



Food Systems Finance Webinar Series: Financing Food Systems Through FinTech

Thank you

for joining the
conversation today.
Send us your questions
and comments!

Welcome

The Broadcast will begin at 2:00 PM (Eastern)



Food Systems Finance Webinar Series: Financing Food Systems Through FinTech

Moderator

Thank you

for joining the conversation today. Send us your questions and comments!



Ariel Miller

Manager, Research & Technical Assistance
Council of Development Finance Agencies

See all of CDFA's resources online at www.cdfa.net/resources



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Updated: 2020

Thank you

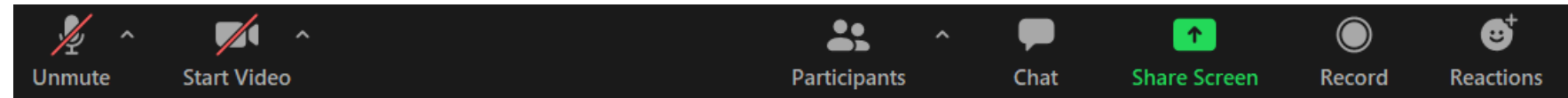
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Submit your questions to CDFA staff



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Defining the Food System Asset Class

For the past several years, CDFA has been researching how development finance agencies can become more engaged in developing localized food systems through traditional finance approaches. The premise of this project is to suggest and then prove that, if organized and defined properly, the food system can become a defined asset class worthy of traditional investment. Through this work, CDFA aims to advance opportunities and leverage capital to scale local food systems, increase access to better food, and create new living wage jobs in communities across the country.

Thank you

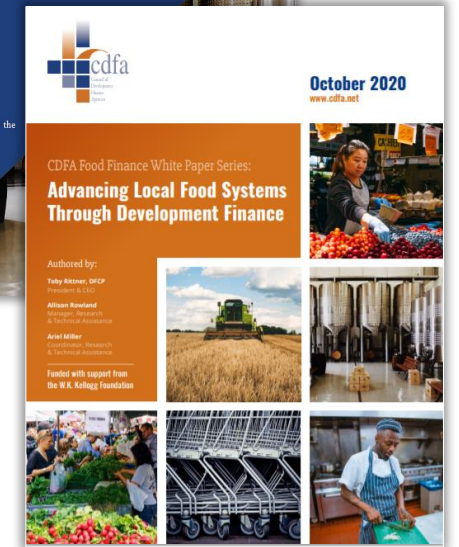
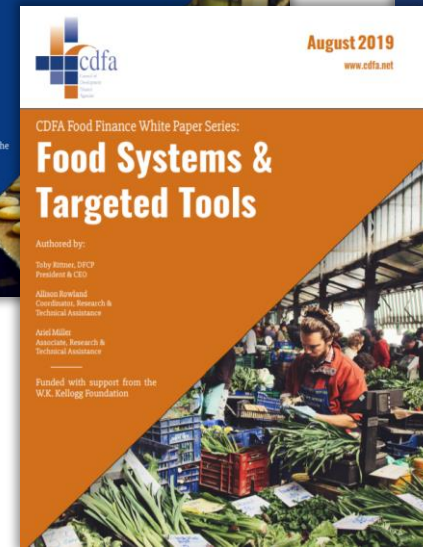
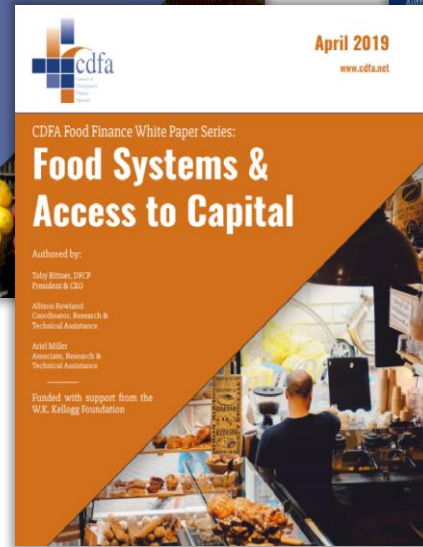
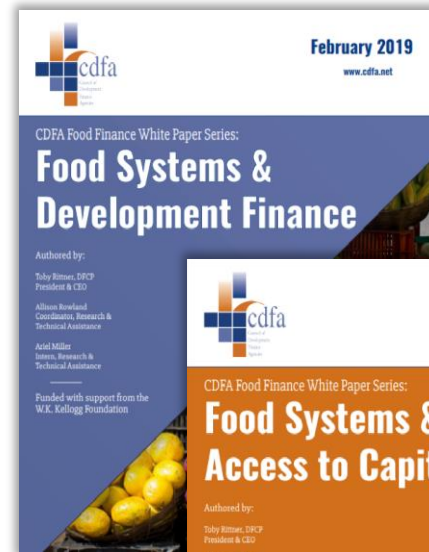
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Food Systems Finance Webinar Series: Financing Food Systems Through FinTech

