



Kimberley Park Hydroponic Greenhouse Facility Lease and Operations Proposal

Submitted by Anders Family Farms, LLC

Anna Burr & Jesse Burr – Owners

7495 Ridge Road, Tobaccoville, NC 27050

www.andersfamilyfarms.com | andersfamilyfarm@outlook.com | 336-462-7196

Cover Letter

Dear Selection Committee,

We are honored to submit this proposal for the lease and operation of the Winston-Salem Hydroponics/Greenhouse Facility. Anders Family Farms, LLC, is a blue-collar, community-rooted family farm dedicated to hard work, integrity, and building strong relationships. We believe this facility represents an opportunity to significantly expand access to fresh, nutritious produce while creating local jobs and educational opportunities.

When Mark Anders, our founder, passed away in 2021, Anna faced the decision to sell the farm or continue the mission they began together. Rather than walk away, she doubled down, grew the farm, and turned it into a reliable source of greens and herbs for the region. Jesse Burr, a Marine veteran with more than 25 years of manufacturing engineering and mechanical experience, joined the operation, bringing a wealth of technical expertise and a dedication to excellence.

Together, we have proven that small farms can be resilient and forward-looking. Our story is one of grit, perseverance, and community connection. We are not afraid of early mornings, long days, or hard problems — and we bring that same work ethic to every project.

This proposal lays out our qualifications, capacity, and vision for using the city's greenhouse facility to its fullest potential. Our goal is not simply to grow food, but to

grow opportunities. We aim to mentor new farmers, create a pipeline of skilled agricultural workers, and partner with schools, nonprofits, and food hubs to reach families who might otherwise struggle to access fresh food.

We thank you for considering Anders Family Farms as the next steward of this facility.

We look forward to working together to advance food resilience, equity, and sustainability in Winston-Salem.

Respectfully,

Anna & Jesse Burr

Owners, Anders Family Farms, LLC

Qualifications & Operational Capacity

Anders Family Farms has operated continuously since 2019 as a registered LLC, producing hydroponic lettuce, microgreens, herbs, and seasonal tomatoes on a year-round basis. Our farm is GAP (Good Agricultural Practices, USDA certification) and PSA (Produce Safety Analysis) food-safety certified. Our farm maintains documented standard operating procedures for planting, harvesting, cleaning, packing and a recall process in place. This compliance ensures that everything we grow meets the highest quality and safety standards.

Anna Burr brings over six years of hands-on experience in sustainable agriculture, plant science, and business management. She holds an associate degree in business management, serves on the Greensboro Farmers Curb Market Board, and is currently completing a Therapeutic Horticulture Program through NCSU to incorporate wellness and education into farm programming.

Jesse Burr contributes over 25 years of mechanical and manufacturing engineering experience, with a proven track record in process improvement, equipment maintenance, and systems management. His ability to troubleshoot and repair equipment in-house significantly reduces downtime and cost.

Together, we manage a farm that produces hundreds of heads of lettuce, hundreds of pounds of various greens and dozens of flats of microgreens each week. Our farm assistants handle seeding, transplanting, and harvesting, while a dedicated delivery coordinator manages weekly distribution. As part of this expansion, we intend to hire:

- A full-time Farm Manager to oversee greenhouse operations and staff training.

- Two additional Greenhouse Technicians to manage nutrient mixing, cleaning cycles, and crop production.
- A Delivery & Customer Service Coordinator to handle logistics and ensure timely, professional service to partners.

- Operational Strengths:
 - GAP Certification since 2021
 - Operates 10,224 sq. ft. production space with advanced environmental control systems
 - Reliable distribution network serving restaurants, food hubs, farmers' markets, and farm store on the property
 - Weekly seeding-to-harvest production schedule for consistency
 - Investment of over \$300,000 in infrastructure, lighting, and automation
 - Solar array installed July 2025, partially offsetting energy costs



Anders Family Farm's first hydroponic greenhouse with nursery.



Anders Family Farm's second hydroponic greenhouse.

