



CASE STUDY

GrowNYC

Gabby Pereyra
Program Manager

WEBSITE

www.GrowNYC.org/FarmerAssistance

INDUSTRY

Agriculture, Public Markets,
Food Access, Education

EMPLOYEE COUNT

75 year-round, 150 seasonal

“Seriously speaking, without PactAnt I don’t think we would have been able to adjust in the time that we did.”

- Gabby Pereyra

ABOUT GrowNYC FARMER ASSISTANCE

GrowNYC’s Farmer Assistance identifies, educates, and supports aspiring farmers with agricultural experience to establish their own economically and environmentally sustainable farm businesses in the Northeast.

GrowNYC is using Meld to drive program design and execution for La Nueva Siembra, a Spanish language version of their Beginning Farmer Program.

ABOUT GABBY PEREYRA PROGRAM MANAGER

A scientist at heart, Gabby holds a PhD in Geosciences from the Max Planck Institute for Biogeochemistry. She is responsible for providing direct technical assistance in marketing and business development to established farmers. Gabby also works on training aspiring growers to start viable farm businesses.

“The La Nueva Siembra project is a collaboration between three organizations. Before working with PactAnt, there was a lack of effective communication between us. With PactAnt, we are able to coordinate all these separate entities very effectively.” - Gabby Pereyra

THE SCENARIO

It was two weeks out from the launch of their first Spanish language cohort and the team had not finalized the curriculum or logistics for their inaugural six class series.

It was also the first time the three organizations ([Hudson Valley Farm Hub](#), [GrowNYC](#), [Chester Agriculture Center](#)) had worked together. The team used Meld to coordinate their efforts and focused on identifying which organization would be responsible for executing critical tasks.

SHORT TERM GOALS

The first priority was to **get aligned on the initial class curriculum and communications**. This would set a baseline for the following six class series.

LONG TERM GOALS

This project was the first year of a three year grant cycle. The long term goal is to **create a toolkit** for this program that could be offered to organizations nationwide.

CHALLENGES

A week after COVID-19 emerged in full force and in-person operations were shut down, the program needed to pivot to a digital service delivery. The population they serve lacked know-how or access to basic tools for distance learning.

FINAL RESULTS



The highest need participants are on track for a successful season with **farmland and market access secured**.



Operational logistics between the partner orgs and funders were immediately addressed because **all key decision makers had a sightline into the day-to-day activities and needs**.



The team is working to launch a **new digital learning curriculum plan** that will serve to support future cohorts.

IN SUMMARY

The emergence of COVID-19 forced GrowNYC, Chester Agriculture Center & Hudson Valley Farm Hub to quickly pivot operations to insure the success of their program launch.

As emergency planning took place, the team quickly identified an opportunity to build out their future program to include a digital learning curriculum.

PactAnt was there to create alignment and coordination among the individual teams, focus their efforts and ensure the goals were met.

“PactAnt helped our team **identify and prioritize what was most important to us** and create a plan to get moving.”

- Gabby Pereyra