CDFA Food Finance White Paper Series



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Food Systems Finance Webinar Series: Financing Food Systems Through FinTech

CDFA Food Systems Finance Resources

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Advancing Development Finance Knowledge, Networks & Innovation



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Food Systems Finance Resource Center

Food systems are an important driver for local economic development and the financing sources needed to support those systems are vast. Communities throughout the country are financing their food system with various innovative strategies to support local markets, first time farmers, new food enterprises, and neighborhoods lacking access to fresh foods.

The CDFA Food Systems Finance Resource Center outlines development finance tools that can be used to support local food systems, such as bonds, tax increment finance, tax credits, revolving loan funds, and other tools. Traditional development finance tools provide necessary capital for establishing food industry participants, supporting local farming, investing in agriculture infrastructure, financing food scarcity challenges, and starting small food-related businesses. A variety of innovative approaches and creative programs have been employed by development finance agencies to support food systems financing, which can be accessed in the resources provide below.

CDFA sees the potential for the broadly defined food system to become a desired and performance driven asset class. With funding from the **W.K. Kellogg Foundation**, CDFA is researching how development finance agencies can become more engaged in developing localized food systems through traditional finance approaches. The premise of this initiative is to suggest and then prove that, if organized and defined properly, the food system can become a defined asset class worthy of traditional investment. As part of this initiative, CDFA is currently producing six in-depth white papers that define traditional development finance tools and explain how they can be applied to agri-food businesses, featuring an abundance of case studies.

⇒ Learn more about CDFA's initiative to define the food system as an asset class

Want regular updates on food systems financing? Subscribe to CDFA's **Food & Agriculture Finance Update** newsletter.

⇒ [Subscribe](#)

- Defining the Food System as an Asset Class
- Understanding Food Systems Finance
- Food Systems Finance Resources
- Agriculture Finance Resources



⇒ [Learn More About This Tool](#)

Advancing Development Finance Knowledge, Networks & Innovation



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CDFA Defining the Food System Asset Class

With funding from the W.K. Kellogg Foundation, CDFA is researching how DFA's can become more engaged in developing localized food systems through traditional finance approaches such as bonds, tax increment finance, tax credits, and revolving loan funds. The premise of this project is to suggest and then prove that, if organized and defined properly, the food system can become a defined asset class worthy of traditional investment.

⇒ [View the Press Release](#)

CDFA sees the potential for the broadly defined food system to become a desired and performance driven asset class. Through collaboration between food system participants and development finance agencies, new investments can be catalyzed that will drive the creation of this asset class. The opportunity to link food and development finance has vast potential, including using traditional financing tools such as bonds for non-profits, food hubs, and farm expansions, as well as tax increment finance for food industry industrial parks, neighborhood revitalization, or early stage financing models for entrepreneurs and food technology based businesses. Deploying these tools will help to build the necessary data sets, impact metrics and portfolio performance measures to prove an asset class.

Key project elements include:

- Food Systems Finance Research**
CDFA is developing a comprehensive resource center of past and current projects and programs that are utilizing collaborations between food systems and development finance.
- Food Systems Finance Case Studies**
CDFA is producing six in-depth case studies of how traditional development finance tools can demonstrate the viability of the food systems as an asset class.
- Food Systems Finance Pilot Projects**
CDFA is developing pilot projects in regions that present strong food system efforts but that lack direct and traditional development finance contributions.
- Food Systems Finance Advisory Council Convenings**
CDFA is hosting regular, ongoing and substantive convenings of CDFA's Food Systems Finance Advisory Council to establish this cohort within both the food and finance industries.

- Food Systems Finance Overview
- Food Systems Finance Resource Center

<https://www.cdfa.net/cdfa/cdfaweb.nsf/resourcecenters/foodsystems.html>



Food Systems Finance Webinar Series: Financing Food Systems Through FinTech

Panelists



Topiltzin Gomez

Chief of Staff
Honeycomb Credit



Brad McConnell

CEO
Allies for Community Business



Dan Miller

Founder & CEO
Steward

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**HONEYCOMB
CREDIT**

Building communities, one small business at a time

Small businesses are a key part of any community impact thesis, yet....

