

Catalyst Partner Presentation



+



**Hillsborough
Soil & Water**
Conservation District
Florida



lemon**GRAFT**

Sustainable Food Community



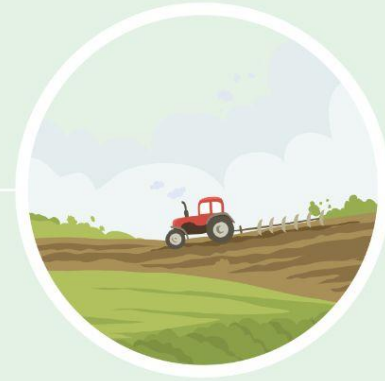
Under Pressure



where people live

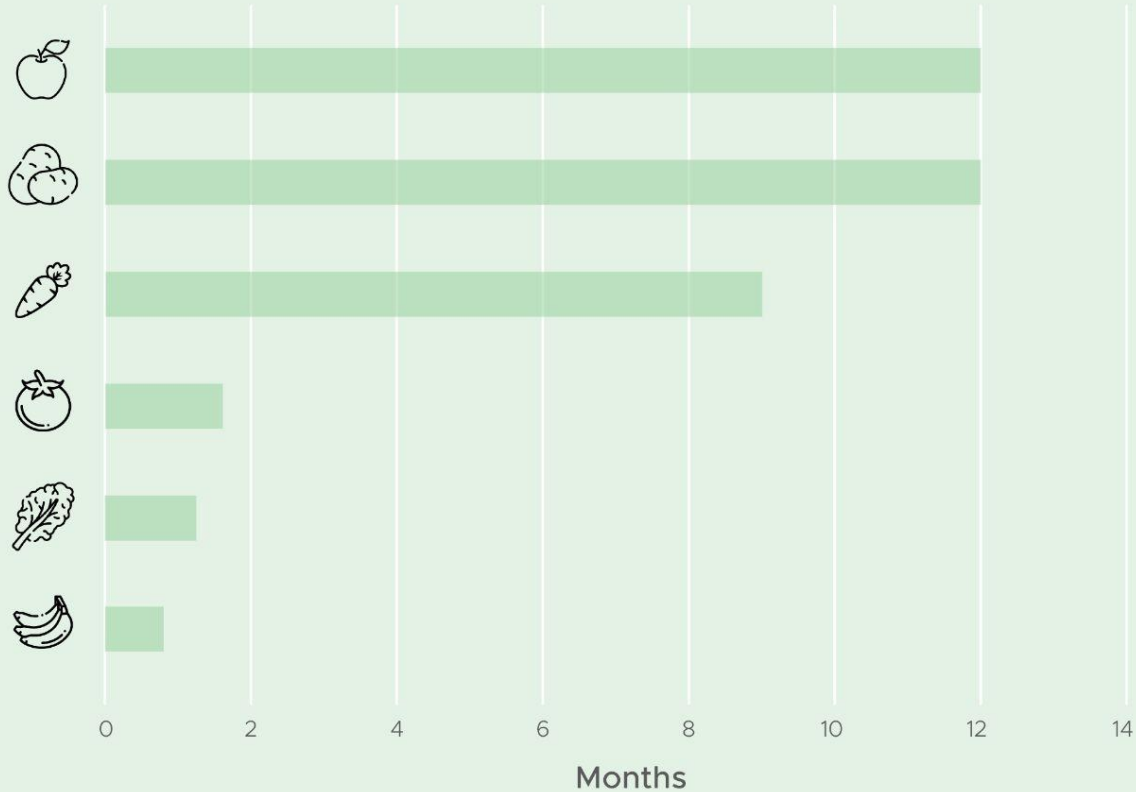


supply chain



where food lives

Your Food Is Old



30%
lost nutrients
3 days
after harvest

40%
more nutrients
60yrs
ago

Farmers are Broke

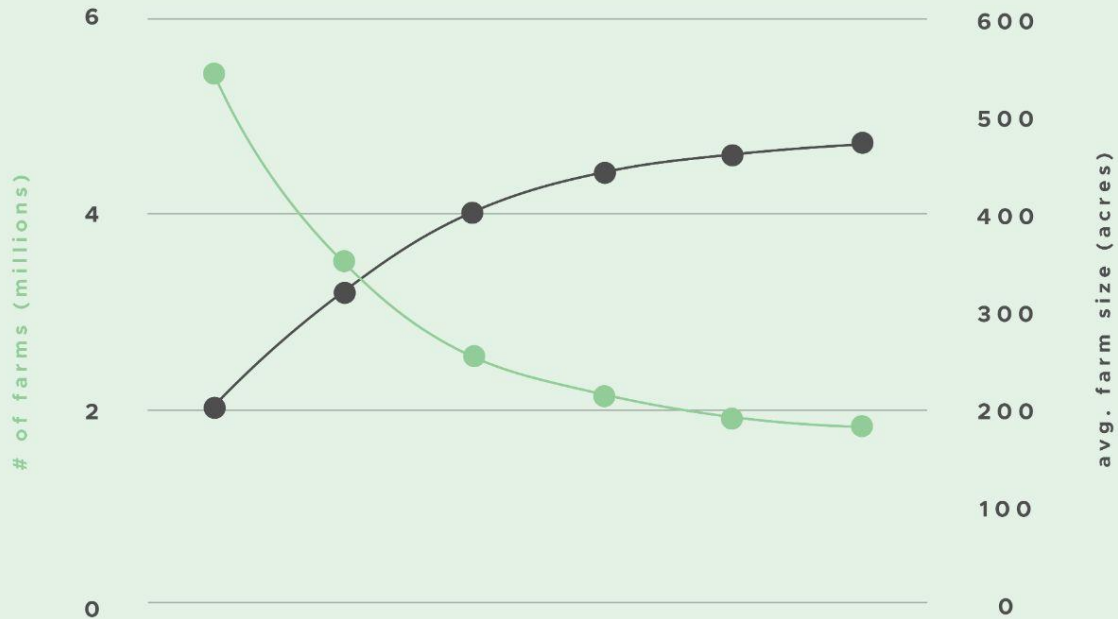


\$0.10 of each dollar spent, goes to the Grower on average.

