



**Little Lions  
FARMSTAND**

DEC 24 2021



# 2021 IMPACT REPORT

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# OUR MISSION

By elevating local farmers, co-ops, and other community gardens, Little Lions will be the chain reaction that creates better health and wellness outcomes for the residents of Clayton County.

# OUR PURPOSE

We believe that growth and progress can only be achieved through a collective community.

# OUR VISION

Through this collective community, we will cultivate the needs of the community by sharing our wealth of knowledge and accessibility to healthy, nutritiously dense foods that will encourage better health and wellness lifestyles.



# WHO WE ARE

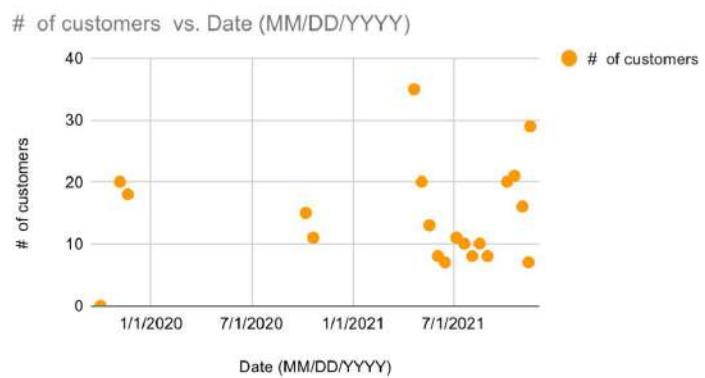
Hand, Heart, and Soul Project created an opportunity to share our garden with the families in our community in 2018. It started as a bi-monthly farmstand to sell local produce from the Jazmin Green Community Garden. The community garden had become more than a source for the meals provided at the Little Ones Learning Center. The very first customers were parents and neighbors of the center. The produce was grown in the garden and brought in from local farms as we grew. The city officials temporarily closed the farmstand in violation of a zoning ordinance. Thankfully, we didn't give up hope. Our Executive Director, Wande Okunoren-Meadows, with the help of the community, gave the farmstand much-needed attention to save it. Little Lions Farmstand reopened in April 2021 at its first site. It felt like a long-awaited reopening after closure by the city of Forest Park and COVID-19. Today, locally grown produce from our site(s) and other local farmers provide staple food access to Forest Park and Clayton County, Georgia.



# OUR FARMSTAND

## Attendance

Why a scatter plot? We want you to observe the relationships between the dates vs. # of customers. Attendance will increase or decrease based on many factors such as weather, supply, or if the date is close to a holiday. The dates varied and were sparse in the beginning. We chose two avg dates (1/1 and 7/1) over the past three years. Our goal is to increase attendance throughout the year with outreach, marketing, and loyalty programs.



Date (MM/DD/YYYY)	# of customers
10/2/2019	0
11/6/2019	20
11/20/2019	18
10/7/2020	15
10/21/2020	11
4/21/2021	35
5/5/2021	20
5/19/2021	13
6/3/2021	8
6/16/2021	7
7/7/2021	11
7/21/2021	10
8/4/2021	8
8/18/2021	10
9/1/2021	8
10/6/2021	20
10/20/2021	21
11/3/2021	16
11/14/2021	7
11/17/2021	29

Year	Total # of customers
2019	38
2020	26
2021	223

# Produce

## Best-sellers

### 2019

cinnamon basil, lemon balm, **cherry tomatoes**, basil, **grape tomatoes**, eggplants, yellow onions, **turnips**, sweet potatoes, **apples**, peppers, bok choy, and kale

### 2020

**apples**, bell peppers, collards, kale, cucumbers, **oyster mushrooms**, zucchini, squashes, sweet potatoes, lettuce, **corn**, mint