Banks are undersupplying capital to small businesses

83% businesses that receive no outside funding at launch¹

29% decrease in small business loan volume between 2007 and 2018²

3% of SBA loans in 2019 went to Black-owned businesses³

Returns from business lending don't stay in the community

1 community bank is acquired or dissolved per day on average⁴

94% average interest rate of online small business lenders⁵

32% of small businesses searching for loans have applied to online lenders⁶

1. Kauffman Foundation, Access to Capital for Entrepreneurs: Removing Barriers
2. Federal Financial Institutions Examination Council
3. The Business Journals, One System, Unequal Access

4. FDIC
5. Opportunity Fund, Unaffordable and Unsustainable: The New Business Lending
6. Federal Reserve. 2019 Small Business Credit Survey

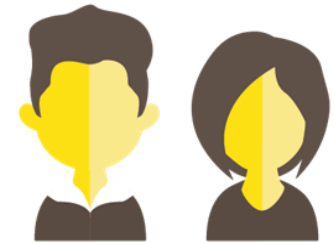
Honeycomb tackles these trends head-on with our loan crowdfunding platform



Locally owned businesses with a loyal customer base looking to expand.



HONEYCOMB



Customers and community members looking to invest locally.



Provides access to fair funding



Builds community wealth



Empowers residents to shape their community

Businesses use Honeycomb to raise fair capital from their own communities

HONEYCOMB CREDIT Live Campaigns Business Owners Investors About Us Blog [Sign In](#)

Kiin (formerly Bangkok Balcony)

5846 Forbes Ave 2nd FL Pittsburgh United States, PA 15217 Pittsburgh [Remind Me](#)

Kiin by Bangkok Balcony: Opening Pittsburgh's First Laotian Eatery

NORRASET NAREEDOKMAI KIIN

112%	
\$33,658 Funded	\$30,000 Target Raise
Closed Time Left	30 Investors
\$30,000 Min. Raise	\$53,300 Max. Raise
60 mo. Term Length	10.00% Interest Rate

[Learn More](#)

Project Owner
Selective Dining, Inc.

[View Profile](#) [Ask A Question](#)

Share: [Send](#) [Share](#) [Tweet](#) [Post](#)

But businesses end up getting a whole lot more than just cash



Media exposure



Buzz around the project



Engage old + new customers



Local investors committed to their success

Honeycomb helps business owners access local investment to create jobs

Honeycomb helps businesses with:

- ✓ On-call customer success coach
- ✓ Weekly campaign strategy meetings
- ✓ SEC filing support
- ✓ Outreach tools and templates
- ✓ Access to the Honeycomb investor network
- ✓ Pitch opportunities and coaching



Square Cafe
Pittsburgh, PA

Sheree crowdfunded a \$250,000 loan from Honeycomb to expand her restaurant and create **30 living wage** jobs



UnBar Cafe
Cleveland, OH

Melissa crowdfunded a \$30,000 loan from Honeycomb to stabilize her business and **rehire employees** for her coffee shop

Companies that raise on Honeycomb see a 60% average increase in YoY revenue

The Honeycomb portfolio

**Campaigns funded
(since 2018): 102**

**Community dollars deployed:
\$4.7M**

Community investors: 3,000+

% woman-owned: 49%

% minority-owned: 24%

% in LMI communities: 50%



**Squash the Beef
Cleveland, OH**



**Rolling Pepperoni
Pittsburgh, PA**



**The Upperow
Detroit, MI**



**8 Myles
Washington DC**

Businesses across the country are turning to local investment



\$43,551 funded!



\$119,920 funded!



\$250,000 funded!



\$30,000 funded!



\$61,055 funded!



\$90,450 funded!

Case study 1: Squash the Beef turns social capital into community capital

Squash the Beef – Cleveland, OH
Founded their catering operation in 2019.

Expanded to a food trailer in 2020 with \$30,000 of community capital from 78 investors.

“We had only been in business for a little over a year, but we knew most big banks required a business to be in business for 5 years. Our customers are our community.” It’s no surprise that Squash the Beef’s customer base was integral to the success of their Honeycomb campaign!

- Candace Maiden, Co-owner of Squash the Beef



Case study 2: Iron Born Pizza ushers the first crowdfunded/public loan stack

Iron Born Pizza - Pittsburgh, PA

Expanded from a pick up window operation to a second location in the Strip District.

Raised \$107,000 from 49 investors to pay off a 40% APR Kabbage loan. As a result, Iron Born was able to access a \$125,000 loan from the Urban Redevelopment Authority of Pittsburgh.

