This report is dedicated to all of our incredible board members, donors, volunteers, and community members (both human and otherwise).
A message from Founder and Director, Ray Pultinas:

Our JBOLC logo is based upon the idea of an infinity circle, a series of concentric overlapping loops that have no beginning and no end but that pulse and flow and move on forever. When circles are woven in this way, the image of a flower appears or, in more dynamic terms, a flowing pattern emerges. In the middle of each petal is placed a different colored dot to form a circle or ring. If it can suggest to you a diverse gathering around a table then we’re on the right track. Within this ring is a more intense flower or if you prefer, a star or even a sun; accentuated by the multicolor ring it radiates outward. Diversity is celebrated! This inner pattern suggests energy and indeed people have told us our logo resembles an atom. The green spiraling infinity circle design can be said to sit upon a field of beautiful and rich brown soil — strength and balance achieved. This radiating design is framed by the name of our organization, James Baldwin Outdoor Learning Center.

I want to call attention to our logo because what we achieved this past year is captured, I feel, in our dynamic, radiating and multicolored design. By organizing and initiating the JBOLC Garden Community Farmers Market we helped capture some of the energy of our diverse community. We gathered at a beautiful place to make, serve and share food, health, love and the need to see each other, face mask to face mask. We bonded over being together and outside again, even in the midst of COVID, friends met friends, children played on the lawn and we shared our love for nature. We gave to ourselves for our loved ones beautiful vegetables and healthy foods, micro-greens, local honey, fresh bread, sensual crèmes and soaps, crystals and books and so much more. It wasn’t virtual and it wasn’t corporate – it was simple. Many of us might have felt that we’d started to heal. The market’s setting, adjacent to Meg’s Garden and edible forest, as vibrant a garden as any in New York, surrounded by the majesty of 100 year-old oak trees on the campus of one of New York City’s most historic and beloved high schools. James Baldwin Outdoor Learning Center had finally blossomed!

And let me tell you the energy continues to emanate from the center. Our community partnerships are multiplying, we are part of a North Bronx Food Hub and we’ve redistributed thousands of pounds of food, our community led compost operation has been receiving food scraps all winter. Help us on this upcoming year’s initiatives:

- Restart our market, this time in May
- Develop themes to celebrate cultural diversity
- Become a Zero Waste Market
- Further developing and strengthening our educational programming
- Expand growing areas adjacent to Meg’s Garden
- Expand compost capacity
- Make Progress at Garden Seating and Welcome Table
- Establish Beale Street Café, JBOLC’s mobile community kitchen – what we have been naming our Food Kiosk idea since 2015.

I look back at an event we held called Future Abundance in 2015, it was the first of several community planning sessions and was the basis for our successful application for a National Endowment for the Arts Grant in Design. We invited community members, students, parents, teachers to help us imagine what they would like to see take place on our site during each of the four seasons. It was an amazingly productive session and we are, to this day, carrying out the promise of those early days. I found two quotes to include in the program and I want to share them with you in closing. They are as relevant as ever to the mission of James Baldwin Outdoor Learning Center - to strive for project-based solutions at the juncture of food, environmental and social justice.

“To be able to engage in an economic system not based on continued growth, we need to find ways to sustain ourselves that are not based on materialism. Our attention needs to be turned toward fostering community, strong connections to place, traditions that link community to place, and reflective practice to generate understanding and eventually wisdom. These are the only means to bring forth true, sustainable progress for humanity.”

Tom Wessels
The Myth of Progress: Towards a Sustainable Future (2013)
“The children are always ours, every single one of them, all over the globe; and I am beginning to suspect that whoever is incapable of recognizing this may be incapable of morality. Or, I am saying, in other words, that we, the elders, are the only models children have. What we see in the children is what they have seen in us – or, more accurately perhaps, what they see in us.”

James Baldwin
“Notes on the House of Bondage” (1980)

Our organization is run by hyper-local volunteers and interns:

09 active board members who conduct, on average, bi-monthly Zoom meetings to help determine the needs and goals of the organization. These members are unpaid volunteers.