### 2021

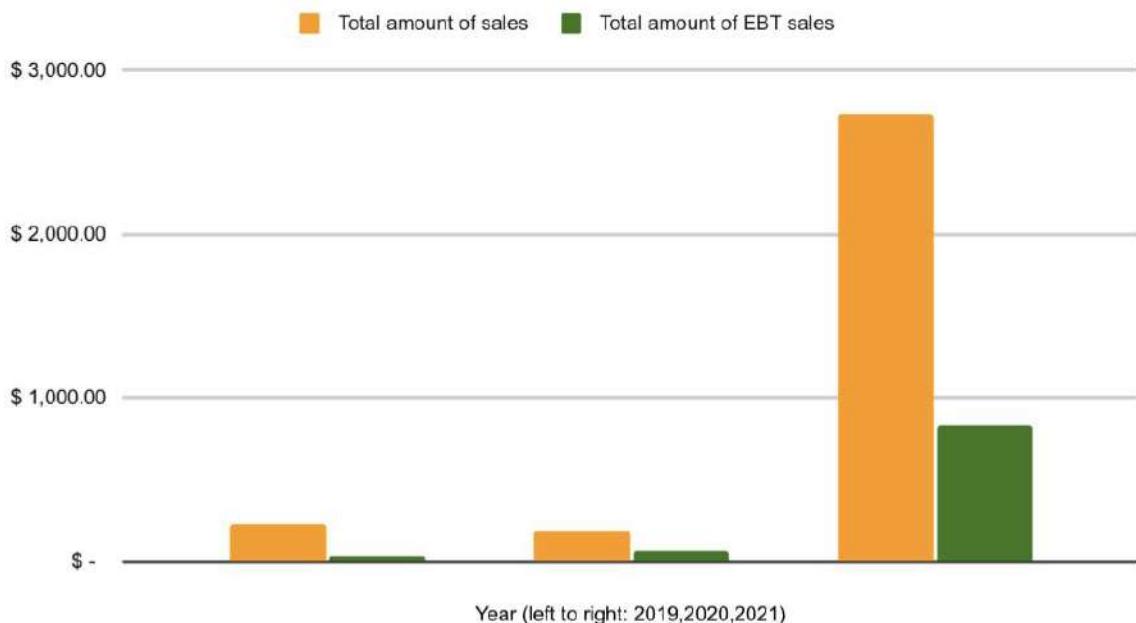
**kale**, collard greens, tomatoes, lettuce, carrots, **mint**, eggs, **sweet potatoes**, cabbages, yellow squash, tomatoes, beets, **strawberries**, zucchini, oregano, rosemary, basil, red cabbages, oyster mushrooms, shiitake mushrooms, pink-eyed peas, butterbeans, cucumbers, bergamot, lemon balm, green peppers, eggplants, cinnamon basil, **peaches**, purple bell peppers, jalapeños, red potatoes, corn, **apples**, watermelons, and collards



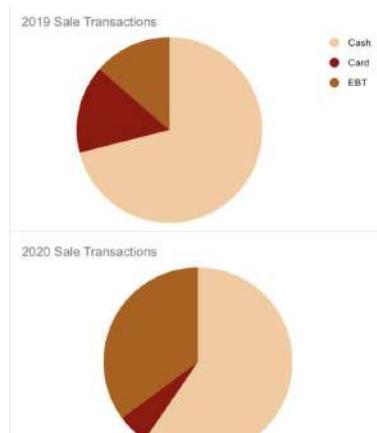
Best-sellers are determined by always being sold out by the end of farm stand day and commonly asked for by our customers. We will continue to track this. We are currently working with Common Market, however we are looking into other vendors to increase local farmer diversity and variations of produce.

# Sales

Total amount of sales and Total amount of EBT sales

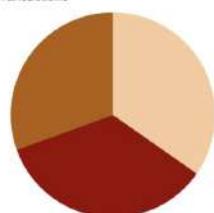


Year	Total amount of sales	Total amount of EBT sales
2019	\$ 228.00	\$ 31.00
2020	\$ 188.00	\$ 66.00
2021	\$ 2,731.00	\$ 834.00



Year	Cash	Card	EBT
2019	\$ 162.00	\$ 35.00	\$ 31.00
2020	\$ 112.00	\$ 10.00	\$ 66.00
2021	\$ 948.00	\$ 949.00	\$ 834.00

We want to capitalize on our efforts by providing more transactions. Thankfully, our card machine accepts magnetic strip, chip, and contactless tap forms of payment. However, it would be great to establish PayPal for online transactions and trusted Mobile Apps such as Venmo or Cashapp.