Project Concept & Community Impact

Anders Family Farms, LLC proposes to fully utilize the city-owned hydroponic greenhouse to expand crop capacity while delivering a consistent, year-round supply of fresh, nutrient-dense produce to the Winston-Salem community. The Kimberley Park Hydroponic Greenhouse will operate as both a high-efficiency production hub and a community-centered platform for education, workforce development, and public engagement.

By integrating commercial production with structured programming, this facility will serve as a model for how modern agriculture can meet both economic and community needs. In addition to increasing local food availability, the project will provide hands-on learning opportunities, support workforce training initiatives, and strengthen connections between residents and their food system.

This approach ensures the greenhouse is not only productive, but fully activated as a public asset—delivering measurable impact in food access, education, and community development.

This project transforms the facility into more than a growing space—it becomes a driver of opportunity, learning, and long-term community resilience.

Community Benefits

Food Access

Anders Family Farms, LLC is committed to improving access to fresh, locally grown food across the Winston-Salem community. Through consistent, year-round hydroponic production, we will provide reliable and affordable lettuce, microgreens, herbs, and seasonal produce to underserved communities, schools, and local markets.

To further support food security, surplus and overage production will be donated to local outreach pantries and food assistance programs, ensuring that high-quality, nutrient-dense food reaches families in need rather than going to waste. These donations will be coordinated with community partners to maximize impact and distribution efficiency.

By combining production with intentional distribution strategies, this program strengthens local food access, reduces waste, and reinforces the role of local agriculture as a critical community resource.

This initiative ensures that fresh, healthy food is not only grown locally, but shared equitably across the community.

Education

Anders Family Farms, LLC will deliver consistent, hands-on educational programming that connects students directly to modern agricultural practices. In partnership with Winston-Salem/Forsyth County Schools, we will host regular greenhouse tours, interactive workshops, and structured learning experiences designed to engage students at multiple grade levels.

Programming will focus on hydroponic systems, plant science, food systems, and sustainable agriculture, providing students with practical, real-world exposure to how food is grown in a controlled environment. These experiences will go beyond observation, allowing participants to actively engage in planting, harvesting, and understanding the science behind production.

By integrating education with a working farm environment, this program will enhance classroom learning, spark interest in agricultural and STEM careers, and deepen students' understanding of local food systems.

This initiative transforms the greenhouse into a living classroom, where students gain knowledge, skills, and inspiration through direct experience.

Workforce Development

Anders Family Farms, LLC is committed to building a strong local workforce pipeline through hands-on training, mentorship, and career exposure in modern agriculture. Our program will prioritize opportunities for local youth, veterans, and individuals re-entering the workforce, providing accessible pathways into meaningful employment.

In collaboration with Forsyth County Cooperative Extension and local colleges, we will offer structured internships, job-shadowing experiences, and practical, skills-based training within a real production environment. Participants will gain experience in hydroponic systems, crop management, food safety practices, and operational workflows.

This program is designed not only to teach technical skills, but to build confidence, work ethic, and long-term career readiness. By combining education with real-world application, Anders Family Farms will help develop the next generation of agricultural professionals while supporting workforce development goals within the Winston-Salem community.

This initiative creates clear pathways from education to employment, strengthening both individual opportunity and the long-term sustainability of the local agricultural economy.

Economic Impact

This project will generate immediate and measurable economic benefits for the Winston-Salem community. Anders Family Farms will create a minimum of three full-time positions within the first year of operation, including roles in greenhouse management, production, and distribution. As production capacity increases, additional employment opportunities will be developed, supporting continued local job growth.

By strengthening local supply chains, this operation will provide a reliable source of fresh, locally grown produce to restaurants, markets, and food hubs, reducing dependence on out-of-region suppliers. This localized approach helps stabilize pricing, improve product freshness, and enhance food system reliability.

In addition, the project will support small businesses and local vendors through partnerships and market participation, including year-round engagement with the Winston-Salem Fairgrounds Farmers Market. By keeping food production and sales within the region, more dollars remain circulating in the local economy, contributing to broader economic resilience and sustainability.

