



Strategic Plan Summary 2024–2027



Overview

Crabtree Farms is a non-profit urban farm on the outskirts of downtown Chattanooga that celebrated its 25th year in 2023. Looking forward to the next 25 years, the organization underwent a comprehensive strategic planning process.

The planning team, composed of staff and board members, re-evaluated the mission, conducted research, explored data and assessed financial tactics to determine Crabtree Farms' goals for 2024–2027.



Updated Mission

2019

To cultivate a thriving and inspirational farm that grows healthy food, educates our community, and brings people together.



2023

To expand access to locally grown food, provide farm based educational opportunities, and cultivate community.



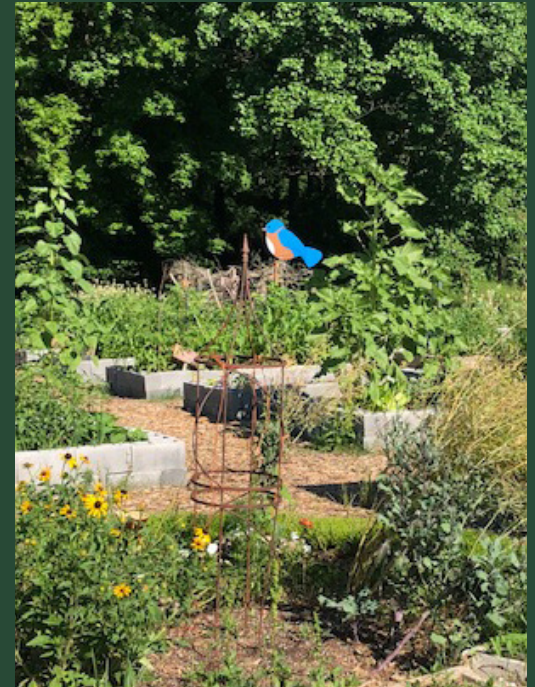
Strategic Priority #1

Community Land & Food Access

Primary Goals:

To increase access to education, community connection, and nutrient dense food through community gardening and to provide undeserved producers and emerging farmers with land access, market access, and vocational support.

- 1 The Crabtree**
Community Land & Food Access Initiatives will decrease food insecurity in the Clifton Hills and surrounding neighborhoods of the 37407 zip code by providing innovative and relevant urban-based farming programs. This includes educational and vocational opportunities, equitable access to land for gardening and farming, facilitating spaces for connection/community building activities and providing residents with affordable and nutritious food.
- 2 Mary Navarre**
Moore Emerging Farmer Mentorship Program will provide underserved producers and the next generation of agricultural professionals with land access, market access and vocational support.
- 3 The Crabtree**
Community Land & Food Access Initiatives, which includes the Crabtree Community Garden and the MNM Emerging Farmer Mentorship Programs, will have the necessary funding structures in place to continue past the initial fund infusion.



Strategic Priority #2

Farming/Food Production & Distribution

Primary Goals:

To be in alignment with the organization's mission to increase access to locally grown food and provide farm-based educational opportunities.

- 1 Evaluate outlets & crop plans maximize plant production and minimize waste
- 2 Evaluate staffing models & growing practices



Strategic Priority #3

Education & Venue Rentals

Primary Goals:

To be in alignment with the organization's mission of providing farm-based educational opportunities & cultivating community.

- 1 Define "Adult Education" Activities
- 2 Develop a more efficient & profitable model for Youth Education Field Trips
- 3 Formalize volunteer opportunities as education
- 4 Streamline & Improve Evelyn Center Rental Process



Strategic Priority #4

Plant Sales and 100 Dinner

Primary Goals:

To generate funds that support CTF operations, programs and mission and to be in alignment with the organization's mission of increasing access to locally grown food and sustainable agriculture.

- 1 Develop a plan to improve efficiencies and expand capacity to generate sustainable funding for the farm
- 2 Create strategic partnerships to support plant sales and 100 Dinner





Thank You

The strategic planning team explored the intersection of mission alignment and financial sustainability to determine where the organization must work with the highest intention over the next three years.

The staff and board of **Crabtree Farms** stands committed to supporting positive impacts in our community and to being thoughtful stewards of this land on which we work and of the financial opportunities that are available to us. **Crabtree Farms** is actively seeking partnerships and funding to ensure the successful implementation of the 2024–2027 strategic plan.

Please contact

Melonie Lusk, Executive Director, at

director@crabtreefarms.org to dive deeper into the new plan and learn more about the implications of the new 2024-2027 strategic plan on staffing, programming and infrastructure.

For further inquiries and information

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