



Grown by small scale farmers.

AMERICANO

Farm-to-Table Relief Fund

Impact Report



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FARM TO TABLE
RELIEF FUND

Farm-to-Table Relief Fund

The COVID-19 crisis threatens small farmers and at-risk families

**Fight for two causes
with one action**



**Small scale farmers,
struggling to sell produce**

Small farmers are suffering. Unable to transport or sell their harvest, farmers' livelihoods are at stake. They are unable to repay loans and stuck in a crushing debt cycle.



**Daily wage earners
struggling for essentials**

Vulnerable families are starving. Daily wage earners and migrant labourers lack the means to provide for themselves. Inhabitants of strict containment zones are cut off from essential supplies.

SOLUTIONS

- Purchase food kits directly from small farmers and distribute them to at-risk communities
- Support and safeguard small-scale farmers in distress by purchasing large quantities of farm produce to feed vulnerable communities without access to food during the lockdown.
- Break the vicious circle of ample harvest + no demand + loans
- Create a fair-trade market opportunity for farmers
- Purchase food kits directly from small farmers and distribute them to 'at-risk communities'
- Minimise extraneous costs by controlling all links in the chain
- From purchasing to transport and distribution to ensure the maximum effectiveness of donations.
- Accountability, efficiency, transparency
- Use simple and accessible technology to collate a database of farmers in distress and expand reach of relief effort

Core Partners



Grown by small scale farmers.



IAHV
INTERNATIONAL
ASSOCIATION FOR
HUMAN VALUES

AMERICANO

Other Partners



Team



Ruchi Jain
CEO / Co-
Founder of
Taru Naturals



Malika Watsa
Co-founder of
Americano



Chef Alex Sanchez
Founder of
Americano



Chef Ranveer Brar
Indian celebrity
chef, TV show
judge and food
stylist



Mansi
Mansi and
Team of
Creative
Khichdi



Darshak Hathi
President
of IAHV



Akansha Gupta
CEO / Founder of
The Other Circle



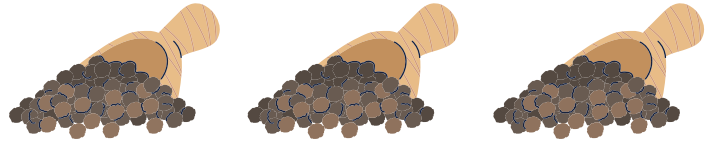
Deepak Sharma
Sri Sri Rural
Development
Program

IMPACT



**1 KIT COSTS
INR 650**

**5kgs of Wheat | 2kgs of Rice | 3kgs of Dal |
1/2 litre Oil | 1/2 kgs Fresh Vegetables
Feeds a family of 4 for 2 weeks**



**Small farmers are
at risk!**

**Vulnerable
communities go
hungry.**

**Together, we can
connect the dots**

6

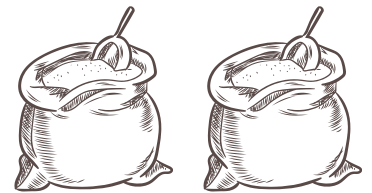
Tons of food
Satara



IMPACT

95

Tons of food
Shindewadi



13

Tons of food
Osmanabad



12

Tons of food
Belgaum



**Estimate of impact
to farmers**

5000 farmers



IMPACT

Farmers

4161 kits & 126 tons



Prabhakar Jagtap

Shindewadi, Pune

District, Maharashtra

2669 kits

95 tons

Suresh Desai

**Belgaum District,
Karnataka**

585 kits

12 tons

Sachin

**Parandare, Osmanabad,
Maharashtra**

607 kits

13 tons

Vijay Devkar

Maan Taluka Satara area

300 kits

6 tons





Donation Kits Funds

Summary Sheet – Farmers Impacted

Farmer	Kits	Weight in M/T	Location
Prabhakar	148	4	Hadapsar
Prabhakar	221	5	Hadapsar
Desai	300	6	Bedkihal
Prabhakar	300	6	Hadapsar
Desai	285	6	Bedkihal
Sachin	307	6.5	Osmanabad
Sachin	300	6	Osmanabad
Vijay	300	6	Maan Taluka Satara
Prabhakar	2000	80	Hadapsar
Total Kits	4161	126	

Email

===== Forwarded message =====

From: Ruchi Jain <ruchi@tarunaturals.com>

Date: Sat, 12 Sep 2020 16:11:24 +0530

Subject: Farm to Table Relief Fund Donation Summary sheet

===== Forwarded message =====

Dear Chef Alex & Chef Ranveer,

Thank you for your support so far and being a part of the Farm to Relief Fund.

Please find attached excel sheet with donation kits funds summary sheet from start to until now.

We have so far done 1554 kits , equivalent to 47 tons of produce procured and distributed in relief kits.

Taru Naturals has also been able to do 60 tons with other NGO partners for relief kits. Total is 107 tons of produce procured for relief kits.

I will be sending you an Impact Report shortly with compilation of pictures against each procurement and distribution of relief kit.

Kindly release funds for more relief kits which will be procured from Sachin (Osmanabad) & Devkar (Maan Taluka).

Thank you for everything.

Regards

Ruchi Jain



Letter of Gratitude



"Hand grown by a network of small farmers"

To,
Mr Amit Mehta
M.D., McCormick & Company
A-27, Shop No. 4, Indra Nagar,
New Delhi - 110033, India.

Dear Sir,

We are in deep gratitude for your donation of **300 packets of 5 kg rice (1500 kg - 1.5 ton respectively)**, to Farm to Table Relief Fund, managed under the aegis of, **Chef Ranveer Brar, M/s Ruchi Jain, Chef Alex Sanchez.**

Donation Rice relief packets, donated by McCormick & Company, were delivered for the relief of Nagaon, Alibaug beneficiaries , both for COVID relief & those who were left destitute after Cyclone Nisarg hit their shores.