This initiative not only creates jobs, but strengthens the economic foundation of the local food system by investing in people, partnerships, and long-term community growth.

Sustainability & Closed-Loop Agriculture

Anders Family Farms is committed to operating a **low-waste, closed-loop agricultural system**. Post-harvest roots and vegetative scraps will be **donated to local farmers** for use as livestock feed and compost inputs, supporting chicken and pasture-based operations. This approach reduces landfill waste, strengthens farm-to-farm relationships, and demonstrates how agriculture can function as a fully integrated system.

Community Engagement & Public Access

The greenhouse will serve as an active community asset through:

- Year-round participation in the Winston-Salem Fairgrounds Farmers Market
 - Partnerships with schools, nonprofits, and outreach organizations
 - Educational programming and community tours
 - Transparent production practices open to public engagement
-

Impact Statement

By investing in local hydroponic production, this project reduces reliance on long and often fragile supply chains while delivering fresher, higher-quality food directly to the Winston-Salem community. Through consistent, year-round production, Anders Family

Farms strengthens regional food resilience and ensures dependable access to nutrient-dense produce.

Our commitment to transparency allows the community to see exactly where their food comes from and how it is grown, building trust and deeper connections between producers and consumers.

Beyond food production, this project is designed to cultivate lasting impact—expanding educational opportunities, supporting workforce development, and creating meaningful pathways into agriculture. By integrating production, education, and community engagement, the Kimberley Park Hydroponic Greenhouse will serve as a model for how local agriculture can drive long-term economic, environmental, and community resilience.

This initiative is not only about growing food, it is about growing knowledge, opportunity, and a stronger, more self-reliant community.



Arugula harvesting



Anders Family Farms, LLC awarded Urban Regional Finalist Award for NC Small Farmer of the Year 2026



Green Romaine packing for market

Maintenance & Facility Stewardship

We treat every space we work in with care and respect. Our current farm is kept clean, organized, and always audit-ready. As lessees, we will take full responsibility for this facility's upkeep, including:

- Weekly cleaning and sanitization of grow systems and floors
- Monthly preventive maintenance on pumps, HVAC, and climate controls
- Documentation of all service and repairs
- Quarterly facility condition reports shared with the City

With Jesse's technical expertise, most repairs can be handled on-site, minimizing downtime and ensuring the facility remains in excellent condition.



Jesse planting microgreens

Appendix A – SWOT Analysis

Strengths

- Year-round hydroponic production ensuring consistent supply regardless of seasonality
- Sustainable, controlled-environment growing practices that reduce water use and increase efficiency
- Established customer base and strong market relationships across restaurants, food hubs, and direct-to-consumer channels
- GAP-certified operation with documented food safety protocols and compliance systems

Weaknesses

- Higher startup and operating costs associated with controlled environment agriculture

- Mitigated through:
 - Existing infrastructure and equipment investments
 - Energy monitoring and efficiency improvements (including solar offset)
 - Proven production systems are already in operation
-

Opportunities

- Expansion of educational partnerships with Winston-Salem/Forsyth County Schools, Forsyth County Cooperative Extension, and local colleges
 - Increased demand for locally grown, fresh produce in retail, institutional, and food service markets
 - Growth in workforce development and agricultural training programs
 - Ability to leverage the greenhouse as a regional hub for food access, education, and community engagement
-

Threats

- Market competition from regional and national producers
- Rising utility and input costs affecting controlled environment operations

Mitigation strategies include:

- Diversified revenue streams (wholesale, retail, direct sales)
- Energy cost management through efficiency systems and solar integration
- Local market positioning emphasizing freshness, transparency, and community impact

Appendix B – Staffing & Job Creation

Projected job creation within 12 months includes:

- 1 Full-Time Farm Manager
- 2 Greenhouse Technicians
- 1 Delivery & Customer Service Coordinator

Seasonal positions will be added as production expands, providing valuable workforce training for the local community.