15 James Baldwin Outdoor Learning Center (JBOLC) affiliates who attend weekly gardening events to continue cultivating and regenerating the habitat we share. These affiliates are unpaid volunteers.

10 Bronx Soil Restorers (BSR) affiliates who attend weekly events, especially during the farmers market season, to help run our community compost drop-off and build soil on the Western side of Meg’s Garden. These affiliates are unpaid volunteers.

11 highschool market interns who help during the farmers market season to set up, maintain, and pack up the market infrastructure as well as enforce COVID-19 safety rules and greet attendees. This internship is a paid position of $15/hr, and with increasing experience, may be moved to managerial positions to further aid in the 2021 market season.
We steward roughly one acre of land across multiple gardens:

Our gardens are located on the grounds of the historical DeWitt Clinton Educational Campus, where our namesake James Baldwin graduated in 1942. We operate at the intersection of the Kingsbridge, Van Cortlandt Village, Norwood, and Bedford Park sections of the Bronx. Around fifty percent of the land we steward is actively cultivated, while the rest consists of native plants that benefit the more-than-human community around us.

Meg's Garden: Located along the Northern side of the DeWitt Clinton Educational Campus. The garden consists of multiple raised beds located within fencing. Here we do intensive permaculture gardening.

Edible Forest: Located around Meg’s garden. An ever changing archipelago of former lawn space converted into native herb gardens and a fruit orchard.

Clinton Garden and Bioswale: Located on the Southern side of the DeWitt Clinton Educational Campus. Contains many perennial crops, including gooseberries and raspberries. The space also has a deep bioswale that absorbs rainwater runoff from the adjacent parking lot.

This year the gardens produced approximately 400 lbs of produce, 40 lbs of serrano peppers (to be made into The Bronx Greenmarket Hot Sauce), and 24 pints of Leap into the Fire Hot Pepper Relish. Some of our produce from the garden is shared with our garden volunteers, and some is saved for the JBOLC Garden Table at the market. At the table, we offer Leap into the Fire Hot Pepper Relish, Brendan’s Bronx Authentic Honey, JBOLC mixed berry jam, JBOLC Ray’s Vegan Pumpkin Pie, tea blends, herbs, Sung’s Famous Banana Bread, and more. Additionally, we distribute health bucks at the table.

We would like to thank The Edible Academy at the New York Botanical Gardens for their donations of approximately two hundred seedlings of various crops to set roots in our gardens.

We recognize the importance of organic matter:

With the help of local institutions and volunteers, we were able to process and retain tons of organic material, both saving it from landfills, and returning it to our damaged soils:

- **800** pounds of community food scraps collected and processed on site by Bronx Soil Restoration (see p.17).
- **50+** bags of leaf litter were collected by volunteers, interns, and the grounds crew of the DeWitt Clinton Educational Campus (thank you Babacar, George, and Andy). The material will be used for our composting. We are an official leaf drop off site for the surrounding neighborhoods.
- **10** cubic yards of compost delivered by Bronx Green Up throughout the year.
- **4** truck-loads of mulched trees delivered by Bill O’Shea, local arborist. We dug a half foot deep border around our garden perimeter and filled it with this mulch to increase our garden’s water retention capacity.
We healed damaged soils, and expanded our garden footprint:

The lot west of Meg’s Garden served as the staging area for construction on the DeWitt Clinton building facade from 2015 to 2018. Using the method of sheet mulching, we established a multiple-inch thick layer of organic material on top of the damaged soil. Our organic inputs were the 8-10 cubic yards of Bronx Green Up compost, 1,200 lbs of community-derived compost, leaf litter from the trees on site, and cardboard. We then continued to cultivate soil life:

We planted cover crops like squashes and oilseed radish, which breaks up compacted soil and pulls residual nitrogen from deeper soils to fertilize the top layer.

We inoculated much of the sheet mulch layer with EM-1, a concoction of beneficial microorganisms.

