

CoCo San Sustainable Farm

(.5 miles East of 5501 Imhoff Drive, Martinez @ just east of NE Corner of Hwy 680 and Hwy 4)

It costs \$1 a day to feed a child a salad & 35 cents to feed a child pizza.

The CoCo San Sustainable Farm which is a collaboration between *AgLantis*, an environmental incubator and Central Contra Costa Sanitary District (CCCSD) in Martinez, CA.

PROBLEM & PROPOSED SOLUTION: It costs \$1 a day to feed a child a salad. Most schools can not afford that. The Contra Costa Food Bank can not get salad vegetables because they are highly perishable and unavailable locally. We will be providing free produce to schools and the food bank.

We will grow produce on 15 acres of unused Central San buffer land, using recycled agricultural-grade water, which is otherwise discharged into the Bay. This recycled water is high in organic nitrogen, providing free fertilizer.

The Contra Costa Food Bank is a mile from the farm and will pick up the produce and use existing systems to distribute it to schools and clients, providing transportation.

Hence, we are deploying under-utilized resources to nearly eliminate 4 of the major costs of food production: LAND, WATER, FERTILIZER, and TRANSPORTATION. The CCCSD will even give us free electricity.

BUSINESS MODEL: We will generate revenue by:

- 1) Selling part of the crops;
- 2) Selling advertizing at the farm and on our website;
- 3) Charging a fee for special services and events; and
- 4) Obtaining donations and grants.

EDUCATE: One of the primary goals of the farm is to educate. Every aspect of science touches a farm such as physics, soil science, hydrology, meteorology, and nutrition. We are working with the State Superintendent of Public Instruction, the Teacher of the Year, the Community College Board, and an expert who created internships for NASA to integrate the farm into school curricula.

GREEN JOBS: The farm will be an incubator for green jobs. We will partner with other sustainable businesses to showcase their products and teach aspects of jobs related to these industries.

ENVIRONMENT: The environment will also benefit because we will rebuild barren soil, plant crops that sequester carbon and clean the air and increase ground water benefiting two adjacent creeks. We also reduce the major types of carbon pollution associated with food production: FOSSIL FUEL-BASED FERTILIZER and TRANSPORT.

SCALABLE: Sanitary districts in Contra Costa and Alameda Counties discharge as much as a billion gallons of water per day into the Bay. These districts also have about a thousand of acres of buffer land.

Our business model is scalable and our farm, once proven, can be replicated with other sanitary districts to utilize these precious resources and greatly reduce nutritional poverty of their rate-payers.

An apple a day will not keep the doctor away. But a salad a day might!

Contact: Dr. Carolyn Phinney, SustainableFarm@comcast.net, 925-253-9500