[Students from Winston Salem Street School are getting hands-on with hydroponics.](#)

Anders Family Farms, LLC respectfully submits this proposal with a commitment to delivering measurable value to the City of Winston-Salem through production, education, and community impact. We are confident in our ability to successfully operate the Kimberley Park Hydroponic Greenhouse as a productive and publicly beneficial asset. At

the same time, we remain flexible and open to discussion regarding lease terms, performance metrics, and partnership structure to best align with the City's goals. We welcome the opportunity to collaborate, refine this proposal as needed, and work together to ensure long-term success for both the facility and the community it serves.

KIMBERLEY PARK HYDROPONIC GREENHOUSE PROPOSAL SUMMARY

Growing Food. Growing People. Growing Community.

Anders Family Farms, LLC is committed to operating the greenhouse as a high-impact production and education hub that delivers measurable benefits for Winston-Salem.



ANDERS
FAMILY FARMS
LLC



**EDUCATE • PRODUCE • EMPOWER
TOGETHER WE GROW STRONGER**

FINANCIAL PROPOSAL: 100% RENT OFFSET MODEL

MONTHLY LEASE VALUE

\$2,500

ANNUAL LEASE VALUE

\$30,000

FULL LEASE VALUE DELIVERED THROUGH VERIFIED PUBLIC-BENEFIT SERVICES

OFFSET CATEGORIES & VALUES

A. EDUCATIONAL PROGRAMMING (PRIMARY)

ACTIVITY	RATE	ANNUAL VOLUME	VALUE
Student Tours	\$200 per visit	80	\$16,000
Instruction Sessions	\$250 per session	20	\$5,000
Multi-Visit Programs (3+ sessions)	\$300 per visit	10	\$3,000
SUBTOTAL			\$24,000

B. WORKFORCE DEVELOPMENT & MENTORSHIP

Student Internships / Trainees	\$400 per month per student	3 students (12 months)	\$3,600
Extension / College Workshops	\$300 per workshop	4	\$1,200
SUBTOTAL			\$4,800

C. MARKET PARTICIPATION & FOOD ACCESS

Winston-Salem Fairgrounds Farmers Market	Year-round vendor participation		\$1,200
TOTAL OFFSET VALUE			\$30,000

100% OF LEASE VALUE

OUR COMMITMENT TO WINSTON-SALEM



MINIMUM 1,000 STUDENTS SERVED ANNUALLY



80+ SCHOOL VISITS EACH YEAR



WORKFORCE TRAINING & MENTORSHIP WITH EXTENSION & COLLEGES



YEAR-ROUND MARKET PARTICIPATION



DONATE FOOD & RESOURCES TO STRENGTHEN OUR COMMUNITY

KEY PARTNERS



Winston-Salem /
Forsyth County
Schools



Forsyth County
Cooperative
Extension



Local Colleges
& Workforce
Programs



WINSTON-SALEM
FAIRGROUNDS
FARMERS MARKET

FOOD ACCESS & PRODUCE DONATIONS



Donate surplus and overage produce to local outreach pantries and food programs



Estimated 1,500–3,000 lbs of fresh produce donated annually



Monthly tracking and reporting to the City



CLOSED-LOOP AGRICULTURE & WASTE REDUCTION



Roots and vegetative scraps from post-harvest cleaning are donated to local farmers



Used as feed for chickens and other pasture animals



Also used as compost inputs to enrich soil



REDUCING WASTE. SUPPORTING LOCAL FARMS. STRENGTHENING OUR COMMUNITY.



ACCOUNTABILITY & TRANSPARENCY



ALL SERVICES PRE-APPROVED ANNUALLY



TRACKED MONTHLY



REPORTED QUARTERLY TO THE CITY

THE IMPACT



EDUCATION

Inspiring the next generation through hands-on learning.



WORKFORCE DEVELOPMENT

Preparing students and community members for careers in agriculture.



FOOD ACCESS

Delivering fresh, nutritious produce to families in need.



SUSTAINABILITY

Closing the loop on waste and supporting a healthier planet.



COMMUNITY

Strengthening local connections and building a resilient community.