While healing the damaged soils in our area, we expanded our garden’s footprint and plan on growing more crops on it next year. See the figure below to visualize our garden footprint’s growth. Dark green refers to the existing garden footprint, light green refers to this year’s additional garden footprint.

We make space for our pollinator friends:

We have expanded our native pollinator garden, located on a nearby triangular plot owned by the DOT. While our attempts at establishing this garden were mowed twice this year, by creating a clear border indicating where the garden ends and the lawn remains, we have finally reached an understanding with the mowers. Plants such as milkweed, food for monarch butterflies, have established themselves in this area.
We used our income to fund new initiatives:
With revenue from our farmers market, we were able to fund our food relief and mutual aid initiatives as well as our Internship program (see p. 5 & 16). The following charts display the breakdown of our total income and expenses from 2020 as well as a more in depth breakdown of our income and expenses from the farmers market.

**Total Expenses: $16,140.03**

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food Relief</td>
<td>21.3%</td>
</tr>
<tr>
<td>Furniture &amp; Equipment</td>
<td>6.5%</td>
</tr>
<tr>
<td>Market Cost</td>
<td>22.2%</td>
</tr>
<tr>
<td>Operating Expenses</td>
<td>17.6%</td>
</tr>
<tr>
<td>Professional Fee</td>
<td>3.7%</td>
</tr>
<tr>
<td>Insurance</td>
<td>2.6%</td>
</tr>
<tr>
<td>Printing and Shipping</td>
<td>4.6%</td>
</tr>
<tr>
<td>Market Expenses</td>
<td>11.6%</td>
</tr>
<tr>
<td>Student Stipends</td>
<td>22.6%</td>
</tr>
<tr>
<td>Terranova Bread Coat</td>
<td>25.6%</td>
</tr>
<tr>
<td>Market Manager</td>
<td>11.6%</td>
</tr>
<tr>
<td>TOTAL Stall Fees</td>
<td>45.3%</td>
</tr>
</tbody>
</table>

As seen in the Total Income 2020 chart, the bulk of our income came from the farmers market. The remainder came from donations from the community as well as organizations like Friends of the Highline, earned income from JBOLC’s facilitation of conferences at the Bronx Museum of Art, and income from hosting farm tour events at the garden.

**Total Income: $14,324.54**

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Market Income</td>
<td>82.2%</td>
</tr>
<tr>
<td>Earned Income</td>
<td>14.1%</td>
</tr>
<tr>
<td>Donation Box</td>
<td>7.2%</td>
</tr>
<tr>
<td>Garden Income</td>
<td>2.7%</td>
</tr>
<tr>
<td>TOTAL Stall Fees</td>
<td>45.3%</td>
</tr>
</tbody>
</table>

Our market expenses include many operational costs including insurance, equipment, and more. At least a third of our market expenses, however, were donated to fund food relief programs and pay for the stipends of our interns as previously mentioned.

**Market Expenses: $11,210.10**

**Market Income: $12,936.10**

Lastly, our market income was greatly supported by the bulk purchasing of bread from Terranova Bakery, and selling it at below retail price at the market.
Our Accomplishments:

The JBOLC Garden Community Farmers Market:

Becoming a registered 501(c)(3) non-profit as of May 1st, 2020 enabled us to finally act on our dreams of transforming the corner of Sedgwick Avenue and Goulden Avenue into a space to foster consistent community engagement. Upon the approval of our Farmers Market Permit with the NYC Street Activities Permit Office (SAPO), we began our first annual “JBOLC Garden Community Farmers Market.” Despite the obstacles that the COVID-19 pandemic presented, we were able to safely and successfully operate the market, which soon became one of the most significant aspects of our work in 2020.

From August 8th until November 21st we planned, organized, and executed 15 markets, missing only one Saturday due to inclement weather. Furthermore, due to popular demand from the community, we were able to extend the intended end of the season by two extra weeks, well into November. Our market attendance was consistent and ranged from approximately 100 to 250 attendees per Saturday (these numbers are rough approximations).

