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## **GrowNYC's FARMroots Program Announces Loan Endorsement for Greenmarket Farmer Rise & Root on KivaZip**

**New York, NY** – GrowNYC's FARMroots program announces endorsement of a micro-loan for second-year Greenmarket producer, Rise & Root Farm, is live on KivaZip, a crowdsourced micro-lending website. A loan of \$10,000 will go towards buying much needed weed management equipment, pay upfront costs for the greenhouse and hiring their first employees.

[Rise & Root Farm](#) is a cooperative farm operated by farmers Karen Washington, Lorrie Clevenger, Michaela Hayes, and Jane Hodge who grow vegetables, herbs, flowers, and raise bees for honey on three acres in the famous black dirt in Chester, NY. They also run a sister business, [Crock & Jar](#), a food preservation company focused on supporting local farmers while sharing the craft of fermenting and preserving foods.

"Our first year of farming was an incredible season of growth, and we learned so much" says Jane Hodge of Rise and Root. "We're so excited in our second year to be able to tap into KivaZip, who really understand the challenges of growing a farm business, and they created a loan that supports that. We are thankful to FARMroots, KivaZip, Deutsche Bank, and our network of family and friends for supporting us in our dream: to grow food, build community, and create a healing, nurturing place for ourselves and others."

"GrowNYC's FARMroots program is proud to work with KivaZip and Deutsche Bank to help those beginning farmers that have traditionally been less able to obtain funding, gain access to critical business development capital" says GrowNYC Executive Director, Marcel Van Ooyen. "Ensuring these farmers success is key in preserving our region's rich agricultural history and this is just one of the many ways that FARMroots is shepherding in the next generation of farmers and helping to preserve our region's farmland."

This loan is one in a series of loans where FARMroots lends 30%, or up to \$3,000, of any KivaZip loan for Greenmarket producers with less than 10 years of farming experience. Beginning and immigrant farmers have historically had the hardest time accessing capital to expand their businesses. This loan fund will be used to support producers looking to receive small loans of up to \$10,000 to purchase additional equipment, land, seeds and other necessary materials to expand and insure their businesses' success.

Kiva Zip is a pilot program launched by Kiva, the world's first and largest micro-lending website, which allows for 0% interest loans to entrepreneurs through a community of lenders. Lenders can lend as little as \$25 and as the borrower repays the loan, they receive their money back.

FARMroots provides both aspiring and established Greenmarket farmers with business technical assistance and training designed to ensure the long-term viability of participating farms and farmland. Technical assistance is provided through both in-house services and through the engagement of cost-shared consultants and includes support for: farm succession and land transfer, financial and business



planning, legal assistance, strategic marketing, access to capital, food safety and risk management. FARMroots' Beginning Farmer Program (formally the New Farmer Development Project) identifies, educates, and supports aspiring farmers with agricultural experience to establish their own economically and environmentally sustainable small farm businesses in the NYC region. FARMroots is generously funded by the Doris Duke Charitable Foundation, the USDA, the New York Farm Viability Institute, and the New York City Council.

For more information on active FARMroots loans on KivaZip visit: <https://zip.kiva.org/trustees/1467>

For more information on FARMroots visit: [www.grownyc.org/farmroots](http://www.grownyc.org/farmroots)

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**GrowNYC** is a 501c(3) nonprofit organization that helps residents make ours the most sustainable city in the world. Reaching millions every year, GrowNYC operates Greenmarket farmers markets, engages New Yorkers in recycling education, builds and maintains green spaces and works with young people to provide hands on environmental education. Learn more at [www.grownyc.org](http://www.grownyc.org).