A STRONGER COMMUNITY GROWS TOGETHER.

THANK YOU FOR CONSIDERING ANDERS FAMILY FARMS, LLC.



ANDERS FAMILY FARMS, LLC

Growing Food. Growing People. Growing Community.



📍 7495 Ridge Road, Tobaccoville, NC 27050
✉ andersfamilyfarm@outlook.com | 📞 336-462-7196
🌐 www.andersfamilyfarms.com








PROPOSAL AUTHORIZATION & SIGNATURE

The undersigned, being duly authorized representatives of Anders Family Farms, LLC, certify that we have reviewed and approve this proposal for the lease and operation of the Kimberley Park Hydroponic Greenhouse.

We affirm that all information contained in this proposal is true and accurate to the best of our knowledge and that we are committed to fulfilling the responsibilities, programs, and performance commitments outlined herein.



WE AUTHORIZE AND COMMIT TO:

-  Delivering \$30,000 in annual lease value through a 100% rent offset model via verified educational services, workforce development, mentorship, and community engagement.
-  Serving a minimum of 1,000 students annually and providing high-quality educational programming.
-  Partnering with WSFCS, Forsyth County Cooperative Extension, local colleges, and community organizations to provide training, internships, and mentorship opportunities.
-  Maintaining year-round participation in the Winston-Salem Fairgrounds Farmers Market.
-  Donating surplus and overage produce to local outreach pantries and food programs.
-  Donating roots and vegetative scraps from post-harvest cleaning to local farmers for animal feed and compost, bringing farming full circle.
-  Providing accurate tracking, reporting, and accountability for all offset activities and community impact.

We agree to uphold the highest standards of stewardship, transparency, and service to the Winston-Salem community.

AUTHORIZED SIGNATURE – ANDERS FAMILY FARMS, LLC

Anna Burr, Owner

Date: 05/13/2025

AUTHORIZED SIGNATURE – ANDERS FAMILY FARMS, LLC

Jesse Burr, Owner

Date: 05/13/2025



A STRONGER COMMUNITY GROWS TOGETHER.

Thank you for considering Anders Family Farms, LLC.



PROPOSAL AUTHORIZATION AND SIGNATURE

Please either include this fully completed and signed page with proposal **OR** include a signed letter on company letterhead. Proposals are to be signed by an authorized company representative.

4/20/2026
Date

Anders Family Farms, LLC
Company Name

Anna Burr
Authorized Signature

7495 Ridge Road
Street Address (P.O. Box)

Anna Burr, owner
Printed Name and Title

Tobaccoville NC 27050
City, State and Zip Code

andersfamilyfarm@outlook.com
Email Address

336-462-7196
Phone Number

Attached letter

On this _____ day of _____, 20____ before me _____ (name)

to me personally known, being duly sworn, did execute the foregoing proposal, and did so state that he/she was properly authorized by _____

(Company name)

to execute the proposal and did so on his/her free act and deed.

SEAL

Notary Public _____ My commission expires _____

The following information is requested for statistical purposes only. The provision or omission of this information will neither affect nor influence the award of these contracts. Bidder further certifies that:

We are a Historically Underutilized Business (HUB) certified by State of North Carolina.

We are a minority business enterprise (MBE)

are not a minority business enterprise.

If yes, please identify in the appropriate box below:

Black

Hispanic

Asian American including Indian Subcontinent and Pacific Islands

Native American Indian including Eskimos and Aleuts

We are a woman-owned business enterprise (WBE)

are not a woman-owned business enterprise.

ADDENDUM #1

Hydroponics Facility Lease RFP26187

PROPOSALS DUE

5:00 PM, April 20, 2026

**** New Due Date****

Submit PDF proposals to bids@cityofws.org

April 15, 2026

Please acknowledge receipt of this Addendum and include with your bid proposal.

Anders Family Farm, LLC

Darren Redfield, Purchasing

Company

Anna Burr

Authorized Signature

4-20-2026

Date

CLARIFICATIONS

- A. The due date has been extended as noted above.
- B. The LOI issued by the City in mid-2025 has been added to the Google drive, link below. This is for information/reference only. The information in RFP26187 supersedes the LOI when in conflict.

