

NEW BROOKLYN FARMS



URBAN FARM & GREENSPACE NETWORK

NEW BROOKLYN FARMS, BENEFIT LLC (NBF) IS A BLACK-OWNED URBAN FARM AND GREENSPACE NETWORK BASED JUST OUTSIDE OF WASHINGTON, DC IN PRINCE GEORGE'S COUNTY, MARYLAND.

NBF is dedicated to cultivating community health, wealth, and prosperity through greenspace. NBF was founded in 2017 by serial entrepreneur and PG County native Doug Adams with the goal of establishing physical and social infrastructure for economic development through small business partnerships, community, events, and educational initiatives around urban agriculture.

Inspired by the rise of the local food movement, the circular economy, and ironically, McDonald's real estate business model, Adams secured his first plot of land to acquire a tangible asset, create an heirloom for his family, and build a grassroots platform to benefit the health and economic wellbeing of his community and beyond.

After getting acquainted with urban farming and the larger modern agriculture industry, he set his sights toward changing the narrative of what a "farmer" looks like — first leading by example, and later championing a diverse wave of fellow first-generation farmers and agripreneurs to take stake in the emerging green economy and the fight against climate change. New Brooklyn Farms is more than a farm and greenspace — it is a vehicle to inspire broad cultural, economic, and environmental growth.



OUR VISION

A global network of greenspaces that drive economic and community growth.

OUR MISSION

Cultivating health, wealth, and prosperity via greenspace

OUR PRINCIPLES

Community: Building bonds and relationships through greenspaces

Culture: Reimagining nature as an ideal medium for activating, sharing, and preserving culture

Collaboration: Through partnership our whole is greater than the sum of its parts

Environment: Making the world a better place through sustainable agriculture

Education: Inspiring sustainable enterprises by freely sharing knowledge and curating mentorship

Space: Providing access to safe and nourishing spaces

OUR WORK

- Turnkey greenspaces available to individuals and groups for agricultural or event space use
- B2B partnerships with local businesses to custom grow hyperlocal specialty and ethnic crops
- Farmer-in-residence program, providing emerging agricultural professionals with the tools, education, and infrastructure to grow
- Mixed use greenspace for community gatherings and private events
- Agricultural and greenspace consultation support for third parties
- Partnerships and collaborations with agricultural and non-agricultural brands
- Educating the community via on-site/off-site demonstrations and speaking engagements
- Aggregate and distribute product for local growers via relationships with food distributors and markets
- Opportunities for the community to volunteer, learn, and connect
- Leveraging @newbrooklynfarms to document our impact

OUR IMPACT (SO FAR...)

- Have grown and harvested 300+ lbs of hyperlocal specialty crops since 2017; supplied 12+ local food and beverage businesses with fresh and affordable herbs, flowers and produce
- Supplied 50+ lbs of custom grown lemon thyme and an assortment of other herbs in multi-season partnership with Maryland Meadworks, Prince George's County's first and only meadery
- Empowered two local entrepreneurs with free growing space through NBF's farmer-in-residence program: Stephanie Freeman (Relish Market) & Nazirah Muhammed (Moon & Magnolia)
- Partnered with 10+ local businesses to host 15+ community events and educational workshops around gardening, health, and wellness in green event space since 2017





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OUR FARMS

MT RAINIER, MD

LOCATION

3513 Rhode Island Ave. Mount Rainier, MD 20712

- Prime, high visibility location on bustling Prince George's County's Gateway Arts District Corridor (US Rt. 1)
- Steps away from the heart of Mt. Rainier, MD (City Hall, Bus Terminal, Mt. Rainier Artist Lofts, Library, 34th St. Business District)
- Within 5 mile radius of downtown Washington DC, the University of MD (College Park), and the Hyattsville Arts District

FEATURES

- 3600 sq ft growing area & 3800 sq ft green event space area
- 34'x48' high tunnel greenhouse for growing rare specialty herbs, peppers, greens, microgreens, and flowers
- Storage space on-site
- Access to water, electric, and indoor kitchen and bathroom facilities via adjacent property
- Access to 500 sq ft garage building space via adjacent property

LONG-TERM GOAL

Mixed use greenspace — 50% green event space for public and private use, 50% commercial crop production



OUR FARMS

HYATTSVILLE, MD

LOCATION

909 Hill Rd. Hyattsville, MD 20782

- Private, off-street space neighboring a Prince George's County public elementary school
- Within 5 mile radius of Prince George's Community College, FedEx Field (Washington Redskins), and the Prince George's Sports and Learning Complex

FEATURES

- Vacant, under-used site on a former tobacco farm
- Zoned for both residential and urban agricultural uses
- Primarily flat, clear land ideal for agricultural use
- Well-preserved biodiverse habitat with a number of thriving and native medicinal crops and trees

LONG-TERM GOAL

Scale production and expand programming models currently in place at Mt. Rainier site; serve as a research, education, and experimental production space

OUR ASK: NEW BROOKLYN FARMS IS LOOKING FOR BRANDS AND STRATEGIC PARTNERS TO COLLABORATE WITH TO HELP ACCOMPLISH OUR MISSION

