



SUSTAINABLE FOOD CENTER

Annual Report for July 1, 2009 - June 30, 2010



GROW.SHARE.PREPARE.

# A MOVEMENT. A MISSION. A CAUSE AFFECTING US ALL.

During the years 2009-2010 we witnessed the continuing growth and awareness in the world wide sustainable food movement. Sustainable Food Center's annual report reflects this forward momentum.

Sustainable Food Center's primary goal is to strengthen the local food system from seed to table by offering programs aimed to improve access to healthy food. During the years 2009-2010 SFC made significant strides toward that goal by improving access to local, healthy food in Central Texas. Our programs have directly touched the lives of over 35,000 children and adults.

The change in behaviors and health outcomes among SFC program participants is mirrored by a growing national awareness toward the relationship between food and health. Public consciousness of these disturbing trends is increasing, thanks to the efforts of First Lady Michelle Obama, author Michael Pollan, and Jamie Oliver's Food Revolution on television, among others. Movies such as Food Inc. and Fresh examine the connection between food and health, and the implications of a failing food system.

Yet, more work is needed to address the complex issues of food and health in our region.

In the city that is the birth place of Whole Foods Market and is home to the company's corporate headquarters, there are also food deserts, neighborhoods where food is available only at convenience stores and fast food outlets. A July 2010 Feeding America report states that almost 25% of Texas children are food insecure. At the same time, the incidence of diabetes in Texas continues to grow. These are indicators that food security remains a pervasive problem in our state.

In SFC's work to overcome food insecurity in Central Texas, our key program successes this year include the following:

- SFC's Farmers' Markets saw over \$1.2 million in sales at the Saturday markets, and \$329,073 at the Wednesday market.
- In response to farmer requests, SFC expanded its scope by taking on management of the Farmers' Market at Sunset Valley.
- We served over 1,596 low-income adults and 1,365 children through the Spread the Harvest program, where participants grew healthy produce and shared their abundance with neighbors and food pantries.
- Ninety-five percent of participants in The Happy Kitchen cooking classes use the nutrition facts label to make healthier food choices and 88% eat more fruits and vegetables.
- Our Farm Direct services enabled over 65 farms to stay viable, and another 50 vendors to operate as small businesses and employ local staff.

## A LETTER FROM OUR LEADERSHIP

# BE PART OF OUR HEALTHY FUTURE

We are very proud to report the positive evaluation results of our farm-to-school project, Sprouting Healthy Kids, conducted by the UT School of Public Health. The report showed a significant increase in consumption of fresh fruits and vegetables by students who were exposed to two or more program components. In addition, students' preference for unhealthy foods decreased. This SFC program will continue in 2010-2011 with the addition of a new partner, Marathon Kids, as we expand into elementary schools. Our new program partner will bring the important component of exercise to the problem of childhood obesity.

And, while the economic downturn of the past year has hit many nonprofits hard, SFC has been fortunate in having funders that recognize the importance and success of our programs. As a result, thanks to the generous support of foundations like the Michael and Susan Dell Foundation and St. David's Community Foundation, our budget and staffing have grown by 15 percent over previous years.

SFC also enjoys the loyal and generous support of the local food community. Our appreciation goes to the restaurants, chefs and others that donated their resources to our annual fundraising event "Farm to Plate," making it a stunning success. Under the sponsorship of La Condesa restaurant, the "SFC Chef Series" dinners have raised a significant amount for SFC's programs while offering innovative fare featuring local ingredients. And we are pleased to have spearheaded the creation of "Sustainable Foodies," a premier group of champions for the cause of sustainable food in Central Texas.

In the coming year we will continue to work collaboratively and comprehensively on the challenges of making locally-grown, affordable, nutritious food more easily available to low-income children and families in Central Texas. Our goal is through our programs to build long-term solutions to the problems of hunger and diet-related illness in Central Texas' underserved communities and to offer our expertise to policy-makers at all levels to create the structural mechanisms necessary so that the lives of all can be bettered.



Jessica Winslow  
*Board President*



Ronda Rutledge  
*Executive Director*





OUR PROGRAMS



## GROW LOCAL

Grow Local, SFC's flagship program, plants the seeds for a food-secure community by empowering children and adults to grow their own food. SFC offers hands-on education on the nuts and bolts of sustainable food gardening through Basic Organic Gardening and Citizen Gardener courses, and provides free seeds, seedlings and compost to low-income gardeners through the Spread the Harvest program. SFC trains leaders to start and sustain community and school gardens, which serve as vibrant spaces for learning, cooperation, and food production, through our Community Garden and School Garden Leadership trainings.

