

# Agricultural Paradise

## Trey Williams

### TRANSFORMATION PROPOSITION

#### What are you offering the community?

My vision for food justice helps communities like Mt. Pleasant who need economic development by using an urban farm and education campus to feed people's minds and stomachs.

### PROBLEM

#### Why is this needed?

Citizens across class are very disconnected from the food process. They don't know how their food is made, they're used to going to a store. Convenience rules the mind of Clevelanders; people have the expectation that big corporations will make the food available for them in fast food, restaurants, and grocery stores.

### IMPACT FOR NUTRITION EQUITY

#### What's happening with this work in the next 6-12 months?

More people will experience Hood Honey through field trips to the farm, buying honey, and interacting on social media. Pulling resources to bring my vision for an agricultural paradise to fruition.

### HOW CAN YOU GET INVOLVED?

We need \$150,000 for capacity building for the educational campus and farm, and to bring bees to hoods around the state, because we have a waiting list of over 150 people just in Cleveland for Hood Honey services. We need to purchase the land that we are currently leasing from the Land Bank, and the other five contiguous lots around it so that it can become the foundation for the agricultural paradise in Mt. Pleasant. We also need volunteers at the farm from 11am-5pm, Monday through Friday. Follow us on Instagram!



## COLLABORATORS

Who else will work with you to bring this to life?

Small food entrepreneurs like Jah's Catering

Funders like St. Luke's Foundation

Local farmers like the collective Ag Noire

Local governments like the City of Cleveland

Local grocers, large and small

Community members to help fill out our workforce

Local daycares like Stem Kids

Beekeepers nationwide like Apiary in the Sky in New Jersey

Local photographers like Majestic Vision



## Trey Williams

**CEO and Founder of Hood Honey**

- Born and raised in Cleveland
- Graduate of Maple Heights High School, 2006
- Father of two
- Involved in the community since 2009
- Beekeeper
- Ohio State football fan
- Started Hood Honey at grandmother's former property

## STAY CONNECTED



Instagram: @hoodhoney216

Email: hoodhoney216@gmail.com



**ESTABLISHING HOOD HONEY/LOOFA CAMPUS AS AN AGRITOURISM/EDUCATIONAL DESTINATION IN MT PLEASANT SETS THE STAGE FOR BIGGER PROJECTS IN THE AREA. EDUCATION IS THE LONG TERM ANSWER TO FOOD APARTHEID. THE SHORT TERM ANSWER MUST COME FROM FOOD PRODUCTION INTEGRATED AT A COMMUNITY GRASSROOTS LEVEL WE WILL DO THIS VIA OUR HOOD HONEY SUBSCRIPTION, CONVENTIONALLY CALLED COMMUNITY SUPPORTED AGRICULTURE, THE WAY WE ARE USING THIS SERVICE WILL MAKE MT PLEASANT AN AGRICULTURE SUPPORTED COMMUNITY. THIS MEANS WE WILL USE AGRICULTURE TO SUPPORT AND EMPOWER THE COMMUNITY INSTEAD OF THE OTHER WAY AROUND.**