Prices based on Oct. 2021 data from USDA



Monopolies Aren't Fun

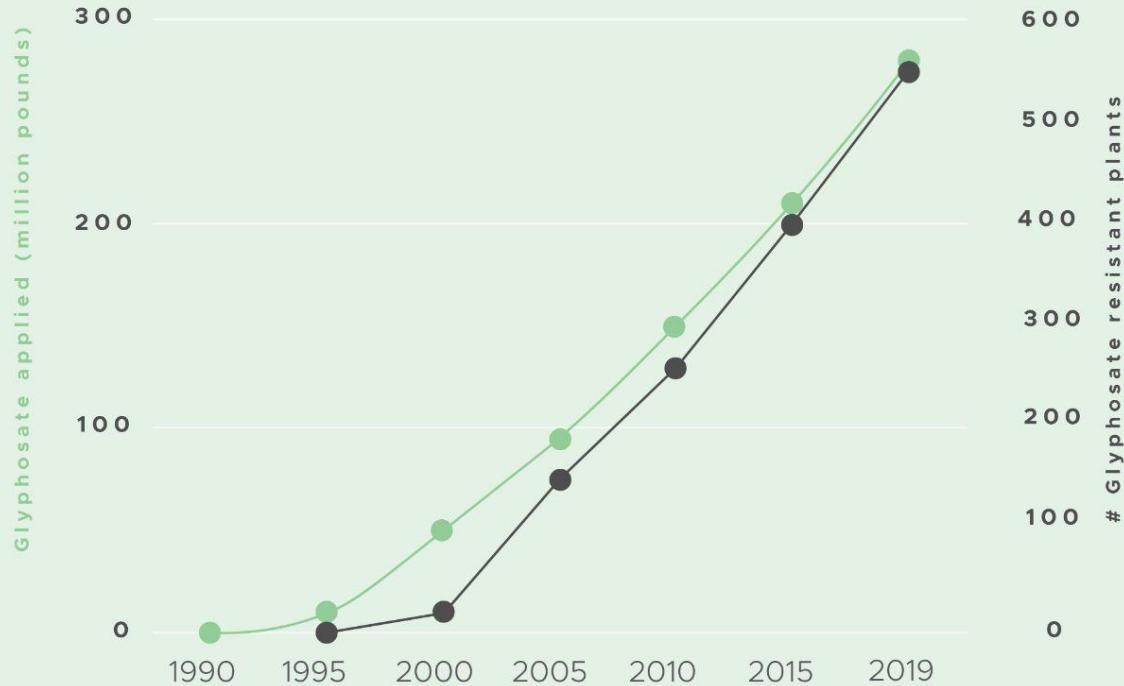


66%
decrease in #
of farms

250%
increase avg.
farm size

Sterile = Dead

20X
antibiotics



+++
plants
resistant to
antibiotics

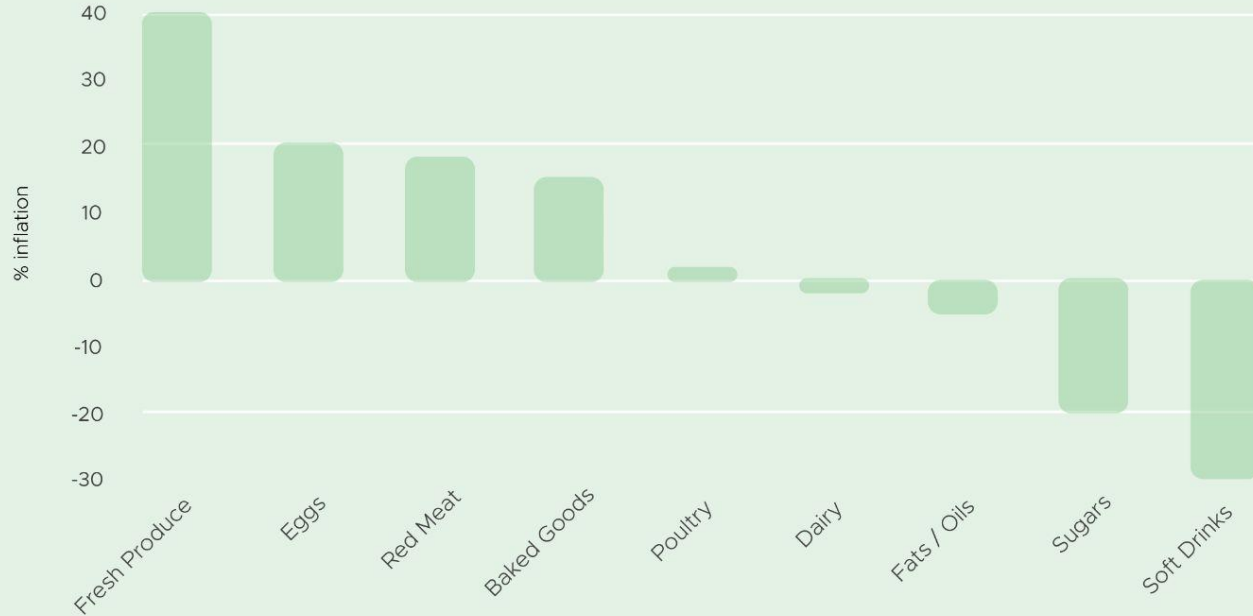
Cassowitz, Marty. "Study: Monsanto's Glyphosate now most heavily used weed-killer in history." Robyn O'Brien. 3 February 2016. <https://robynobrien.com/study-monsantos-glyphosate-now-most-heavily-used-weed-killer-in-history/>. Accessed 10 May 2021.

Hawkins, Caleb. Hanson, Charmaine. Sells, Dexter. "Glyphosate: Response to Comments, Usage, and Benefits." US EPA. 18 April 2019. <https://www.epa.gov/sites/production/files/2019-04/documents/glyphosate-response-comments-usage-benefits-final.pdf>. Accessed 10 May 2021.



40% \$ Inflation

Fresh produce has inflated 40% in the last 30 years...on top of standard inflation. This is more than all other food categories combined



\$\$\$

Whole foods
are super
expensive

+++

Processed food
is waaaaay more
available now.



Grow food
in your yard



on a roof



or anywhere
really



Then, sell to
your community



Decentralized Food Community

Peer-to-peer platform for buying and selling local & homegrown foods with your neighbors. This is a decentralized supplychain for local food.