We successfully implemented a Zero Waste Market initiative.

We are fully committed to being a learning center that helps teach the community to be more sustainable in all we do, including running our market. We are troubled by the amount of single use plastic that is still used at our market and we’re seeking alternatives. We asked that all market attendees bring their own shopping bags, food scraps, and their own mug and we awarded them with garden tea and banana bread when they did.

We prioritized hyper-local vendors:

35 unique vendors attended the market over the course of the 15-week season. Approximately 10 vendors were present on any given Saturday.

32 of our vendors are from the Bronx, a majority of whom are from the immediate neighborhoods surrounding JBOLC (Bedford Park, Kingsbridge, Van Cortlandt Village).

32 of our vendors do not have a physical store, many used the JBOLC market as their first platform for physical sales.
Mutual aid during the COVID-19 pandemic:

One of our guiding principles is that healthy, fresh food is a right for all. Especially in the midst of the COVID-19 pandemic, when historically marginalized communities are disproportionately impacted by the virus, we utilized our platform as a food hub to engage with and support local mutual aid networks. Over the course of the year we...

- Purchased unsold vegetable and fruit produce from our vendors ($2,482 of produce purchased at $1 per lb) to be subsequently donated.
- Donated 2,482 lbs of excess produce to Uptown and Bronx Friendly Fridges. We helped consistently stock the 242nd Street, Bedford Park, and Kingsbridge community fridges.
- Distributed over 500 lbs of sweet potatoes from our friends at RAP 4 Bronx.

Harvest Festival, Award Ceremony, and Culinary Celebrations:

On October 24th, we invited volunteers, vendors, and interns to stay and celebrate our successes with our 11th Annual Harvest Festival. We limited the gathering to 50 people by requiring an RSVP on Eventbrite in order to comply with COVID-19 safety protocol.

The harvest ceremony was led by Roman Guaraguaoirix (Redhawk) Perez, the Kacike (chief) for Maisiti Yukayeke Taino; a tribe of the Taino Nation. Our community acknowledges that the land we currently tend to is Lenapehoking — Lenape land.
After the ceremony, we ate our harvest. Thanks to a generous donation from former principal of DeWitt Clinton High School, Norman Weschler, we were able to purchase a gas-fueled brick oven. With the help of local chef Zach Gruenberg, we made fresh and healthy brick oven pizzas for our supportive community to enjoy. We also purchased six dozen tamales and flautas from Beatrice, a local dedicated volunteer and phenomenal cook. Finally, long time volunteer Miranda prepared her famous cheese burek for us all to enjoy.

Local chef and volunteer, Zach Gruenberg, speaks to his experience making pizza for the community:

"Volunteering at The James Baldwin Outdoor learning center has been very special for me. This permaculture garden provides the opportunity for lots of people to get in touch with nature. I had the pleasure of cooking at the farmers markets in the fall. Sourcing high quality ingredients from Arthur Ave and farm fresh produce, we made some great pizzas. The pizzas were a first for the farmers market and were cooked using a portable pizza oven that was donated by a generous former principal of the school [Norman Wechsler]. I really loved cooking in such a beautiful environment, combined with fresh ingredients and great company too! These events were very engaging with people of all ages inquiring about the pizza oven and the pizza making process. I love the communal atmosphere that pizza parties create and hope to have many more in the future!"

- Zach Gruenberg, 23, Riverdale

Finally, we had an award ceremony, where we gave our loyal volunteers, board members, interns, and vendors, a gift bag from the garden. The compostable gift bag consisted of vegan cookies, fresh apples, JBOLC Garden Tea, and paperwhite flower bulbs for home.

Our partnership with Bronx Soil Restoration (BSR):

Bronx Soil Restoration is a newly formed group of local community members with similar values and goals as JBOLC. In the late fall, our organizations joined forces to help accommodate the rising demand for composting drop-off sites brought on by the 13 month termination of the DSNY Composting Program. While re-organizing and expanding our now robust composting infrastructure alongside Meg’s Garden, BSR also helped expand JBOLC gardening space westward of Meg’s Garden on a former construction site as discussed on page eight.