Please see below questions received from potential proposers and the City's response:

1. **Questions - *subject: Facility Data & Technical Specifications***

1a. Are technical specifications available for the existing hydroponic system (pump models, nutrient tank volumes, pipe dimensions, cooling wall specifications, etc.)? **1b.** Are historical temperature, humidity, or environmental control logs available? **1c.** Is a detailed facility floor plan available, including water, electrical, and drainage locations?

Responses: 1a and 1b: The City does not have any equipment specifications or logs. **1c.** We did locate the set of plans that were submitted to the Permit Office, which is available at this link along with two site surveys:

<https://drive.google.com/drive/folders/12g941Ckc3ZJSOECbK0KNzxXzbCnuUxkN?usp=sharing>

2. **Questions – *subject: HOPE Operational History***

2a. Beyond the report included in the RFP, are additional operational records available (system utilization, maintenance logs)? **2b.** Are there any structural or mechanical issues beyond those listed in the RFP?

Responses: 2a: No, the previous operator did not provide the City any such records. **2b:** We are not aware of any structural or mechanical issues beyond those noted in the RFP and in the facility evaluation report done by Wake Forest University and Wadesworth Control Systems, which was not paid for by or done at the request of the City or HOPE. This evaluation report has been added to the

Google drive for information purposes only. City staff turned on the water wall this week & it runs.

3. Questions – subject: Lease Terms & In-Kind Services

3a. Does the City have a preferred valuation method for in-kind educational or workforce development services? **3b.** May food donations or community food distribution activities count toward in-kind service value? **3c.** May educational activities occur off-site (schools, community centers, partner organizations), or must they be on-site?

Responses: **3a.** Since market rate evaluation will vary based on the type of in-kind service, proposers need to provide details of how they calculated or determined the market rate. **3b.** Yes, food donations count toward in-kind service. **3c.** Educational activities off-site will count if directly tied to work in the greenhouse and if they occur within the city limits.

4. Questions – subject: Operational Flexibility

4a. Are small-scale processing activities (washing, packaging, cold storage) permitted within the facility? **4b.** May the lessee install additional equipment such as dehumidifiers, supplemental fans, or small refrigeration units? **4c.** Would the City consider allowing a small exterior cold storage unit if compliant with zoning?

Responses: **4a, 4b, 4c.** Yes, at their expense, operator may install such equipment and maintain it in good working order during and after the equipment warranty periods (as applicable). The operator is responsible for verifying/obtaining any permit/zoning approvals. Prior to installation, the City and Vendor will need to discuss/agree and which items will be considered permanent fixtures that become City property at end of lease. Part of the discussion will relate to if/how the equipment is attached, and what modifications to the greenhouse need prior approval by the City.

5. Questions – subject: Collaboration & Community Engagement

5a. Does the City have preferred community partners (schools, nonprofits, workforce programs) that the lessee is encouraged to collaborate with? **5b.** May the lessee operate an on-site farm stand or participate in City-supported community food events?

Responses: **5a:** No preference, except towards those inside of the City limits to support the intended mission. We want the operator to have maximum flexibility to meet the City's objectives. **5b:** Yes, this is permissible.

6. Question – subject: Roof solar panels

Response: We don't believe the roof will support solar panels; a structural assessment would be needed. A ground or pole-mounted array is acceptable to the City.

Winston-Salem City Council

101 North Main Street

Winston-Salem, NC 27101

April 20, 2026

To Whom It May Concern:

I'm writing on behalf of Anders Family Farm to share my experience with them and to encourage their selection as the operator of your hydroponics facility.

I have purchased products from Anders Family Farm at their Winston-Salem Fairgrounds Farmers Market booth and at the community store on their property. Their staff is friendly and engaging, and they do an excellent job of showcasing what makes their farm special. Operating a system that cares for thousands of plants using an 800-gallon enriched water system should sound familiar.