1 Grower



List homegrown food on the platform, harvest after you make a sale, then deliver to your chosen Host

2 Host

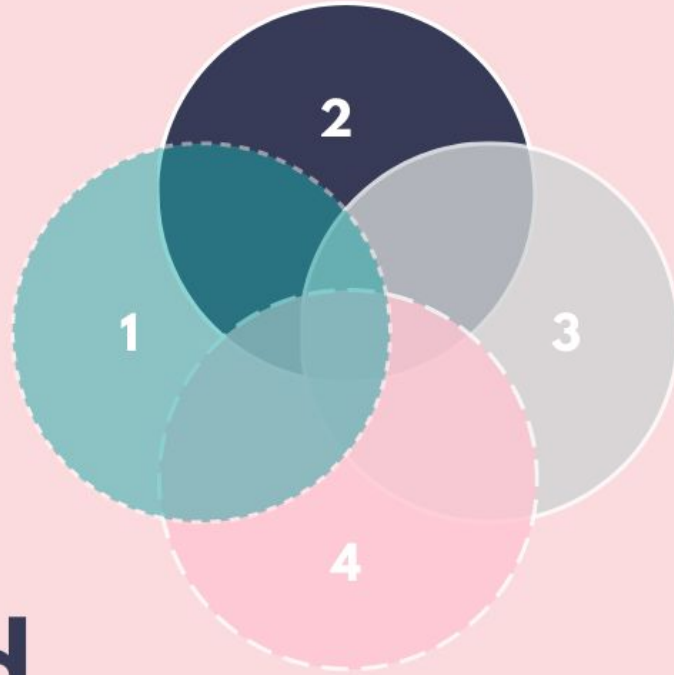


Receive food from local Growers, and prepare orders for pickup by Buyers

3 Buyer



Shop online for fresh food listed by local Growers and pick up your order from a Host



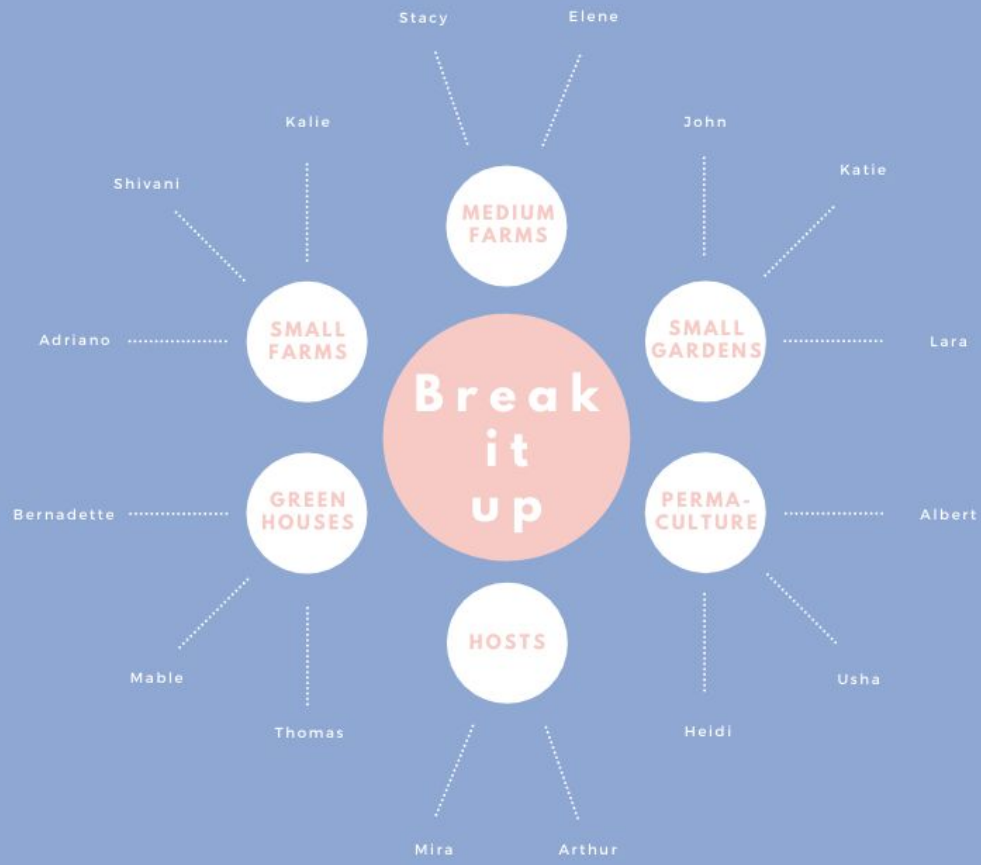
Decentralized Food system

We are the data and tech, that connects the community and coordinate them to build their own regenerative food system. lemonGRAFT is the home for sustainable food.