BSR organized a Composting Teach-In to strengthen compost literacy in our community. A few dozen market goers and volunteers attended the teach-in. From illustrating the science behind composting, to offering best practices, to equipping community members with the knowledge to compost on their own on-site, BSR helped grow our community’s composting culture. For those not in attendance, BSR posted informational flyers in both English and Spanish on composting equipment. With the initiative and volunteership from BSR, JBOLC now has a functional composting infrastructure on-site for all community members to use.
The flyer above circulated on social media to spread awareness of the event.

One major upgrade to our composting infrastructure was the addition of the “Thermo Compost Bin Aeroquick 890 XXL,” a state-of-the-art composting bin that could meet our processing capacity needs. The “JUWEL” is presently on loan from the New York City Compost Project. JBOLC will use profits from the market and donations to purchase another in coordination with Bronx Soil Restorers.

Chloe Nunez, a founder of the group, speaks to what BSR and JBOLC have achieved this year:

“Bronx Soil Restoration was founded in April of 2020. Initially, we did a lot of work with the Mediator Church, and poured our hearts into restoring the steps at 230th Street and Heath. By the end of the summer, we found ourselves poised to take on a third site in the Bronx. Ideally, this third site would give us access to a larger community, and have enough space for us to work autonomously. We met with some community garden leaders, but it wasn’t until we were made aware of JBOLC that we felt comfortable committing and collaborating. Ray and Sung are the exact type of beings we were hoping to work with: we share the same passion for making land and food sovereignty accessible to our local community members, and believe in the use of art to achieve this goal! Over the 2020 farmer’s market season, Bronx Soil Restoration collected and processed over 800 pounds of residential food-scraps, was interviewed by Bronxnet, and held a teach-in, all on JBOLC grounds. We worked hard, sure, but none of this would have been possible without the space, the tools, or Ray and Sung. By working together, we have established a well-oiled compost culture in this Kingsbridge neighborhood, and we look forward to doing even more beautiful work next season.”

- Chloe Nunez, Bronx Soil Restorers

Our External Impact:

We started and grew our social media accounts:

On July 31st, we started our official JBOLC Instagram account (@jbolc) to advance our community outreach. The account is used to update our community with information on our market, share events within our network, and document our story. Within five months, we reached 390 followers. Our engagement was strong, with our most liked image reaching 74 likes. We were tagged in 17 posts and many dozens of stories. Most notably, @nyczerowaste, a verified account with 22K followers, acknowledged our success at “diverting nearly 1,200 pounds of material from landfills by composting.”

We also started a Facebook page. We have 95 members on the “JBOLC Farmers Market” group, aimed at keeping folks “updated with the latest information about our vendors, produce and market activities.” We use the event function of Facebook to help community members schedule, and share our event dates and information.
Our website traffic doubled:

We had 8,712 website visitors in 2020, over double the 4,291 visits we had in 2019. Furthermore, during our big push to advertise the market in August, there was a significant spike in website visitors.

We received recognition from multiple institutions:

In recognition of your critical participation with the Bronx Community Farm Hubs and responding to the call to action during the COVID-19 pandemic for growing, coordinating and distributing produce and ensuring access to fresh fruits and vegetables for Bronx families. You are a role model in your community setting a positive example for the next generation of Bronx leaders. For these reasons, I, Ruben Diaz Jr. salute you, on behalf of the 1.4 million residents of The Bronx, and wish you all the best in all your present and future endeavors.

October 17, 2020

In November, we received a Recycling Leadership Certificate of Distinction from the New York State Association for Reduction, Reuse and Recycling, Inc. (NYSAR)

We were featured in five media outlets:

BronxNet featured our market on television, and posted the clip to YouTube. Reporter Dorissa White interviewed JBOLC Co-Founder Ray Pultinas and market vendor Jeremy Schulz from Clatter Valley Farm.

This is the Bronx helped spread the word about our market, drawing from our press release to share details (see p. 28).