“Even though we had a good track record,” Tolman recalls, “that isn’t always enough for a traditional bank, particularly for refinancing conversations. Honeycomb and our investors really came through for us”

- Pete Tolman, Owner of Iron Born Pizza



Takeaways

Dormant capital is in every community. Investment crowdfunding can wake it up.

People can fund their economy. Broad financial participation is more fun, generates stronger businesses, and builds local wealth.

Institutions can use the crowd as signal. Foundations, banks, and economic development organizations are recognizing community capital as a growing part of capital stacks.



Let's rebuild Main Street, together!

www.honeycombcrcdit.com



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Panelist



Brad McConnell

CEO
Allies for Community Business

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**Allies for
Community
Business**

Our Vision and Mission



Allies for
Community
Business

Supporting small businesses.
Strengthening communities.



A4CB.ORG

Our vision is that entrepreneurs from any background can start and grow businesses that create generational wealth for their families and communities.

Our mission is to provide the capital, coaching, and collaboration entrepreneurs need to grow great businesses in their communities.

Our 2020 Impact



\$400M
Dollars Disbursed



15,000
Community Businesses
Coached



22,000
Community Businesses
Funded



Loans

Allies for Community Business offers loans between \$500 and \$100,000 to early, emerging, and established businesses at fair prices.

Grants

We frequently manage grant programs with partners who share our mission to provide funds to business owners who will put those dollars to good use in their communities.

Loans



Overview

Allies for Community Business offers term loans and lines of credit between \$500 and \$100,000 to early, emerging, and established businesses in Illinois and Indiana.

We are a little different from other lenders: we do not use credit scores and do not put liens on your personal assets. Instead, we evaluate how well you have managed your debts over the past two years and how much cash you have available to make monthly loan payments to us.

Terms and policies

We can approve loan requests in as little as 24 hours for eligible borrowers, but we often will ask you follow-up questions that will take additional time.

We charge 9% in interest and 1% in closing fees which means your APR will be approximately 10%, depending on whether you pay your closing fee up front or over time.

Our standard term is 24 months, but we can adjust that if required.

Apply for a loan at a4cb.org/loans

Loans up to \$25K

EITHER

STEP 1 : Credit Report

- For the past 24 months, no bankruptcies or collections larger than \$500?
- For the last 12 months, at least one open line and all payments on time?
- Today, at least 25% available to borrow on all open revolving credit?

Loan = 1.5x the largest amount borrowed and repaid over the last 12 months (excluding student loans)

OR

STEP 2 : Financial Statements

- Loan max where debt service coverage ≥ 1.25 using tax returns
- Loan max where debt to income ratio $\leq .35$ using bank statements
- Loan max where DSC ≥ 1.25 and DTI $\leq .35$ using financial statements

OR

STEP 3 : Credit Builder

Loan \leq \$2.5K for otherwise ineligible borrowers, if all debts are current.

Loans between \$25K and \$100K

BOTH

STEP 1 : Credit Report

- For the past 24 months, no bankruptcies or collections larger than \$500?
- For the last 12 months, at least one open line and all payments on time?
- Today, at least 25% available to borrow on all open revolving credit?

AND

STEP 2 : Financial Statements

- Loan max where debt service coverage ≥ 1.25 using tax returns
- Loan max where debt to income ratio $\leq .35$ using bank statements
- Loan max where DSC ≥ 1.25 and DTI $\leq .35$ using financial statements

*Laine's Bake Shop
Chicago, IL*



1:1 Coaching

Allies for Community Business provides free 1:1 coaching to anyone who wants to start or grow their business.

Group Coaching

We provide frequent business classes online, and run cohort programs such as the Neighborhood Entrepreneurship Lab.

1:1 Coaching

For Early-stage Businesses

- Assessing the Business
- Getting Started
- Preparing to Launch
- Planning for Stability

For Emerging Businesses

- Improving Financial Management
- Defining Business Operations
- Preparing for Growth

For Established Businesses

- Participate in Collaborations
- Attract Outside Investors
- Planning for Succession or Acquisition

**Schedule a free coaching session at
a4cb.org/schedule**



Kitchen Space

Through The Hatchery, we provide a wide range of services and networking opportunities to help food and beverage entrepreneurs at every stage.

Licensing

Allies for Community Business can help you secure the business license you need to operate legally in the City of Chicago.

Procurement

We can help you secure your Women-owned Business Enterprise (WBE) or Minority-owned Business Enterprise (MBE) certification and can then help you secure contracts from our institutional partners.