## In the Media

In the past, our presence revolved around the closure and grand reopening of the farmstand. In the next year, our goal is to showcase our expertise in providing local, fresh produce for equitable access. We want press releases about our charitable donations of staple food items, pop-ups, and open tables of dialogue.



## Socials

We have greatly underestimated the impact of social media for the farmstand. We would very much like to change this. This year we have created a TikTok account and recently updated posts on our previous social platforms. We have tied it into our website. I have allocated the stats below by platform.

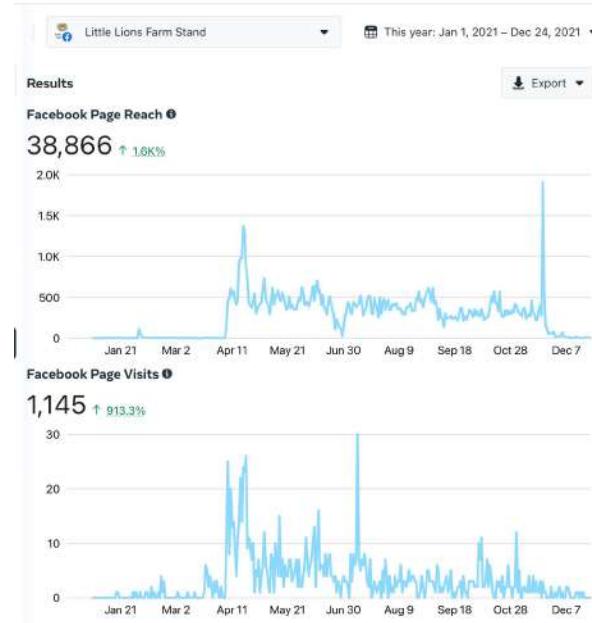
## Facebook

<https://www.facebook.com/LittleLionsFarmStand/>

Facebook Page Reach  
38,866

Facebook Page Visits  
1,145

New Facebook Page Likes  
135



## Instagram

@littlelionsfarmstand

We have not been active past 90 days, so here's a 90 day breakdown.

553 impressions

121 accounts reached

91 reached are non-followers

54 followers

Posts are seen over stories and videos.

## Tiktok

@littlelionsfarmstand

Created October 25, 2021 (60 day breakdown)

A week after AMANDA, FARMSTAND MARKET AND OUTREACH CONSULTANT

2,534 video views

99 likes

12 shares

7 followers

# FUTURE OUTLOOK

The farm stands will share mission, vision, and purpose with the other farm stands underneath Hand, Heart, and Soul project. We will add to our about us with information and locations over the years and referring to us as est. 2018.

Our team wants to continue the outreach we started this year. We have visited several schools and early learning centers within Clayton County. Our manager of programs and outreach, Jervonia, will continue to encourage them to build their own gardens and start replicating the farm stand. We used flyers to place around Forest Park common areas with foot traffic and government buildings. Our social media engagement has increased and the website will help direct online traffic. We want to increase the number of returning customers throughout the year by providing loyalty program discounts and punch cards.

Our surveys have noticed a demand in herbs and fruits. Bestsellers will be more common in our inventory. We are currently working with Common Market, and collaborating with other vendors to increase local farmer diversity and variations of produce.

We are establishing other forms of payment; PayPal for online transactions and trusted Mobile Apps such as Venmo or Cashapp.

Press releases will be about our charitable donations of staple food items, pop-ups, and open discussions.

By 2023, we will establish at least 2 new farm stands, pop-up calendar, and an online store.