Harlem View contributor Elena Johnson visited the market, documenting our intentions, goals, and the community we have created. She wrote, “... alongside the garden, children chased each other and rode their bikes while visitors grabbed food from Chef Rootsie’s Veggie Grub and rested on the sunlit grass.”
The Riverdale Press Editor Michael Hinman wrote a positive review of the market and its impact on the community: “What Pultinas learned was getting access to fresh fruit and vegetables is vital — and something that hasn’t been available in this particular area. That is, until now.”

Bronx Times writer Jason Cohen highlights Latanya Devaughn’s work of bringing a mobile bookstore to the Bronx: “Devaughn plans to have the bus ready by the end of March and the goal is to have at the James Baldwin Outdoor Learning Center every Saturday.”

Hear from our community:

**Garden Volunteer Testimonials:**

“I live in the Bedford Hills section and welcome the JBLOC in my community because it gives me the opportunity to participate in scraps collection all year long. I enjoy being able to help the environment in this small way.”

- Vivian Young, Bedford Hills

**Intern Testimonials:**

“The JBOLC Internship is an amazing and hands on way for youth to help their environment. I have always wanted to contribute to my community, but I was too uncomfortable to participate in any community-based organizations. That was until 2018. With a little encouragement from my Earth Science teacher, I interned at the James Baldwin Outdoor Learning Center (JBOLC). I was part of the Green Infrastructure team at Meg’s garden. As an intern, I learned a lot. I had responsibilities such as planting trees in the garden, harvesting vegetables, making compost, planning harvest celebrations, and cleaning our environment. As a major project, we dug and planted seventy-five plants to attract native pollinators, especially bees and butterflies. With this activity, I learned how to efficiently care for my environment. It was beautiful, especially when spring came. Currently, in the fall of my senior year, I interned again but this time I was part of the Farmers market team. In partnership with the JBOLC team, local food vendors participated in creating a wholesome community. With this activity, my responsibilities include welcoming customers, making sure all vendors are selling at a safe distance to each other, planning harvest celebrations, selling JBOLC, and garden products such as vegetables, bread, honey, and pepper paste. Again this hands on work was very educational and wholesome. I learned how to regulate a business and communicate with people. The JBOLC Internship gave me a second family, we all worked, laughed and even ate together. I wouldn’t trade this wonderful experience for anything.”

- Paris Quist, JBOLC Intern

**Market Attendee Testimonials:**

“Always loved meeting my neighbors at the farmers market. It is a place that you feel comfortable slowing down and chatting for an extended period of time. Also loved the increased options for homemade fresh goods -sweets, juices, bread, etc.”

- Ron Kavanaugh, Executive Director, Literary Freedom Project

“I learned all about microgreens and how they pack such a big punch... both in flavor and nutrition. Not only did I walk away with a great idea and ingredients for a new recipe, but with an infectious smile that boosted my spirits all day long. Thank you JBOLC for tapping into the beautiful heart of our community!”

- Ayelet Yoles, 52, Kingsbridge

“We were invited by a lovely family to the market. That Saturday my daughter didn’t want to leave, but I managed to convince her that we could come back another day. After we came home, she went straight to the calendar and asked me when was going to be the festival. We marked Saturday as Festival Day - this is what the market looks like through the eyes of a five year old. Thank you!”

- Leslie, Cruz Vale Family

“The market has brought me SO much joy! In the middle of soul-crushing isolation, going outside every Saturday to get my groceries at the market was the highlight of my week. I got to connect with so many vendors that are doing fantastic, inspiring work in our community. Seeing our youth working on composting for the garden and members of the community bringing their food scraps filled me with a sense of pride for our borough. Everything from the occasional live music, to the JBOLC staff being so welcoming, to the kids safely playing and running free while being watched by responsible adults, to the different offerings and the level of enthusiasm displayed by the vendors through their service make the market a truly magical place. I can’t wait until next season!”