Grow Food Businesses at The Hatchery

- 54 private kitchens leasable by year
- 5 shared kitchen spaces rentable by the hour
- Dry/cold storage, loading docks, and meeting spaces

Promote Local Products at the Garfield Park Neighborhood Market

- Year-round indoor and outdoor market
- Showcase of West Side products across industries
- Prep space and storage inside the building



Train with Great Chefs with Impact Culinary

- 12-week training program for aspiring young chefs
- Classroom courses to prepare for a restaurant job
- Paid internship at a Chicagoland restaurant

Prepare for Good Jobs with ICNC

- Adult training and job placement
- Support for West Side employers
- Business advice on hiring

Licensing and Procurement



Licensing

As one of the eight new Chicago Business Centers, we can help you secure the Chicago business license you need without traveling to City Hall.

Procurement

Allies for Community Business can help you secure your Women-owned Business Enterprise (WBE) or Minority-owned Business Enterprise (MBE) certification and can then help you secure contracts from our institutional partners.

Schedule a free coaching session at a4cb.org/schedule

Partner With Us



- **Learn more at a4cb.org**
- **Apply for a loan at a4cb.org/loans**
- **Schedule a free coaching session at a4cb.org/schedule**
- **Refer an entrepreneur at a4cb.org/clients**
- **Follow us [@Allies4CB](https://twitter.com/Allies4CB)**
- **Support our mission at a4cb.org/donate**



Allies for
Community
Business

Questions?

Brad McConnell

CEO

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312-275-3000



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Panelist



Dan Miller

Founder & CEO
Steward

Thank you

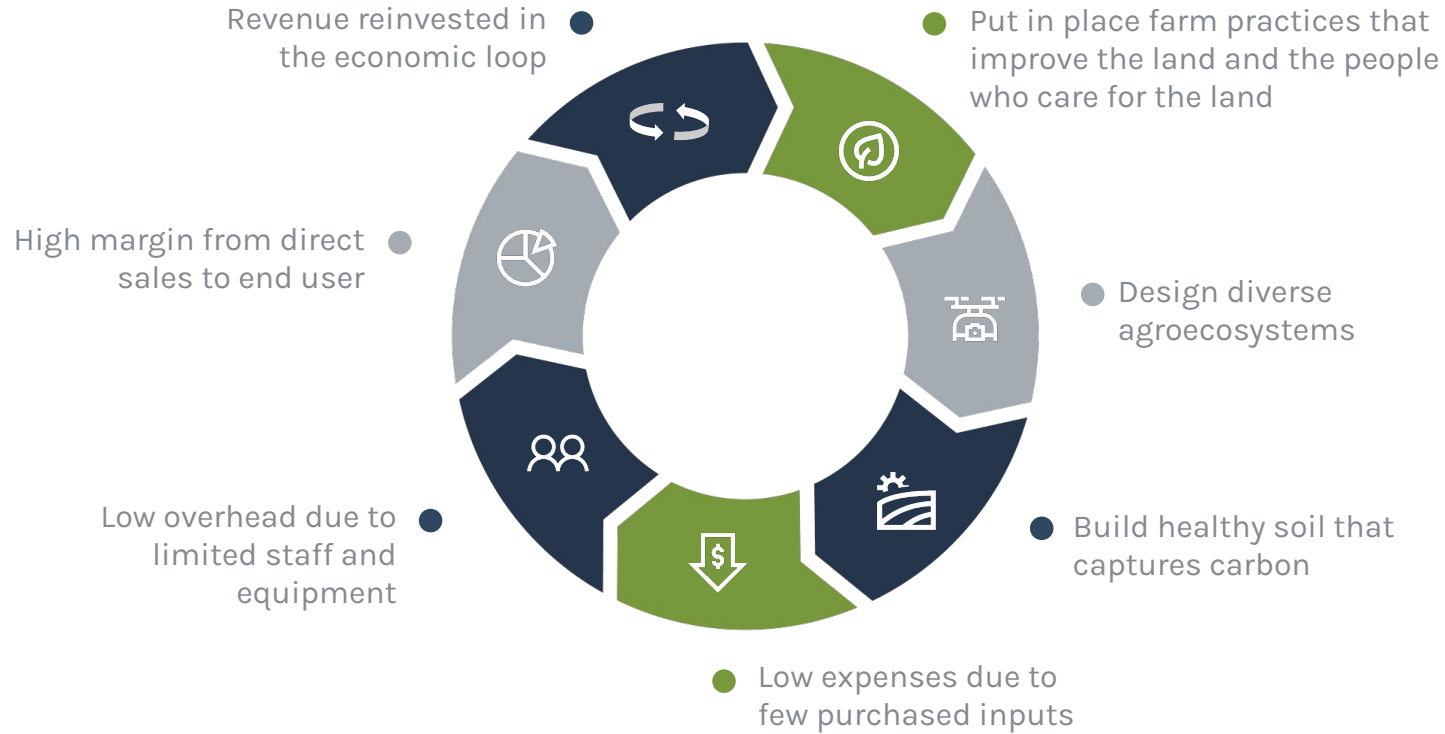
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Steward