The beneficiaries are inhabitants of Nagaon, Navapada, Near Sai Temple, Taluka- Alibag, District- Raigad, Pin - 402204, Contact no - 9921550440/7507864444.

Beneficiaries expressed gratitude & happiness for your kindness & crucial help received in the time of dire need. Photographs of distribution & details of Farm to Table Relief Fund, are duly attached in Annexure Report.

We wish to continue our partnership with McCormick & Company, and hope our association continues for the esteemed cause of ' Farm to Table Relief Fund'.

Thank you for your helping hand and look forward to working together for a healthy future.

Yours Sincerely,

Ruchi Jain



Press



FARM TO TABLE
RELIEF FUND

Ruchi Jain and Alex Sanchez

Designation (Ruchi Jain): Founder, Taru Naturals,

Designation (Alex Sanchez): Chef & Restaurateur atAmericano, Mumbai

What: A farm to table relief fund

Where: Mumbai

GQ



Media Attention

- <https://www.cntraveller.in/story/farm-table-relief-fund-saving-farmers-migrant-workers-risk/>
- <https://www.mid-day.com/sunday-mid-day/article/a-farm-to-labourer-plan-that-saved-both-23153656>
- <https://www.gqindia.com/live-well/content/the-incredibles-gqs-tribute-to-indias-covid-19-heroes>
- <https://mumbaimirror.indiatimes.com/others/sunday-read/those-making-a-difference/articleshow/75924751.cms>

Co-owners ofAmericano; Founder, Taru Naturals

The beginning of the lockdown was a difficult time for restaurateurs Alex Sanchez and Malliyeka Watsa. "When we first closedAmericano in late March, we had barely completed a year of operations. It was hard to shut the doors, not knowing when we would reopen again, and our overall feeling about the state of the world was more or less pessimistic. We decided that we needed to change our outlook and focus on doing good for others," says Watsa. Weary of making a blind donation, her partner Alex says, "I wouldn't know if those funds would be used efficiently and effectively. We were prepared to make a sizeable donation on behalf ofAmericano, but we wanted to do it in a way that would make a meaningful impact on the lives of others. That is when I connected the dots: on one hand farmers had a surplus of food which they were unable to sell, and, on the other hand, there was mass food scarcity in communities all across Mumbai. I took the idea to Ruchi Jain of Taru Naturals, and she helped the idea come to life."



Ruchi Jain of Taru Naturals was the backbone of the Farm to Table Relief Fund.



The 'Farm to Table Relief Fund' is saving farmers and migrant workers at risk

Started by Mumbai'sAmericano and Taru Naturals, the fund aims at connecting the dots between the needs of farmers and labourers



Andrew Poulos

PUBLISHED: APR 26, 2020 | 11:00:54 IST



Two causes, one plan

Ruchi Jain of Taru Naturals, chef Alex Sanchez and Malliyeka Watsa ofAmericano and chef Ranveer Brar have come together for the Farm to Table Relief Fund. It aims to help small-scale farmers struggling to market their produce, and reaches food to stranded migrant workers and underprivileged families in the city who are battling hunger. "The initiative was born out of this idea of fighting for two causes with one action. We were concerned that the harvest would go waste while people all around us were going hungry," says Sanchez, 35.



Farm to Table Relief Fund helps small-scale farmers to sell their produce, and gets food across to migrant workers

Photos

Rice Distribution in Alibaug



Distribution in Mumbai – Dharavi

Photos



Distribution in Mumbai – Dharavi

Photos



Distribution in Mumbai – Kandivali

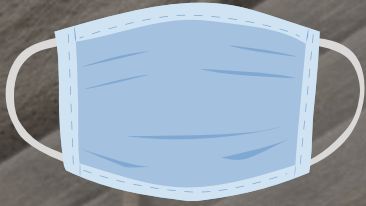
Photos



Distribution in Mumbai

Photos





Masks

Total Donation: **6000** masks

1000

Masks donated



Donor: Dixcy Scott

Donation given to:
National Association
of Blind (**NAB**)

1000 masks donated



From: team ranveer

Sent: 08 June 2020 18:46

To: ranveer brar **Cc:** Ruchi@tarunnaturals.com; Anurag.sharma **Subject:** Re: Requirement of masks for Covid Charity

CAUTION : This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hi Anurag

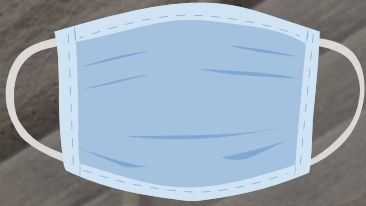
Thank you for your confirmation of a 1000 masks .

Indebted for your kindness

Hi Ruchi

Please assist Anurag with delivery Address

Thanks



Masks

Total Donation: **6000** masks

5000

Masks donated



**Donor: Sri Sri Rural
Development Program
(SSRDG)**

Donation given to: National
Association of Street
Vendors of India (**NASVI**)

Donated **5000** masks made
by prison inmates of
Gurgaon prison, Delhi



**Sri Sri Rural
Development
Programme**

Photos Mask Distribution





FARM TO TABLE
RELIEF FUND

Donation Kits Sent To Kashmir

**Ration Relief
Kits worth Rs.
1 lakh** were
donated to
the Kashmiris



Taru donations for **daily wage labourers** kicks off. For Srinagar, **Rs. 35,000** has been fundraised by Taru which was sent to Srinagar farmers who have **fed close to 70 families (300 people)**

These photos are from volunteers feeding stranded daily wage labourers & families in Srinagar

