



American Heart Association®
Social Impact Funds



SHOWCASE

Farm Generations Cooperative

Making Local Food Easier to Buy



For small farms, selling directly to consumers can be complex, especially when customers rely on federal nutrition benefits like SNAP (Supplemental Nutrition Assistance Program). Farmer-owned Farm Generations Cooperative is tackling this challenge through its flagship product, GrownBy. This SNAP-eligible, direct-to-consumer e-commerce platform seamlessly connects growers with consumers across America and supports farm viability, food access and regenerative agriculture through technology and community building.

By consolidating transactions into a single platform, Farm Generations simplifies sales and expands access to fresh, local food.

In the past year, GrownBy served three times as many customers and expanded to nearly every U.S. state, even adding Canada. A recent winner of Capital Impact Partners' 2025 Co-op Innovation Awards, Farm Generations will dedicate grant funds to further expanding its program regionally to strengthen the financial resilience of small farms and improve food security in communities.

THE CHALLENGE

👤 Farmers face fragmented systems and barriers to accepting SNAP.

FARM GENERATIONS IMPACT

✓ 3X customer reach in 12 months

⊕ Expanded to serve nearly every U.S. state; added Canada

✓ Capital Impact Partners' 2025 Co-op Innovation Award winner

With support from the Social Impact Funds, Farm Generations launched GrownBy Register. This simple, all-in-one point-of-sale tool lets farmers process every type of transaction through a single device. Until now, farmers needed multiple devices and apps to process payments. The patchwork system could not accept SNAP, preventing many people from buying fresh food. GrownBy Register consolidates these systems into one streamlined solution that reduces complexity for farmers, enables SNAP payments at farmers markets and farm stores and makes healthy food more accessible for families.

Access to fresh produce can be lifesaving. Diets rich in fruits, vegetables and whole foods are proven to support heart and brain health, reducing risk factors for chronic disease. By making these foods easier to buy, Farm Generations is ensuring communities have the nutrition they need for lifelong health, while helping small farms thrive and fortifying local food systems.

Explore the Breakthroughs Transforming Health and Opportunity for All.

Learn more about how the Social Impact Funds are catalyzing solutions that improve lives and communities.

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**Farm Generations
expands access
to fresh food
while supporting
small farms
and local food
systems.**



*The **Social Impact Funds** are part of American Heart Association Ventures, the group that leads and coordinates the venture capital programs of the American Heart Association. heart.org/SocialImpactFunds*



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