gosteward.com

Regenerative Agriculture: A New Way Forward



Global Demand for Sustainable Products Continues to Grow

US sustainable food sales are expected to grow by **\$63Bn** from 2019 to 2023, a 13.5% per year increase ([Business Wire](#))

83%

American consumers report having purchased organic in the last year.

[Organic Trade Association](#)

10x
INCREASE

Sales of ethical goods & services have grown from **\$3Bn to \$30Bn** over the last 20 years

[Financial Times](#)

40%
OR MORE

People will pay a **premium for identified local ingredients.**

[Penn State, Hospitality Management](#)

RISE OF REGENERATIVE /
LOCALLY-SOURCED PRODUCT

swētgreen®

DIG INN



COOKS VENTURE
THE FUTURE OF FOOD IS REGENERATIVE

As Does Demand for Agriculture-Related Impact Investment

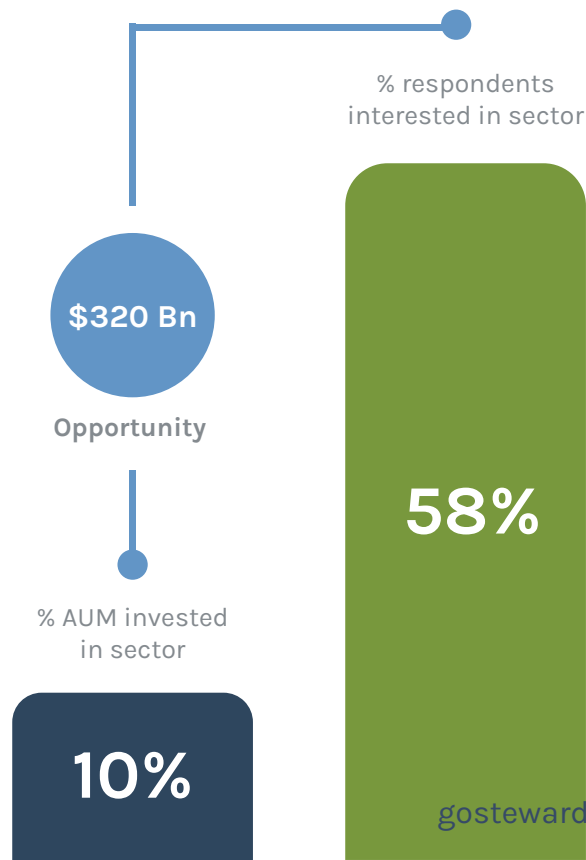
- According to the Financial Times, net inflows to US Sustainable Investment Funds quadrupled in 2019 - growing to +\$20Bn

- Despite this clear demand, AUM in agriculture-related impact investment has drastically lagged interest⁽¹⁾

(1) 2018 GIIN Impact Survey, 1,340 organizations surveyed

Food & Agriculture Investments⁽¹⁾

2018 Global Impact Investor Network (GIIN) Survey



Yet Regenerative Farmers Still have Limited Access to Capital



Dependent on government subsidies + loan programs.



Rigid underwriting process



Catered to high volume commodity producers



Limited private financing options



“
The biggest bottleneck in a good food system is not entrepreneurs, it's access to capital.”

Eric Kessler, founder Arabella Advisors, impact investing advisory

Financing the Global Transition to Regenerative Agriculture is a Once in a Generation Market Opportunity

500,000 farms in the US expected to adopt “climate smart” practices by 2025⁽¹⁾

Project Drawdown projects that 270M hectares representing hundreds of billions of dollars in global farmland will convert to regenerative agriculture over the next 30 years⁽²⁾



(1) [Kellogg plans to support](#) 500,000 farmers with “climate-smart” agricultural practices by 2025

(2) Based on Project Drawdown regenerative agriculture report + 2017 US Farm Census Data

Created by Co-Founder of Fundrise, the Largest Real Estate Crowdfunding Platform



Dan Miller | Founder

- Dan was previously Co-Founder, President and Director of Fundrise
 - +\$1Bn AUM and over 100,000 unique investors
- His passion for agriculture stems from his maternal family, which has been farming on the Eastern Shore of Maryland since the 1880s
- He started Steward in 2017 to apply his learnings from Fundrise to the regenerative agriculture industry



