

Dec 8, 2023

Chair Dan Garodnick
City Planning Commission
120 Broadway, 3rd Floor
New York, NY 10271



RE: Support for City of Yes for Economic Opportunity

Dear Chair Garodnick,

As the Owner & CEO of We Are The New Farmers, Inc., a pioneering indoor farm located in Sunset Park, Brooklyn, I am pleased to express our wholehearted support for the City of Yes for Economic Opportunity Initiative. This proposal showcases a tangible dedication to nurturing an atmosphere that not only supports the development of small businesses but also significantly advances the urban agriculture sector.

The proposal represents an exceptional initiative aimed at modernizing zoning regulations, unlocking vast potential for small-scale clean manufacturing, and urban agriculture ventures. By doubling the operational space available to businesses like ours and introducing innovative zoning designations, the proposal significantly aligns with the goal of expanding sustainable urban farming, and fostering resilient, and self-sufficient communities.

Furthermore, the initiative's focus on streamlining existing zoning rules and enhancing flexibility resonates with our core values. It clears the path for sustainability-driven organizations to flourish, innovate, and make substantial contributions to New York City's green economy. These proposed changes are not merely reformative; they serve as foundational pillars promoting economic growth, environmental sustainability, and equity within our beloved city.

We are particularly excited about the proposal's provisions addressing zoning challenges faced by urban agriculture. These measures create a conducive ecosystem for businesses like We Are The New Farmers, Inc. to innovate and grow. This initiative unmistakably mirrors our ambition to advance urban agriculture, making fresh, local produce more accessible to the residents of New York City.

We wholeheartedly commend Mayor Adams, Director Dan Garodnick, and the Department of City Planning for their foresight and commitment to this endeavor. We, at We Are The New Farmers, Inc., are enthusiastic about contributing to the process and working collaboratively to ensure the successful realization of this pivotal initiative.

Sincerely,



Jonas Guenther

CEO & Co-Founder of We Are The New Farmers