In my role as director of communications for county government, I had the opportunity to visit their farm to produce a video for an award ceremony. We captured the story of the farm's creation, the loss of Anne Anders' first husband to COVID-19, and her committed effort to keep the farm running. Their success led to their being one of four farms in Forsyth County featured in the Farm City 2025 event. They were eventually named Urban Finalists for the Small Farm of the Year award by the state's Cooperative Extension Service.

Anders Family Farm has been successful in hydroponic growing and supplies local restaurants, some as far away as Charlotte. They also continue to invest in Winston-Salem through their presence at the Winston-Salem Fairgrounds Farmers Market. Their experience and track record position them to contribute to a strong future for your hydroponics facility.

Sincerely,



Ed McNeal

Winston-Salem Resident

2440 Merrimont Drive

Winston-Salem, NC 27106

336-575-5863

September 25, 2025

City of Winston-Salem

To : Selection Committee

Re: Proposal for Hydroponics – Proposal for Anna Anders, Anders Family Farm

I am writing in support of Anna Anders and the Anders Family Farm. The enterprise is a woman's own small business that operates a hydroponics farm. It was started in 2017 and operated by Anna with assistance from Jesse Burr, her three daughter, and a team of seasonal contractors. Anders Family Farm clients include restaurants, grocery stores, farmer's markets, and the community via the new farm store.

It has been my privilege to work with Anna Anders, as her business counselor at the Small Business and Technology Development Center (SBTDC). I have experienced her passion for building a sustainable small agribusiness. Her vision for the Anders Family Farm is one of growth in product diversity, while expanding their current market to include wholesale purchasers, food hubs, and food-serving institutions. In addition, the Anders Farm is undergoing expansion by adding more greenhouses, introducing new solar power technology, and seeking to acquire more land for growth of its footprint and market share. Their potential for success is very strong, and I am confident in Anna's ability to make this dream a reality.

It is therefore my recommendation that the City of Winston-Salem favorably considers Anna Anders, Anders Family Farm for the successful operation of the Hydroponics Greenhouse Facility.

Please contact me if I can provide additional information in support of this recommendation.

Best regards.

A handwritten signature in black ink, appearing to read 'Shad Smith', with a stylized flourish at the end.

Shad Smith, MBA, CGBP, EDFP
General Business Counselor, Triad West Region
Small Business Technology Development Center (SBTDC)

At Winston-Salem State University / R. J. Reynolds Center, #108 / 601 S. Martin Luther King Drive / Winston-Salem, NC 27110

E: smithsh3@wssu.edu / P: (336) 750-8707 / W: www.sbtdc.org

The SBTDC is funded in part through a cooperative agreement with the US Small Business Administration.



April 20, 2026

Anders Family Farm
7495 Ridge Road
Tobaccoville, NC 27050

Dear Anna Anders,

As the NC Urban Regional Small Farmer of the Year, I have had the privilege of getting to know you and your operation through our multiple visits and interactions. It is clear to me that you have a strong business case for hydroponic production, local food marketing, and agribusiness partnerships. The greenhouse operation is well run and productive with high tunnel and field production supporting enterprises in addition to the volume of leafy greens you supply to local and area markets both through retail and wholesale outlets. I am also impressed with the way you are connecting to local food demand with online sales and a new farm stand that includes fresh, frozen, and value-added products from other farmers you trust. That collaborative approach is another strong point of your operation as you are partnering with other agribusinesses to provide a wider array of products to your customers than any of you or your collaborators could do on your own.

These strengths will continue to be an asset as you pursue the Kimberly Park project. Such an ambitious undertaking will require the skills you have displayed in project management, food safety planning, hydroponic system design, food production, marketing, and more. The benefits to the project that you described to me are sure to make a large impact in the community specifically where this is located, Forsyth County more broadly, as well as other Foothills locations that supply inputs and distribute the fruits of your labor together with the many project partners.

