Proposal for a Sustainable Business at Ringwood Manor State Park:

The Heid Away Café

Amy Jett Heid

http://www.panoramio.com/photo/37436019
Why eat Local?

• Fresher produce tastes better and is more nutritious
• Delicate foods have more time to ripen
• Encourages eating seasonally
• Helps local economy


http://www.budgetforhealth.com/spring-produce-in-season/
My mission is to provide wholesome food made from fresh, local ingredients to benefit the community and environment while sustaining a viable revenue stream.
“Bake and Cold Prep”


http://en.wikipedia.org/wiki/Iced_tea

“High Tea” option evokes manor’s elegant history
Highlights:

• Cultivate community
  – Increase park appreciation and usage
  – Help maintain historic Ringwood Manor
  – Support other local businesses
  – Hire locally

• Protect planet
  – Seasonal local menu
    • imports will be fair trade
  – Recycling, composting food scraps
  – Eco-friendly take away
Next steps...

• Negotiate terms of lease
• Secure loan/investments of $50,000 for start up costs
• Acquire licenses/insurance
• Purchase inventory
Future Ideas

• Terrace gardens
• Chickens
• Maple sugaring

Amy Heid 2011

http://ttfwatershed.org/2012/03/08/learning-how-to-tap-sugar-maple-trees/
The Heid Away
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Eat local! Please support these local eateries:

High Societea
20 Old Newark Pompton Turnpike
Wayne, NJ 07470
973-696-8327

Sage
17-15 Broadway
Fairlawn, NJ 07410
201-797-0500