In 09-10, SFC provided education and assistance to more than 17 neighborhood groups starting community gardens, and provided education, resources and technical support for 116 school gardens. Advocacy work facilitated by the Grow Local program has resulted in new City policies that support the creation and longevity of community gardens on public and private land in Austin.

SFC's new Center will serve as a bustling urban agricultural hub where groups and individuals will learn experientially how to cultivate food and community in their backyards, schools, and neighborhoods. Our new Center will expand the Grow Local program's capacity to encourage a local food system that nourishes our environment, economy and the lives of individuals and families throughout Central Texas.

## FARM DIRECT

The Farm Direct program demonstrates SFC's core "seed to table" philosophy. By organizing weekly farmers' markets, Farm Direct gives local growers direct access to urban residents seeking freshly-harvested produce. Through direct marketing projects like Farm to Cafeteria, Farm to Work and one of a handful of Farm to School initiatives in the state, Farm Direct connects local farmers with worksites, health agencies and schools to provide fresh produce and strengthen the local economy. Farm Direct initiatives, including farm-to-school and our SNAP farmers market initiative are model programs that have served as the basis for statewide policy change.

Farm Direct affects positive change in the Austin community by involving farmers and consumers in a broad effort to promote reliable and nutritious local food sources while helping to sustain the environment. In addition to being among the few farmers' markets which accept SNAP (food stamps) and WIC vouchers, SFC Farmers' Market is the largest certified growers-only farmers' market in the state of Texas.

## THE HAPPY KITCHEN/ LA COCINA ALEGRE™

The Happy Kitchen/*La Cocina Alegre*™ is a nationally recognized cooking and nutrition education program that fosters skills in food selection and preparation to prevent diet related disease. The Happy Kitchen teaches individuals and families how to shop for and prepare nutritious, seasonal, affordable meals.

The Happy Kitchen/*La Cocina Alegre*™ provides individuals, families and institutions with the resources needed to make lasting dietary and behavioral changes. Classes are taught by community-based Facilitators, thereby empowering communities to develop a culture of health and wellness.

There is great opportunity for additional future series tailored to populations with special dietary needs, and our new Sustainable Food Center will feature a testing and training facility designed to meet these challenges.

"Nowadays food choices are so tricky that even if each person tries to self-educate, it's still hard to completely know what is safe/healthy and what isn't. The classes definitely teach people to make whole food choices instead of processed. There is a lot of food re-education that is needed in many different communities, and it's an ongoing process. Change is made up of little steps; I have to keep reminding myself of this."

– *Cooking Class Participant receiving SNAP benefits, November, 2011*

## GROW LOCAL

Total Number of Clients Served: 6,076 (unduplicated)

Number of Children Served: 947 (unduplicated)

Over 3,455 adults and children were served through the Spread the Harvest Program and Grow Local workshops and events.

Number of meal equivalents (garden fresh produce shared by gardeners; two meal equivalents fit into one plastic grocery store bag): 7,231



Number of workshops and trainings: 24

Number of presentations and community events: 35

GL has also created a plan for taking on the Citizen Gardener program and incorporating it into our menu of courses. This plan also involves transitioning the GL class system into more of a train-the-trainer program by training community members to facilitate GL classes. This will help GL offer more classes in order to meet the high demand for gardening classes.

Grow Local offers the only basic organic gardening workshops in Spanish in Central Texas.

Number of Grow Local volunteers: 1,898, contributing 2,467 hours in total

In-kind contributions totaled \$8,751 for the reporting period.

*I am so thankful for your organization and what you are providing for our community! You are making a difference in the lives of our homeless families by teaching them gardening skills and healthy eating.*

*-Bethany Camp, STH participant representing Austin Shelter for Women and Children, The Salvation Army on quarterly survey*

## THE HAPPY KITCHEN/ LA COCINA ALEGRE™

In total, held 12 cooking class series (6 classes per series); 10 Community class series free to clients and 2 Everyday Cooking earned income series (for a fee, held in neighborhoods where participants can and wish to pay, to enable a low-income citizen to attend for free).

