



SLOW MONEY AND SLOW MONEY NYC  
PRESENT

Mission & Vision

**Vision**

*Everyone is an investor in food.  
We envision a new economy based on knowing where our food comes from and where our money goes.*

**Mission**

**Inspire.** To engage and educate people about the connected nature of investing and food system change.  
**Connect.** To build a diverse community focused on aligning our money and our values through investing in local, sustainable food businesses.  
**Invest.** To catalyze new and democratic opportunities for investment in businesses that yield a more sustainable food system for all. building a strong food system in the NYC region.

Get Involved

**Inspired? Become a member.** Your membership in Slow Money is a small step towards supporting a big goal: one million people investing 1% of our money in local food systems, within a decade.  
<http://bit.ly/slowmoneymember>

**Connect: Attend Events.** Follow us on Meetup:  
<http://Meetup.com/Slow-Money-NYC>

**Donate-** Slow Money NYC is a start-up project run entirely by volunteers. We have a vital role to play— inspiring dialogue and connecting diverse stakeholders in order to catalyze investment in sustainable food.  
<http://bit.ly/give2slowmoney>

**Invest-** Investing in local, sustainable food ventures creates a more resilient economy, restores the environment, enhances a sense of place, and builds relationships at a comprehensible pace with transparent, traceable transactions. For some recent investment initiatives, See <http://NYCLION.org> and <http://FarmCityFund.org>.

**Videos of Entrepreneur Presentations & more info available at:**  
[www.slowmoneynyc.org](http://www.slowmoneynyc.org)

**Slow Money NYC Steering Committee:**

Derek Denckla, Co-Chair                      Lindsay Greene  
Brian Kaminer, Co-Chair                      Sam Kressler

Video production provided at discounted rate by Mid Hudson Media.

**SLOWMONEY NYC**

**Earth Day  
Entrepreneur  
Showcase**

April 22, 2012



STONE BARNS  
CENTER FOR FOOD  
& AGRICULTURE

Earth Day Entrepreneur Showcase:  
Slow Money and Local Investment Opportunities  
April 22, 2012

**Intro**

- 3:00 Welcome, Jill Isenbarger, Executive Director, Stone Barns Center for Sustainable Food and Agriculture
- 3:10 Chris Lindstrom, Board of Directors, Slow Money:  
*From Oil to Soil*
- 3:15 Woody Tasch, Founder and Chairman, Slow Money:  
*Slow Money's Vision: Earthworm Angels, Soil Trust & Other Innovations*
- 3:30 Q&A

5 Minute Stretch Break

**Entrepreneur Presentations**

- 3:45 Derek Denckla, Co-Chair, Slow Money NYC
- 3:50 **Slow Tools** - Eliot Coleman
- 4:00 **Brooklyn Grange** - Ben Flanner
- 4:10 **Farm to Table CoPackers** - Jim Hyland
- 4:20 **First Field Ketchup** - Patrick Leger
- 4:30 **New York Mouth** - Craig Kanarick
- 4:40 **Window Farms** - Britta Riley

**Concluding Remarks**

- 4:50 Derek Denckla, Co-Chair, *Slow Money NYC: Plans & Progress*

**5:00+ NETWORK UNDER THE ARCADE**  
Participants are encouraged to stay for informal chat with Entrepreneurs and each other in the arcade outside Blue Hill Café.

## Showcase Entrepreneurs



**SLOW TOOLS** project is working to develop new designs of appropriately scaled, open-source, tool systems to bring small farm production into the 21st century. These tools will help transform the efficiency and economics of local, organic vegetable production. Slow Tools seeks a venture partner interested in manufacturing our designs.  
<http://groups.google.com/group/slowtools>.

**BROOKLYN GRANGE**

**BROOKLYN GRANGE** is a commercial organic farm located on New York City rooftops. The farm grows and sells vegetables in New York City. Brooklyn Grange's first farm is an acre on a rooftop in Long Island City, Queens, and its second acre is slated to open in May of 2012 in the Brooklyn Navy Yard.  
[www.brooklyngrangefarm.com](http://www.brooklyngrangefarm.com).



**FARM TO TABLE CO-PACKERS** - In 2010, Farm to Table Co-Packers (F2T) converted an IBM cafeteria into 30,000 square foot full-service co-packing facility. F2T can produce pickled items, soups and sauces, dry goods and has full IQF (Individual Quick Frozen) capabilities. Working with local farms and food companies, F2T is expanding the market for local foods.  
[www.farm2tablecopackers.com](http://www.farm2tablecopackers.com)



**FIRST FIELD** creates high-quality value-added products preserving the local harvest. Our flagship product is Jersey Ketchup made from NJ tomatoes and available at leading retailers and restaurants. We operate our own farm on which we grow tomatoes used in our products supplemented by produce from local farm partners. We are dedicated to sustainable approaches to growing and sourcing ingredients for our expanding product line.  
[www.first-field.com](http://www.first-field.com)



**NEW YORK MOUTH** launched in late 2011, New York Mouth is an online store carrying the best local (to New York) indie foods nurturing sustainable growth of small artisanal makers who are revitalizing the food economy. Mouth is committed to offering the best customer experience from start to finish—from a rich user experience to creative and signature branding.  
[www.newyorkmouth.com](http://www.newyorkmouth.com)



**WINDOWFARMS** are vertical gardens that allow you to grow up to 32 fresh salad, herb, and vegetable plants in ordinary windows year-round. The systems uniquely support organic & sea-sourced hydroponic nutrients. 32,000 members worldwide contribute to the project as testers and citizen scientists.  
[www.windowfarms.org](http://www.windowfarms.org).