1. Growers 2. Consumers 3. Hosts 4. Land Owners

lemonGRAFT.com
© 2024 lemonGRAFT, Inc. All rights reserved.







Meacham Urban Farm

LEMONDROP

OPERATED BY
Travis Malloy

ABOUT
Enter the Gated fence, off of E. Scott Street to park, or you can park along the street. Walk up to the steel building to the left and we'll have your order waiting for you next to the checkout station! This lemonDROP is Hosted by Meacham Urban Farm, you're welcome to explore the farm, meet the chickens, see the honeybees and smell the flowers!

ADDRESS
1112 E Scott St Tampa, FL 33602-3051

THIS WEEK'S MARKET DAYS

	DROP-OFF	PICKUP
Mon, 2/19		
Tue, 2/20		
Wed, 2/21		
Thu, 2/22		
Fri, 2/23		
Sat, 2/24	9—10am (EST)	10am—1pm (EST)
Sun, 2/25		

< Back to Browsing



Seasonal Farm Bag

\$30.00 / bag TAX INCLUDED

QUANTITY

1

PICK UP AT

Rose Creek (Franklin Farm)

PICK UP ON

Sat, 2/24, 9am—12pm (CS)

Add to Cart

GROWN AT

Rose Creek Farms

Description

Farm Box

The Farm bag that changes with the seasons. (These contents are subject to possible change. This list is not guaranteed but rather an estimate of what produce will be in the bag) Farm bag may include... [Read More](#)

GROWN AT
Rose Creek Farms

OPERATED BY
Ray Tyler

ABOUT
Back in the spring of 2009, my wife asked me to plant a small garden so she could can some salsa for the winter. That first year's garden was horrendous! The weeds were taller than I was! It was bad! ... [Read More](#)

PICK UP AT
Rose Creek (Franklin Farmers Market)
230 Franklin Rd
Franklin TN 37064-2256

THIS WEEK'S MARKET DAYS

	DROP-OFF	PICKUP
Mon, 2/19		
Tue, 2/20		
Wed, 2/21		
Thu, 2/22		
Fri, 2/23		
Sat, 2/24	7:30—9am (cst)	9am—12pm (cst)
Sun, 2/25		



20:17

lemongraft.com



Kale

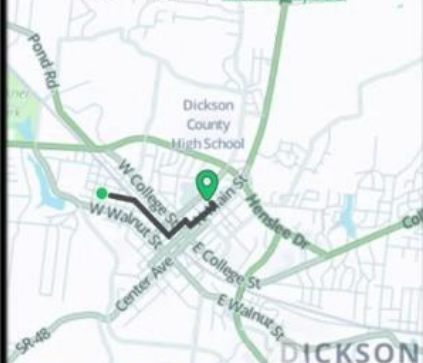


34436

Filter

Sort

Auto-fill my box



0.5mi

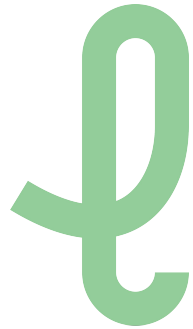
\$1.43/oz

Perennial Tree Kale

K. Green Gardens

★★★★☆

647



Any questions?



Lemon**GRAFT**
.com



Sources Cited

Apples over a year old:

Dubin, Alice. Serico, Chris. "That Apple You Just Bought Might Be A Year Old - But Does It Matter?." *Today Magazine*. 14 October 2014, <https://www.today.com/food/apple-you-just-bought-might-be-year-old-does-it-2D80207170>. Accessed 9 May 2021.

Michaelis CNC, Kristen. "Your Apples are a year old." *Food Renegade*. 8 April 2018, <https://www.foodrenegade.com/your-apples-year-old/>. Accessed 9 May 2021.

Riggs, Kathleen. "How to Preserve Apples." *Utah State University*. <https://extension.usu.edu/preserve-the-harvest/research/apples>. Accessed 9 May 2021.