- Laura, 36, Norwood

“I really enjoyed the market this summer. I watched it grow from a small in size/large in spirit to a well organized market. Every week I could expect an informative email newsletter talking about additional offerings. I live on the other side of Broadway. I would walk to the NYBG this
summer instead of taking the BX 9 bus. The market was a refreshing mid-point before walking down the Mosholu Parkway. Always loved stopping by the information table to talk to the students... until this year I had not noticed the garden. Between the garden and the farmers market I feel like that corner near the reservoir is enlivened! I look forward to the market’s return.”

- Michelle Matteson

“I moved to the Bronx from Ohio just this July 2020. Something I found lacking in my new home was easy access to fresh produce and somewhere to compost my food scraps. I was delighted one day when running past DeWitt High School, I saw a sign for the farmer’s market. The very next weekend, I happily walked over to the market and immediately fell in love with it. I loved the spirit and energy that emanated from everyone there. It was wonderful that now I could not only drop off my food scraps, but buy fresh produce from Clatter Valley Farm and local bread from Terranova Bakery. The tea given at the welcome table, made from the garden herbs, always tasted amazing, and I now make the cinnamon punch at home on a regular basis (although I have been drinking it warm now that it is cold). The pizza weekend was another highlight. What other market not only provides a space for vendors, collects food scraps for composting, hosts a community garden with a learning center, AND also serves you delicious drinks and snacks? Having JBOLC in the neighborhood has made me feel welcome and excited to live here!”

- Daniela, Norwood

**Market Vendor Testimonials:**

<table>
<thead>
<tr>
<th>Name of Business</th>
<th>Location</th>
<th>About our Business</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Have Another Cookie Co.</strong></td>
<td>I’m located in Van Cortlandt Village and have a lovely view of Dewitt Clinton HS, and the JBOLC Market, when it’s running.</td>
<td>Have Another Cookie Co creates intricately decorated cookies that taste as good as they look. “What I took away from being a vendor at the JBOLC Market was meeting so many lovely people from my community. We were (and continue to be) in such tense times with the political climate and the pandemic, so my fondest memories are times when people gathered on the grassy areas to eat, listen to music, or just enjoy each other’s company. I loved hearing the kids playing and laughing. The market felt like a safe place where we could be with each other.” — Ilyssa Gilman</td>
</tr>
<tr>
<td><strong>Don Carvajal Café</strong></td>
<td>1231 Lafayette Ave Bronx, NY 10474 (Not open to the public, office space)</td>
<td>Don Carvajal Café is a specialty coffee roaster based in the South Bronx. We’re all about providing a good cup of coffee that’s guilt free. Organic coffee free from harmful additives and unethical production practices. Through our coffee farm partners, we import coffee from Brazil, Colombia, Costa Rica, and Dominican Republic. “The [JBOLC Farmers Market] was an incredible market for us. Given that most of the farmers markets we participate in are in Westchester County, it was truly a pleasure returning home to the Bronx and connecting with our people. Looking forward to coming back and educating our people on the expansive coffee industry. Additionally, it was a pleasure working with your team and networking with other local vendors at the market.” — Hector Castillo Carvajal</td>
</tr>
<tr>
<td><strong>Mott Haven Film Festival</strong></td>
<td>Mott Haven</td>
<td>The Mott Haven Film Festival (MHFF) was devastated like many other organizations due to COVID in 2020. MHFF needed funds to have a successful inaugural year. We had sponsors pull out, and venues closed their doors. Our sole income was PopUps. Then MHFF discovered JBOLC. While participating as a vendor, we found how passion could dictate positivity in a community. Every Saturday, we had music, food, fruits, and veggies. Everyone was friendly; students, volunteers, other vendors, and customers. We were never short of music and activities for kids and sometimes pizza! We all became exposed to vegan meals and treats. Every Saturday was better than the last, and I could not imagine not participating every weekend after the initial Saturday. JBOLC is terrific, and we at MHFF are eager for the 2021 season to start once again.” — Ninoska Carolina</td>
</tr>
</tbody>
</table>
APPENDIX:

JBOLC Garden Community Farmers Market

WHO: Featured vendors include local farmers and Bronx based foods and crafts.
WHEN: Saturdays from August 8th to October 31st, 2020 from 10:00 am to 2:00 pm
WHERE: At the intersection of Goulden and Sedgwick Avenues and West Moshulu Parkway South (north side of DeWitt Clinton Educational Campus).

