

An urban garden tending to the next generation

At Capital Roots' Produce Project, youth trainees learn so much more than just farm operations.

Capital Roots is a hands-on grassroots organization working in New York's Capital Region using local food as a tool to build community health and wealth. With 55 community gardens around the greater Albany area, Capital Roots also nourishes their local communities by delivering food to more than 100 schools, stores, institutions, and food pantries. Managing these gardens and programs is no simple task, so using reliable equipment that holds up day in and day out, like a Hannay reel, makes all the difference.

At Capital Roots' youth-powered urban farm, The Produce Project, students rely on Hannay's GH1100 Series reel for help in seamlessly watering their vegetables. "Since 2010 the reel has been used almost daily, and it's still operating like new ... and even more than most farms, we are hard on our equipment! The Produce Project relies on volunteers and youth trainees for most of its labor, so all too frequently, tools get rough treatment," said Matt Schueler, Urban Grow Center Planner at Capital Roots.

The Produce Project operates on two acres of farmland overlooking the heart of historic Troy, NY. The farm provides students from Troy High School with a real-world classroom approach to critical job and life skills, which prepares them for employment, educational opportunities, and their future as a whole. In order to participate in The Produce Project, students must apply and go through an interview process. If accepted, they receive a stipend and food to take home to their families. Students are engaged in every

aspect of farm operations – tending to crops from seed to sale, and seeing the rewards of their hard work. The farm strategically applies math and science to practical situations, connecting classroom lessons with day-to-day problem solving. Beyond the physical labor involved in planting, The Produce Project encourages a healthy lifestyle. Students are served healthy snacks, guest chefs visit regularly to teach them how to prepare the food they grow, and students visit other farms and food businesses to see how their efforts fit into the larger food ecosystem.

Beyond learning the basic "soft skills" of punctuality, presentation, and teamwork, students also learn about sales and marketing, and leave the program equipped with resumes, cover letters, and interview experience. Leadership opportunities are also available each year for students to apply as Student Leaders. If accepted, they are paired with college interns and made responsible for daily guidance of a farm crew during our busy summer session.

Capital Roots distributes thousands of pounds of local fruits and vegetables each year and recognizes local businesses for helping to create a livable community. "We are deeply appreciative of the role Hannay Reels plays in our local economy and their history of supporting numerous causes around the region. It's no accident that a company so rooted in the Capital Region creates a product we can rely on, and that they so obviously take pride in," said Schueler.



Capital Roots relies on Hannay's portable GH1100 Series reel to water their expansive fruit and vegetable plots and withstand repetitive use.



Customer
Capital Roots

Location
Troy, New York

Customer Challenge
Finding high-performing equipment that can stand up to rough day-to-day handling

Hannay Solution
GH1100 Series reel

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– Matt Schueler, Capital Roots

Domestic:
Phone: 877-467-3357
Fax: 800-733-5464

International:
Phone: 518-797-3791
Fax: 518-797-3259

Email: reels@hannay.com

hannay.com

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