

# ASPIRING FARMER RESIDENCY



A PROGRAM OF  
BIG MUDDY URBAN FARM



# MISSION STATEMENT

Big Muddy Urban Farm is dedicated to making sustainable agriculture education accessible to all.



# PROBLEMS OUR TARGET MARKET FACES

## ACCESS AND OPPORTUNITY

There are only two degree options locally in organic or market farm business

## GROWING CRISIS

Climate change anxiety and a growing health and wellness crisis

## SKILL AND EXPERIENCE GAP

The need for personal and profession development experience to guide a young persons path

# SOLUTION



## ACCESIBLE OPPORTUNITY

No fee or experience necessary to apply.



## IMMERSIVE LEARNING

In-the-field training throughout the seasons.



## HOUSING AND COMMUNITY

Facilities that inspire community and creativity.

# MARKET POTENTIAL

On average, participants are **22 years old** from **Douglas-Pottawattamie County.**

They are searching for skill advancement, a sense of community, and housing.

The market size of 20-24 year olds in Douglas-Pottawatomie Counties is **42,000 people** based on 2019 census data.



# COMPARATIVE ANALYSIS



## URBAN ADAMAH

Three month  
Urban Ag Fellowship  
Berkeley, CA  
Developing practice in Judaism



## PULSE PITTSBURGH

Eleven month  
Nonprofit Fellowship  
Pittsburg, PA  
Developing nonprofit careers

# **PROGRAM DETAILS**

## **Term**

8 months (Feb to Oct)