James Baldwin Outdoor Learning Center Farmers’ Market

WHO: Featured vendors include local farmers and Bronx based foods and crafts.
WHEN: Saturdays from August 8th to October 31st, 2020 from 10:00 am to 2:00 pm
WHERE: At the intersection of Goulden and Sedgwick Avenues and West Moshulu Parkway South (north side of DeWitt Clinton Educational Campus)

Promotional Content: Above is a collection of the promotional material for our first farmers market season. The flyer was printed and posted around the four neighborhoods that border the market. The other material was used for social media, either in a post format or a story format. Our goal was to promote the market both in person and online to maximize outreach.

James Baldwin Outdoor Learning Center Farmers’ Market

WHO: Featured vendors include local farmers and Bronx based foods and crafts.
WHEN: Saturdays from August 8th to October 31st, 2020 from 10:00 am to 2:00 pm
WHERE: At the intersection of Goulden and Sedgwick Avenues and West Moshulu Parkway South (north side of DeWitt Clinton Educational Campus)

COVID-19 safety guidelines including face masks and social distancing will be in place at all times during the market.

It will be a great day for America, incidentally, when we begin to eat bread again, instead of the blasphemous and tasteless foam rubber that we have substituted for it.

- James Baldwin
New Bronx Farmers Market arriving at the crossroads of Kingsbridge, Van Cortlandt Village, Norwood and Bedford Park Communities

A new Saturday farmers market will be opening in the North Bronx on August 8, 2020. JBOLC Garden Community Farmers Market will begin operating from 10:00 am to 2:00 pm at the intersection of Goulden and Sedgwick Avenues and West Mosholu Parkway South, on the north side of DeWitt Clinton High School. The market will operate every Saturday until October 31.

The market will host up to ten stalls, and will feature three local farmers selling locally grown vegetables and farm products. There will also be a total of five food and craft vendors with two tables set aside for weekly rentals. If you are a prospective vendor for the market please contact Ray Pultinas at raypultinas@gmail.com immediately.

Rules for JBOLC Garden Community Farmers Market

1. We will have vendor tables spaced at least six feet apart to maintain social distancing.
2. We will have our products protected to discourage customers from touching produce before buying and provide signage to help enforce that.
3. We will monitor and control the number of people allowed in the market at any one time, and will make sure we can easily maintain social distancing at all times.
4. Preorders are being suggested, and we will make every effort to deliver product to customers who prefer not to leave their vehicles.
5. No vendor will be allowed to set up who shows any obvious signs of illness.
6. All tables will be sanitized before the market and appropriately throughout the market hours.
7. We will encourage any vendors and customers with underlying health issues to not attend the market.
8. All vendors and customers must wear protective face coverings while at the market.

The market is the latest fruition of James Baldwin Outdoor Learning Center (JBOLC), a non-profit 501c3 tax exempt organization that manages The Clinton Garden, Meg's Garden Community and Edible Forest on the campus of DeWitt Clinton High School and whose mission is to strive for inquiry and project-based solutions at the juncture of food, environmental and social justice. The organization’s founder and director, Ray Pultinas, began initiating sustainability projects ten years ago when he was still teaching at DeWitt Clinton High School.

There is and will be an increasing need to address underlying health issues that impact the health and welfare of our Bronx families, making them more vulnerable. There were more cases of Coronavirus in the Bronx than in any other borough of New York City. Accessing fresh, local and affordable, healthy vegetables and food products is a human right and a logical first step towards a better and just world. JBOLC Garden Community Farmers Market has been conceived by its board members as a step in the right direction.

Press Release: Above is the press release document we sent to local media outlets to spread word of our first annual farmers market.