Dan has already invested millions of dollars to bootstrap Steward and our loan portfolio

The Steward Platform

- 3,500+ farmers have created profiles on Steward
- 100+ farms registered for our microloan program
- \$4.5M already deployed across 20 farms




Accessible Platform for Regenerative Farmers & Responsible Lenders

- Flexibly structured financing & compliance software
- Communicate with both borrowers and lenders
- Direct access to capital
- Find talent to support your needs



Steward Farm Trust



Steward Farm Trust is a diversified portfolio of farm investments that provides real returns to investors.

Offering Summary

- Who can invest:
 - US Residents
 - Non-US Accredited Investors
- Dividends: 4% per annum
- Security Type: Common Stock

Reserve an investment

\$0

Reserve

East Fork Cultivars

Your project is open for Reserve Investments. You can monitor interested investors and how much they would like to invest.

0 \$0 INVESTMENTS EARNINGS

3 \$700 RESERVATIONS TOTAL RESERVED

DELETE PROJECT VIEW

INVESTOR	DATE	STATUS	VALUE
Houston McCherry	February 20, 2020 10:11 EST	Reserve	\$100
Xavier Foulloux	April 2, 2020 19:57 EDT	Reserve	\$500
Shane Rowley	April 18, 2020 12:39 EDT	Reserve	\$100

INVESTOR	DATE	STATUS	VALUE
Arthur Skinkman	March 4, 2020 13:05 EST	Reserve	\$10,000
Josel Edwards	February 20, 2020 11:38 EST	Reserve	\$10,000
Mason Walker	March 3, 2020 17:34 EST	Reserve	\$10,000
Frank Dupes	February 18, 2020 08:02 EST	Reserve	\$50,000

Investment Details

How much would you like to invest? 300
Your investment must be a multiple of \$100 *

Transfer Type * ACH Wire

Linked Account

Delete

Bank Name CHARLES SCHWAB BANK


Account Name Investor Checking (2527)

Continue to Review

Create an Account

Fund the Future of Farming

You're interested in:



East Fork Cultivars
East Fork Cultivars produces CBD-rich, sun-grown, craft hemp between the east fork of Oregon's Illinois River and California's Siskiyou Wilderness.

I agree to Steward's Privacy Policy and Terms & Disclosures.

Create Account

Already have an account? Log In!

Opportunity

1. Greater access capital.
2. Professional services supporting growth & long-term success.

Equipping Regenerative Farms with the Capital They Need to Grow

Steward Lending Platform

Steward funds private commercial loans to regenerative agriculture businesses. Qualified lenders buy “pieces” of loans through a *participated loan* model.