BRAND PARTNERSHIP OFFERINGS

- Turnkey urban farming platform for brands looking to support individuals and groups through branded programs focusing on health, wellness, and agriculture
- Greenspaces to host events, retreats, workshops, and photoshoots
- Agricultural donations (equipment, tools, infrastructure, etc.) that support the development of our farms and greenspaces
- Support our farmer-in-residence program to help independent farmers achieve their goals
- Access to our local distribution network and local food market
- Branded content production
- Micro influencer product strategy

AGRICULTURAL B2B OFFERINGS

- Custom specialty crop production and procurement for food or beverage uses
- Agricultural consultation for businesses looking to implement local food strategy
- Product development, marketing, and distribution
- Urban farming and green infrastructure design, build, and maintenance services
- Technical consulting services from a team of leading agricultural design, build, policy and procurement experts

STRATEGIC CONSULTING

- Short-term and long-term land rentals for farming
- Strategic and technical consultation for projects
- Access to our local agricultural distribution network to sell product

DOUG ADAMS IS AN URBAN FARMING ADVOCATE AND ENTREPRENEUR.

Armed with a passion for helping others, Adams found a new venture opportunity and the perfect vehicle to drive economic development for others through land ownership and agriculture. With the 2016 purchase of a blighted residential plot adjacent to his childhood home, Adams founded New Brooklyn Farms to preserve local ownership in his rapidly gentrifying hometown and create environmentally and economically empowering opportunities for Mt. Rainier and beyond.

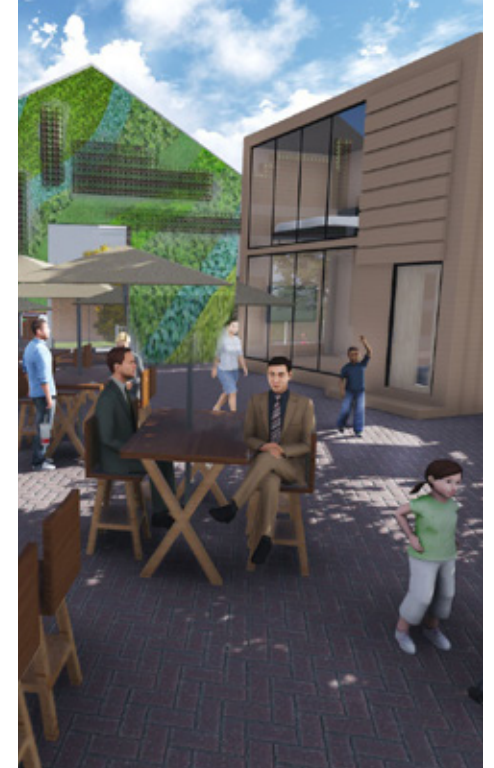
Upon purchase of the land, Adams began an educational and professional journey in agriculture that continues to this day. Adams jumped in head first gaining self-education through a combination of volunteer opportunities with local farms, crop production course-work through University of DC's ethnic crop research farm, and extensive networking. Adams also gained business advice and inspiration from the founders of NYC's heralded urban farm North Brooklyn Farms, as well as earning an academic credential as a master composter from The NYC Compost Project. In addition to successfully running his own agricultural start-up, Adams works in finance for AeroFarms, one of the biggest players in the emerging indoor farming industry.



MARKET AND TREND ANALYSIS

- Health and nutrition, food security and transparency, education, urban sustainability and the growing demand for local food are the key factors raising the popularity of urban farming
- Global Urban Farming market projected to reach \$236 billion by 2023*
- Rise of 'Agrihoods' – neighborhood communities or real estate developments built around the centerpiece of a working farm
- Greening of vacant urban land improves resident mental health, per 2018 UPenn study
- Urban Farming greatly reduces “food miles” – on average, food travels 1,000 to 2,000 miles before reaching supermarket shelves, resulting in about 20 to 30 percent of food loss occurring during the transportation process

SOURCES



COMPETITIVE ANALYSIS



BROOKLYN GRANGE NEW YORK, NY

- Operates world's largest rooftop soil farms located on three roofs in NYC, growing over 100,000 lbs of produce annually
- Hosts range of large scale events (weddings, etc.) and educational programming
- Provides urban farming, greenspace and green roof design, installation, and consulting services to clients worldwide



NORTH BROOKLYN FARMS BROOKLYN, NY

- Urban farm and public greenspace previously located on the Domino Sugar Factory development in South Williamsburg from the Summer of 2013 through the Fall of 2019
- Demonstrated the immense potential of vacant land to build community amidst rapid development



TRAP GARDEN NASHVILLE, TN

- Social enterprise that provides a sustainable source of healthy, high quality foods and offers innovative solutions to the physical, financial, and educational shortcomings in food insecure communities
- Create gardens in unlikely places that foster opportunities for community engagement, education, and support, as well as economic empowerment
- Motivate and inspire others to start something that matters in their communities - to not depend on a major grocery store or business to provide them with their daily needs

**NEW
BROOKLYN
FARMS**

THANK YOU