Sources Cited

Pharmaceutical Company owns Agriculture:

Bomey, Nathan. "Monsanto shedding name: Bayer acquisition leads to change for environmental lightning rod." *USA Today*. 4 June 2018, <https://www.usatoday.com/story/money/2018/06/04/monsanto-bayer-name/668418002/>. Accessed 9 May 2021.

Search <https://www.monsanto.com> and you'll be directed to <https://www.cropscience.bayer.com/>

Monsanto seeds covering more than 40 percent of America's crop acres 86% of corn, 88% of cotton, and 93% of soybeans:

Parker, Chris. "How Monsanto is Terrifying the Farming World." *Miami New Times*. 25 July 2013. <https://www.miaminewtimes.com/restaurants/new-miami-restaurant-openings-include-the-oasis-yesjuice-and-the-chocolate-chip-bakery-12180596>. Accessed 9 May 2021.



Sources Cited

Chronic Degenerative Disease link with Vitamin Deficiency:

Ames, Bruce. “Low micronutrient intake may accelerate the degenerative diseases of aging through allocation of scarce micronutrients by triage.” *PNAS*. 21 November 2006. <https://www.pnas.org/content/103/47/17589>. Accessed 10 May 2021.

Glyphosate Usage:

Cassowitz, Marty. “Study: Monsanto’s Glyphosate now most heavily used weed-killer in history.” *Robyn o Brien*. 3 February 2016. <https://robynobrien.com/study-monsantos-glyphosate-now-most-heavily-used-weed-killer-in-history/>. Accessed 10 May 2021.

Hawkins, Caleb. Hanson, Charmaine. Sells, Dexter. “Glyphosate: Response to Comments, Usage, and Benefits.” *US EPA*. 18 April 2019. <https://www.epa.gov/sites/production/files/2019-04/documents/glyphosate-response-comments-usage-benefits-final.pdf>. Accessed 10 May 2021.



Sources Cited

Centralization of Agriculture:

“Industrialization of Agriculture.” *Johns Hopkins Center for a Livable Future*
<http://www.foodsystemprimer.org/food-production/industrialization-of-agriculture/>. Accessed 10 May 2021.

Produce Inflation:

<https://www.ers.usda.gov/amber-waves/2015/july/growth-in-inflation-a-djusted-food-prices-varies-by-food-category/>. Accessed 10 May 2021.



Sources Cited

American University. (2020, June 24). Fact Sheet: Soil Carbon Sequestration. Retrieved from American University Washington, DC:
<https://www.american.edu/sis/centers/carbon-removal/fact-sheet-soil-carbon-sequestration.cfm>

Duffin, E. (2019, November 28). Number of households in the U.S. from 1960 to 2019. Retrieved from Statista: <https://www.statista.com/statistics/183635/number-of-households-in-the-us/>

Gro-Intelligence. (2019). Retrieved from Gro Intelligence: <https://gro-intelligence.com>

Kuhns, A. (2019, April). Growth in Inflation-Adjusted Food Prices Varies by Food Category. Retrieved from USDA.gov: <https://www.ers.usda.gov/amber-waves/2015/july/growth-in-inflation-adjusted-food-prices-varies-by-food-category/>

McNeil, M. (2019, May 17). U.S. organic sales break through \$50 billion mark in 2018. Retrieved from Organic Trade Association: <https://ota.com/news/press-releases/20699>

Sara, M. (2017, August). A global food crisis may be less than a decade away. Retrieved from TED.com: https://www.ted.com/talks/sara_menker_a_global_food_crisis_may_be_less_than_a_decade_away

Shahbandeh, M. (2019, September 16). Distribution of expenditures on fruits and vegetables in United States households in 2018, by type*. Retrieved from Statista: <https://www.statista.com/statistics/237242/fruits-and-vegetables-expenditures-of-united-states-households/>

Shahbandeh, M. (2019, 11 05). Forecasted market value of organic food and beverage markets worldwide in 2018 and 2027. Retrieved from Statista: <https://www.statista.com/statistics/869052/global-organic-food-and-beverage-market-value/>

Statista Research Department. (2016, April 26). Consumers' preference for local brands and global brands worldwide in 2015, by category*. Retrieved from Statista: <https://www.statista.com/statistics/587845/consumers-preference-local-vs-global-brands-worldwide-by-category/>