Steward Growth Services



Funding Loans



Bookkeeping



E-Commerce



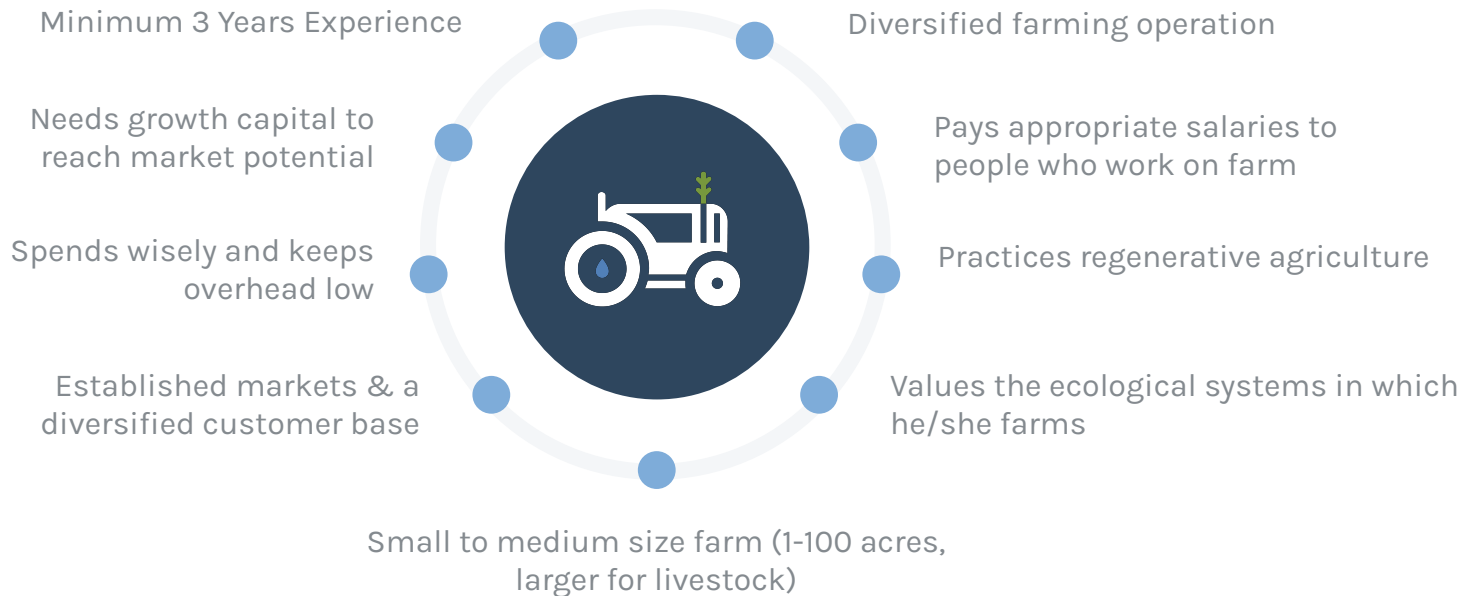
Grant writing



Compliance

Who is the Typical Steward Borrower?

Steward's borrowers have a direct sales model and are not dependent on low-cost labor or high fixed cost investments like herbicides & heavy machinery





CASE STUDY

East Fork Cultivars

Location: Takilma, OR

East Fork desired to expand into craft hemp production, but finding the right financial backing was a major challenge.

Start Date: 2018

Loan Structure: First Mortgage Loan (Senior Secured)

Loan Size: \$640,000.00

Annual Interest Rate: 9.5%

Term: 5 years

Farm Products: East Fork is one of the leading CBD-focused hemp farms in the world. They take pride in their sun-grown, healthy, ethical production, & commitment to regenerative practices

Use of Funds: Purchased 24 acres directly adjacent to their existing farm, tripling the size of the operation. The loan also supports soil preparation and improved post-harvest processing facilities to cure and dry hemp.

Steward Fees:

- 2% origination fee
- 1% annual servicing fee

Other Key Terms:

- East Fork also uses Steward for bookkeeping & will leverage our platform again for a microloan

Steward Investment Products



Individual Farm Loans

- On May 22, 2020, the US District Court for the Southern District of NY [ruled in favor](#) of the view that loans are not securities
- That decision allows Steward to rapidly advance our individual farm loan program
- To date, we have successfully funded 29 individual farm projects, and raised \$2.7M



Short-Term Credit

- Provides short-term bridge loans, giving regenerative agriculture businesses swift access to capital
- Used for immediate short-term financial needs that must be met to maintain continuous production or pursue time-sensitive opportunities
- Semi-liquid, 9-month loan term, offering fixed 5% annual interest, paid monthly
- Ability to withdraw funds at any time with 90 days' notice.

Investor Returns

5-10% expected annual returns

Average interest on existing loan portfolio is 8.2%

Steward is a Certified B Corp and Public Benefit Corporation

We Strive To

- Preserve natural resources
- Reduce environmental impact
- Maintain soil health
- Increase biodiversity
- Protect water quality
- Promote fair wages
- Increase the number of farmers and ranchers working towards meeting society's food needs
- Without compromising the planet's ecosystems and natural resources

Long term commitment
to our mission to

Promote environmental &
economic stewardship

Through sustainable &
regenerative agriculture



“As many people as possible should share in the ownership of the land and thus be bound to it by economic interest, by the investment of love and work, by family loyalty, by memory and tradition”

Wendell Berry, *The Unsettling of America* (1977)





Thank you

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Send us your questions
and comments!

Questions?



Food Systems Finance Webinar Series: Financing Food Systems Through FinTech

Upcoming Events



AUGUST 2-12, 2021

CDFA VIRTUAL SUMMER SCHOOL

REGISTER NOW

PRESENTED BY THE
CDFA TRAINING INSTITUTE



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CDFA SSBCI Briefing

Friday, July 16, 2021 @ 1:00 PM Eastern

CDFA // BNY Mellon Development Finance Webcast Series: How Healthcare is Investing in Communities

Tuesday, July 20, 2021 @ 2:00 PM Eastern

CDFA-Bricker PACE Webinar Series: Advancing Multi-Family Housing & Renewable Energy Goals with PACE

Tuesday, July 27, 2021 @ 2:00 PM Eastern

Register online at www.cdfa.net



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Allison Rowland

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