

# OrganicLea



- Workers coop - set up in 2001. 23 members
- NE London
- former council plant nursery
- Turnover £750K



# Aims/ Activities



- **We Grow:** Organic Market Garden & Plant Nursery
- **We Sell:** Box Scheme, Market Stalls, Restaurants
- **We Support Others to Do the Same:**
  - Volunteering Programme
  - Learning and skills
  - Outreach Gardening
- **We Work for Wider Change**





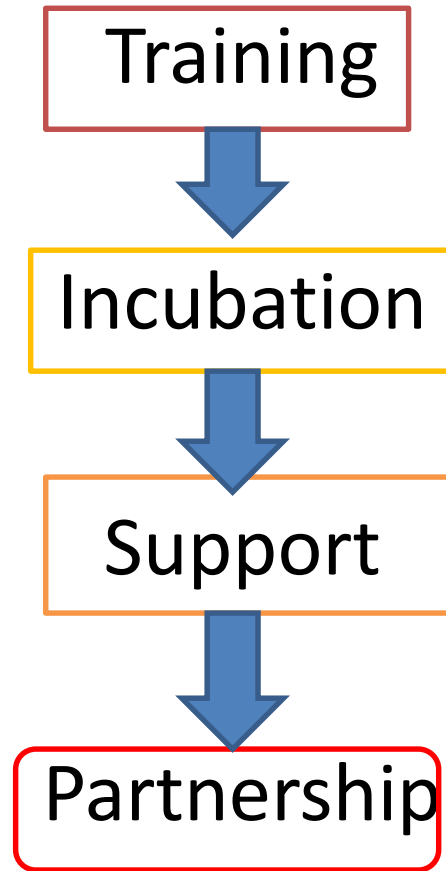
# OrganicLea's Farm Start



- Since 2014
- Why?
  - Extend “progression pathway” for our participants
  - Increase supply of produce
  - Replication/ Self-seeding
  - Changing the Food System



# How It Works



# Training



- Volunteering Programme
- Horticulture Courses: City & Guilds Level 1 & 2
- Work Placements
- Traineeships
  - including Farm Start Traineeship
- Apprenticeship

# Incubation & Support: What we offer

- Access to Land
- Grower Mentoring
- Marketing Access & Support
- Some Capital
- Fundraising & Enterprise Support
- Management of Farm Start Programme



# Incubation > Support > Partnership: Our Sites

- Farm Start Trainee Plots at our site
- Micro-Plot on Private Garden
- Derelict Allotment Plots
- Former Plant Nursery in Haringey
- Pasteur Gardens –  
3 Hectare Urban Site
- Rural Holdings





# Incubation > Support > Partnership: Marketing Models

- Preferential Access to our Box Scheme & Stalls
- Access to our Restaurant Waiting List
- Chef Supported Agriculture
- Loans For Veg
- Independent Marketing







# Challenges

- Access to Land & Capital
- Resources – For Farm Starters and Programme
- Tension between flexibility & structure
- Ensuring Progression/ Succession
- Generating Sustainable Livelihoods from “Real Farming”



# Successes/ Triumphs



- Livelihoods, skills & enterprises
- Tonnes more local agroecological produce
- Sustained interest from all areas
- National Farm Start Network