NC A&T Cooperative Extension is here for you with the Technical Assistance we can provide that can help you carry out this important project at this critical junction of food security and community development. You are already familiar with our local resources at the Forsyth County Extension Center, and you can have additional access to our campus faculty who are specialists in Horticulture, Controlled Environment Agriculture, Natural Resources, Soil Science, Integrated Pest Management, Ag Business, Marketing and more.

We all wish you the best in this project and look forward to hearing of and seeing directly the impacts you will make through the Kimberly Park project.

Sincerely,

A handwritten signature in blue ink that reads "Mark Blevins".

Mark Blevins, Ed.D.

Assistant Extension Administrator | Agriculture and Natural Resources
Cooperative Extension at North Carolina A&T State University

Jalynn A. Sifford

Agricultural teacher/ FFA advisor

Walkertown High School

Jsifford@wsfcs.k12.nc.us

Dear Members of the Winston-Salem City Council,

I'm writing to share my strong support for Anders Family Farm as they pursue leasing the Kimberly hydroponic facility here in Winston-Salem.

From the moment we arrived honestly, from the moment we stepped off the bus they were incredibly welcoming. They were kind, approachable, and immediately connected with my students, making them feel comfortable and excited to be there. As they walked us through their hydroponic systems, explained how everything works, and took the time to answer questions you could tell they genuinely cared about making sure students understood and stayed engaged throughout the visit.

What stood out the most was how hands-on and real the experience was. Our students got to see the systems in action and even taste the vegetables being grown. That kind of experience sticks with students; it helps them truly understand what they're learning and opens their eyes to new opportunities in agriculture.

As a newer FFA program, experiences like this mean a lot to us. Anders Family Farm is clearly committed to not just growing food, but also growing knowledge and opportunities for students. They created an environment that was engaging, educational, and inspiring, and I have no doubt they could do even more with a larger space.

I would strongly encourage you to support Anders Family Farm in leasing the Kimberly hydroponic facility. Their vision to expand would give more students access to learning about controlled environment agriculture and help strengthen agricultural education in our community. In addition, their presence in this facility would create more opportunities for partnerships with local schools and organizations, allowing students to experience hands-on, real-world learning. This kind of access is invaluable, especially for programs like ours that are still growing and working to provide meaningful experiences for students.

Anders Family Farm has already shown their commitment to education and community through the way they hosted our chapter, and I am confident they would continue to make a positive impact on a larger scale. Supporting them in this opportunity would be an investment not only in local agriculture, but in the future of our students.

Thank you for your time and consideration.

Sincerely,

Jalynn A. Sifford

Agricultural teacher





134 West Dr, Lodi, OH 44254 • Phone (330) 302-4203 • Fax (330) 302-4204
www.cropking.com e-mail: cropking@cropking.com

April 16, 2026

Winston Salem City Council,

I am pleased to provide this letter of reference on behalf of Anders Family Farm in support of their proposal for the Kimberly Park Hydroponic Greenhouse project.

CropKing, headquartered in Seville, Ohio, is a leading provider of controlled environment agriculture systems, supplies, and training. We have had the pleasure of working closely with Anders Family Farm over the past several years through various educational and professional capacities. The Anders family has demonstrated a strong commitment to sustainable agriculture, technical competency, and community engagement—qualities that align closely with the goals of the Kimberly Park initiative.

Representatives from Anders Family Farm have participated in in-person training sessions at our facility, where they engaged in comprehensive instruction on hydroponic crop production, system management, and greenhouse operations. Their active participation in our classes and conferences reflects their dedication to continuing education and their desire to remain at the forefront of hydroponic technology and best practices. Their farm has consistently reflected the high standards we promote for efficiency, food safety, and crop quality.

Given their proven experience, hands-on training, and long-term relationship with CropKing, we believe Anders Family Farm is exceptionally well-suited to develop and manage a successful hydroponic greenhouse project for the City of Winston Salem community. Their background in hydroponics, combined with their passion for local food systems and education, positions them as an ideal partner for this initiative.

Please feel free to contact me at (330) 769-2002 should you require any further information or clarification.

Sincerely,

J. Paul Brentlinger, CEO CropKing Inc.