## **Commitment**

Part-time 20 hrs/wk

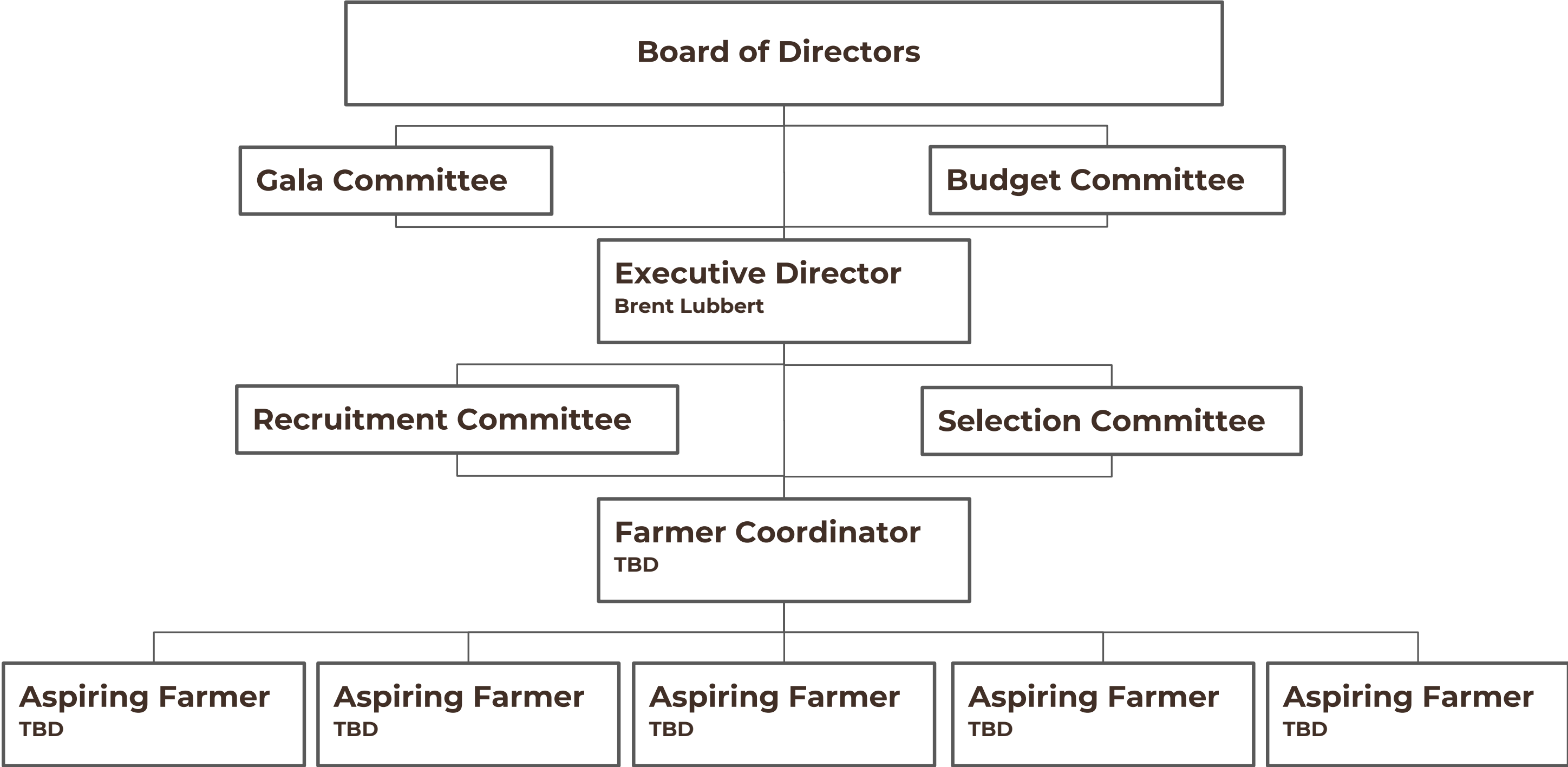
## **Value per Participant**

\$19,500

## **Number of Participants**

5 Residents

# ORGANIZATIONAL CHART

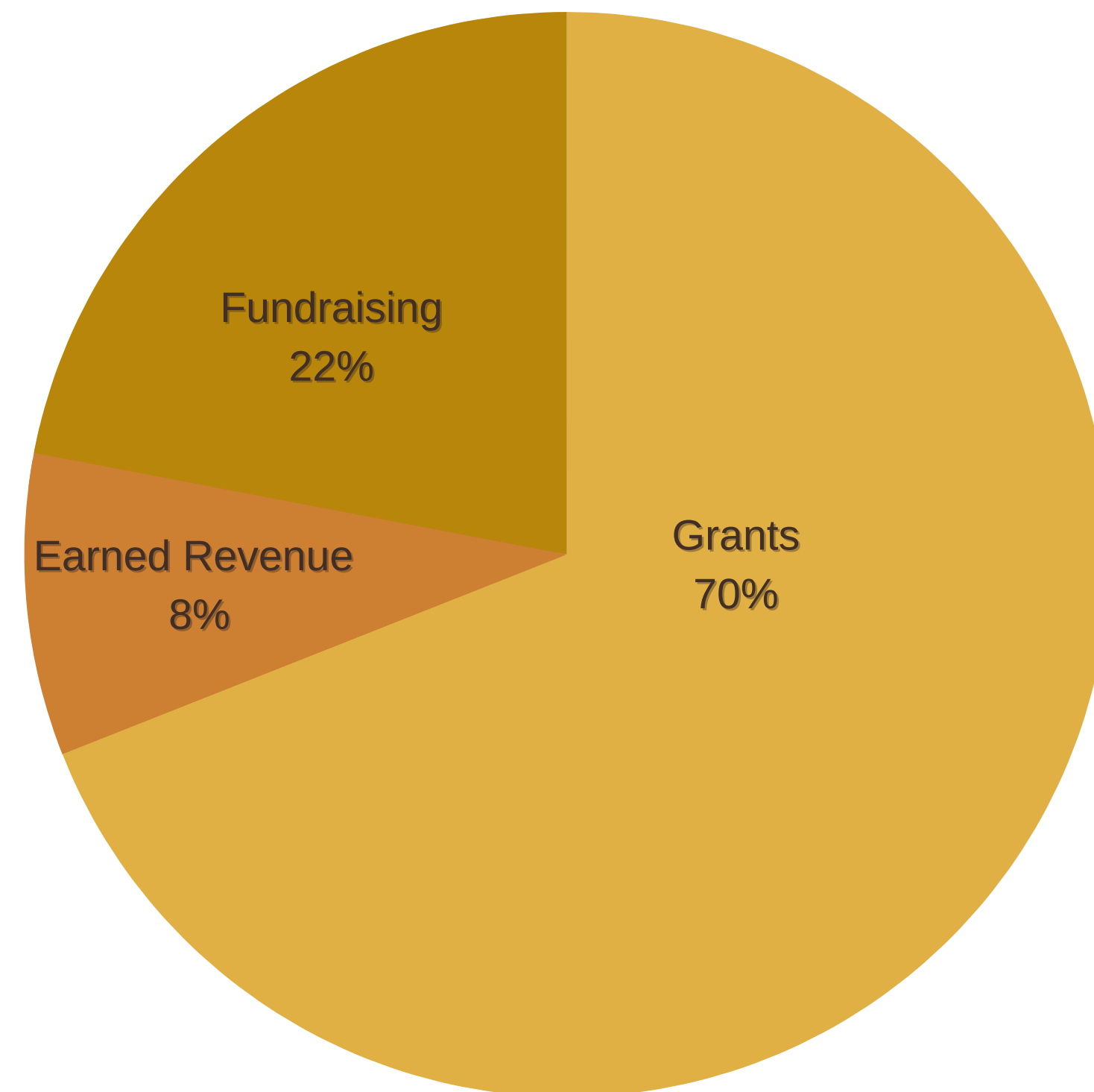




# FINANCES AND FUNDING

We've grown from \$13k in 2016 to \$150k in 2020, reflecting strong demand and community support for our services.

Grant Sources:



# **TO SUCCEED, WE WILL**

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**BE OPEN**



**KNOW THAT FARMS ARE AN IMPERFECT ART**



**SET REALISTIC GOALS AND FOLLOW THEM HUMBLLY**



**ASK FOR HELP WHEN WE NEED IT AND FEEDBACK WHENEVER WE CAN**



**BUILD OUR NETWORK AND STAY COMMUNITY FOCUSED**



**MOST IMPORTANTLY HAVE FUN AND STAY PASSIONATE**