



Proposal for a Sustainable Business at  
Ringwood Manor State Park:

*The Heid Away Café*

Amy Jett Heid

# Why eat Local?

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

Maiser, J. (2005). Ten reasons to eat local food. *EatLocalChallenge.com* Retrieved from [http://www.lifebeginsat30.com/elc/2006/04/10\\_reasons\\_to\\_e.html](http://www.lifebeginsat30.com/elc/2006/04/10_reasons_to_e.html)



<http://www.budgetforhealth.com/spring-produce-in-season/>



# The Heid Away Café



Amy Heid, 2012

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://www.urbanspoon.com/rph/85/1611305/641034/british-columbia-the-nest-bistro-soup-salad-sandwich-photo>



<http://thegrassskirtblog.com/2011/11/17/please-pass-the-pumpkin-pie/>



[http://en.wikipedia.org/wiki/Iced\\_tea](http://en.wikipedia.org/wiki/Iced_tea)



<http://onechubbymama.wordpress.com/2010/07/16/plans-for-the-gym-derailed-by-jello/>



<http://www.guardian.co.uk/commentisfree/2008/sep/30/2>

“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

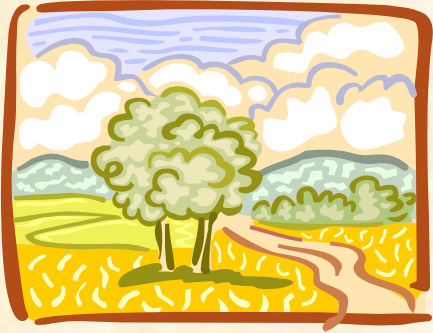
- Terrace gardens
- Chickens
- Maple sugaring



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