

CITY SEEDS

A HUMANIM SOCIAL ENTERPRISE

CREATING GOOD FOOD, GOOD JOBS, AND
GOOD BUSINESS



CITY SEEDS IS...

City Seeds is a Humanim culinary social enterprise committed to providing quality food and good jobs, while growing Baltimore's local food economy. We do this by sourcing local, using all natural ingredients, training and hiring individuals with barriers to employment, and supporting local food entrepreneurs through our educational programming, institutional partnerships, and scaling opportunities.

Our services include wholesale food production, catering, retail kiosks and cafés, and business training through our School of Food.

HISTORY

City Seeds, a Humanim social enterprise, was first conceived as a kitchen incubator in 2015, charged to lead the commercial and educational kitchen space at the Baltimore Food Hub, an East Baltimore community development project focused on food-related education, training and economic development.

It soon grew into a full service food business, offering wholesale food production, catering, retail kiosk and café services, as well as its own business training program called School of Food. It also runs the annual #MadeinBaltimore Vendor Fair at Lexington Market, connecting local food producers with buyers.

Throughout its growth, City Seeds has remained true to its social mission as a job creator and economic driver for Baltimore's food industry, with a commitment to training and hiring individuals with barriers to employment.

WHAT WE DO



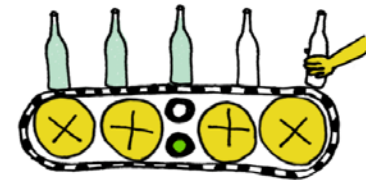
CATERING

We deliver fresh and yummy food everyday to keep you healthy and happy.



SCHOOL OF FOOD

We help grow the hearts and minds behind tomorrow's kitchens.



FOOD PRODUCTION

We make food for wholesale and retail and train cooks in the kitchen. It's a win-win!

CATERING



We offer high quality fare with a friendly smile. Our catering menu celebrates everything made in Baltimore and made from scratch, using local and seasonal ingredients.

SCHOOL OF FOOD

School of Food is a business training program and scaling pipeline for food and beverage entrepreneurs that offers interactive, expert-led workshops, as well as contract opportunities through City Seeds' institutional partnerships, catering and retail arms, and the annual #MadeinBaltimore vendor fair.



FOOD PRODUCTION



We contract with local anchor institutions to provide consistent, quality food products and delivery at volume, while growing Baltimore's culinary workforce.

SOCIAL IMPACT



City Seeds is guided by its social mission to provide skills training and living wage jobs for individuals with barriers to employment. Our green business practices and local sourcing ensure that we deliver social impact within our environment, and our educational programs support food entrepreneurs and the growth of Baltimore's local food economy.

OUR PROMISE

We are committed to providing high quality, delicious food with a social conscience. What we can't source from local entrepreneurs, we make ourselves using all natural ingredients. We are always looking to enrich our menu and offerings through partnerships with other local chefs and food producers.



EXPERT TOPICS

- The local Baltimore food scene
- Building, growing, and scaling a food business/becoming a food entrepreneur
- Buying, sourcing, and hiring local
- How to harness purchasing power to grow local food economies
- How to build a sustainable food ecosystem through local partnerships, training, education, production, and scaling pipelines
- How to balance profit with a social mission
- Good business: the difference between good business and social enterprise (or is there)
- Social business practices, and how they help grow local economies

OUR EXPERTS



Deborah Haust
Director, City Seeds

Deborah is a social entrepreneur that has spent the last ten years building organizations from the ground up. She has started food enterprises in Canada, South America and the U.S., redefining her strengths in non-traditional marketing, forming strategic partnerships and job creation. From land-based aquaculture farming to brand development for small food makers, Deborah knows the power of fostering connections to build business.

As the Director of City Seeds, Deborah is pushing forward a new model of social enterprise in the food industry. Ensuring quality and product is top notch, City Seeds' food and programming is leading the space in local innovation. City Seeds aims to be recognized in Baltimore City for growing the local food economy.

OUR EXPERTS



Kim Bryden
Program Curator,
School of Food

Kim Bryden is the Program Curator for School of Food at City Seeds, a Humanim Social Enterprise; and the Founder & CEO of Cureate Connect. School of Food is a year-long educational curriculum for food and beverage business owners in Baltimore. Kim's 10 years of experience in the food and beverage industry ranges from government, to Fortune 500 retail management, to food tech start-up. In addition to her work, Kim is also a part of the World Economic Forum's Global Shapers, Thousand Network, and Future Leaders. Oh, and she's a [#foodporn star](#). Yes, you read that right.

QUOTES & STATISTICS

“Being a part of School of Food has put my business on warp speed.” | Gregory Carpenter, Owner of Zam Bakery and 2016 School of Food Graduate

"Absolutely everything we do is to hire individuals who want to work in the kitchen, regardless of degrees or backgrounds. For us, fostering this opportunity feeds into growing Baltimore's food ecosystem." | Deborah Haust, Director, City Seeds

“What is a City without a good food scene? From creating markets to neighborhoods, food is a major driver for socio economic growth. We ensure all food makers have a voice and by doing so, a role in changing our community's landscape.” | Deborah Haust, Director, City Seeds

- Helped 20 Baltimore based food businesses (all graduates) build & grow their business in 2016
- Ran two #madeinBaltimore vendor fairs with 30 small food businesses in Baltimore (60% MBE) and 100 local buyers.
- Projected FTE jobs created for 2017: 22
- % graduating businesses that gained new business contracts since being a part of the School of Food program: 40%

PREVIOUS PRESS

Fox Live | City Seeds' 2015 Made in Baltimore Vendor Fair at Lexington Market

<https://vimeo.com/130832174>

Technical.ly | Here's a taste of 6 up-and-coming Baltimore food businesses

<http://technical.ly/baltimore/2015/11/13/heres-taste-6-coming-baltimore-food-businesses/>

Daily Record | Vendor Fair connects Maryland food businesses to buyers

<http://www.cityseeds.org/vendor-fair-connects-maryland-food-businesses-to-buyers/>

<http://thedailyrecord.com/2016/06/20/made-in-baltimore-food/>

SOCIAL MEDIA

Facebook | <https://www.facebook.com/madeinbaltimore>

Twitter | <https://twitter.com/cityseeds>

Instagram | <https://www.instagram.com/cityseedsorg>

Vimeo | <https://vimeo.com/cityseeds>

LinkedIn | <https://www.linkedin.com/company/city-seeds-a-humanim-social-enterprise>

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