
INVESTING

- Patient capital fund to purchase land for starting farmers lease to own
- Available to all investors
- Endorse & fund borrowers
- 2 funded campaigns 2015
- 5 current campaigns
- 0% interest loans < $10,000

**INDIEGOGO:**
$87,000 campaign re-building farm after fire

**BARNRAISER:**
Funded 5 enterprise pitchfest campaigns
• Slow Money NYC’s premiere annual networking event
• Regional B2B gathering of 600 attendees
• Connect Entrepreneurs + Investors
• Elements of a Venture Fair, Trade Show and Conference:
  • PITCHFEST
  • MARKETPLACE
  • EXPERT EXCHANGE WORKSHOPS
  • JEFFERSONIAN DINNER
GOOD FOOD SPOTLIGHT

- MONTHLY PITCH WORKSHOP
- Food Businesses Showcase
- Expert and Audience Feedback
- Collaboration with Foodstand.com
ANGEL INVESTORS IN LOCAL FOOD

• BI-MONTHLY MEETING
• REVIEW ENTERPRISE OFFERINGS
• DILIGENCE COLLABORATIVE
• INVEST INDIVIDUALLY
INVESTMENT CRITERIA

• SUSTAINABLE
• LOCAL
• EARLY STAGE
• FLEXIBLE
R.O.I
Sample Foodshed Investors NY Investments

**EGG RESTAURANT**  
(Brooklyn, New York)

- Farrm to table breakfast restaurant
- strong local provider network for sourcing,
- its own Farm upstate and
- progressive labor practices

**Funding:** $600,000

**Homesweet Homegrown**  
(Kutztown, PA)

- Organic farm that produces high quality hot sauces

**Funding:** $45,000
Sample Foodhed Investors NY Local Investments:

**FLEISHERS CRAFT BUTCHERY**  
(Multiple Locations NY and CT)

Fleishers Craft Butchery is the nation's leader in grass-fed and organic meats sourcing and a recognized leader in the revival of nose-to-tail use of animals.

**Funding:** $600,000 (2011) and $100,000 (2015)

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**BROOKLYN GRANGE**  
(New York)

One of the country’s largest organic rooftop gardens, growing over 50,000 lbs. of produce per year.

**Funding:** $25,000
Sample NY Local Investments:

BLUE MARBLE ICE CREAM
(Brooklyn, NY)
Only organic ice cream brand in North East.

Funding: $400,000 (2014)

ADDED VALUE & HERBAN SOLUTIONS
RED HOOK COMMUNITY FARM
(Brooklyn, New York)

Largest urban farm enterprise with farmers market and youth farm and composting facility

Funding: $80,000
OVERVIEW

• Founded in September 2014
• High-impact, socially responsible farmland access venture
• Co-founded by Slow Money NYC and Working Farms Capital.
• Secure land access for sustainable early stage farmers in New York City Foodshed through lease-to-own arrangements
• Available to farmers and investors in New York, New Jersey, Connecticut

Mission: “Accelerating Farm Ownership”
Farmer First Acquisition Strategy

- Fund invests in farmland, yet acquisition strategy is “farmer first.”
- Pipeline of prospective farmers looking for land
- Evaluate each farmer and the farmer’s business plans.
- Farmer brings land opportunity to Fund that fits farm plan
- Fund will only purchase farmland when farmer and LFF agree
- Fund will not make speculative land acquisitions
- Governance includes Farmer-Lessor on Board
First Farm Purchase
Farmer Tim Biello
Horse Drawn Power Farm
Saratoga Springs NYC
ENDORSE & FUND BORROWERS
2 FUNDED CAMPAIGNS 2015
0% INTEREST LOANS < $10,000

THE FRESH CONNECTION
(Brooklyn, New York)

Last mile delivery for Farm Business to NYC

Funding: $10,000
Funded in 24 hours. Record
CURRENT OPPORTUNITIES
YOU CAN FUND A FOOD STARTUP
FOR AS LITTLE AS $25.00

Local 130 Seafood  https://zip.kiva.org/loans/17954/i/ivvb

Stony Creek Farmstead LLC:  https://zip.kiva.org/loans/18037/i/0evb

Amp Your Good  https://zip.kiva.org/loans/18125/i/rvjf

La Newyorkina:  https://zip.kiva.org/loans/18028/i/oj6e

Ginjan:  https://zip.kiva.org/loans/18025/i/8pbr
REWARDS CROWDFUNDING CAMPAIGNS

$87,000 CAMPAIGN RE-BUILDING FARM AFTER FIRE

- **CAYUGA PURE ORGANICS**

- **MADE BY LUKAS – Veggie Burgers**

- **BARNRAISER: FUNDING 5 ENTERPRISE PITCHFEST CAMPAIGNS**

- **INDIEGOGO**: $87,000 CAMPAIGN REBUILDING FARM AFTER FIRE
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