### Community classes served:

Total participants: 235 impacting 465 additional family members

Total graduates: 153

Total completed surveys: 166

21% African-American

67% Latino

9% Caucasian

1% Other

### Train-the-Trainer impact:

6 health educators in North Carolina served over 500 people.

\$4600: the average per capita health care expenditure in TX. Most costly health care conditions are heart disease, cancer and pulmonary conditions. **Heart disease and cancer are the leading causes of death overall for Texans.**

-96% Use the nutrition facts label to make healthier food choices

-94% Eat less packaged food

-96% Eat more fruits and vegetables

-96% Choose more whole grain products

-90% Choose lower-fat dairy products

-93% Choose leaner sources of protein

-95% Choose foods with less sodium

40% of participants hailed from the target zip codes of 78723, 78724 and 78753

Number of participants willing to make health behavior change after participating in Healthy habits to go® Nutrition Demo: 768 out of 968 people (80%)

Number of volunteer hours contributed to The Happy Kitchen: 520

In-kind contributions: \$12,106

Earned income: \$27,634.00

**Everyday Cooking classes served:**

Total participants: 32

Total completed surveys: 26

0% African-American

19% Latino

77% Caucasian

0% Other

Total adult family members represented, including ck class participants: 55

Cost to participants in for-fee class: \$175 per person for 6-week series



**LETTER FROM A CLIENT OF THE HAPPY KITCHEN/LA COCINA ALEGRE™**

*I wanted to let you both know how much I am enjoying the classes at Texas Oncology. I've learned a lot, and I've applied what I've learned. These classes are giving me a foundation of nutritious eating that I never had before and that foundation is contributing to a new-found confidence in planning meals for my family. That feels great!*

*Learning that grains should be ¼ of the plate means I don't have to feel guilty for eating bread or pasta with a meal. Learning that protein should be only ¼ of a plate means we're eating smaller portions of meat at home and eating more vegetables with dinner and more fruit with breakfast. I'm starting to experiment more with cooking and with selecting side dishes to go with the main dishes, and I'm having fun with cooking at last.*

*I'm reading more labels when I shop and changing my purchases based on what the ingredients and sodium content are. I'm delighted that the Earth Balance buttery spread we've been using is trans fat free. I've been taking healthier snacks to work. This is nice.*

*I'm grateful to the Sustainable Food Center for partnering with Texas Oncology to put this class together. I'm also grateful to my husband for watching our son and letting me attend each week.*

*Warmly,*

*Angela Patterson*

**July 1, 2009 - June 30, 2010**



## FARM DIRECT

Total number of **SFC Farmers' Market Downtown** customers: 100,000 (median); 2,300 average

Median sales of all vendors/week: \$27,500

More than \$1.2 million impact of exchange at the downtown Saturday market

Over \$1.28 collateral economic impact in earnings to areas adjacent to the three main markets

### **SFC Farmers' Market at The Triangle**

Median sales/ week: \$6,100

TOTAL impact of exchange: \$341,000

28,500 customers total

537 each Wed FY 09-10

### **SFC Farmers' Market at Sunset Valley:**

Median sales/week: \$21,000

Total impact of exchange: \$243,000

20,250 customers total



1,750 each Sat. Apr-Jun (Note: SFC began management of this third weekly market at the request of the farmers and in partnership with the City of Sunset Valley in April 2010. Lower sales and customers relative to SFC's other two markets reflect not only this shorter 3-month reporting period, but the ongoing challenge of public perception that the market had changed locations. SFC will continue to run this Sunset Valley market in the parking lot of the Toney Burger Center, where it remains a prominent source of local food for city residents and south Austin.)

Enabled over 65 farms to stay viable, and another 50 vendors to operate as small businesses and employ local staff

Outreach on food stamps (Lone Star Card ATM/EBT) made to over 8,000 people, including food assistance recipients and farmers

Farmers accepting food stamps totaled 40, along with 25 other vendors who accept food stamps

WIC/FMNP (Farmers' Market Nutrition Program) saw \$35,500 in sales for the Neighborhood Farm Market season - for which SFC managed voucher redemption and payments to farmers

# SFC Program Accomplishments



WIC FMNP (2009-10 WIC season)

2009 – operated 6 neighborhood markets for 12 weeks

2010 – operated 4 larger neighborhood markets for 12 weeks

FY July 2009 – June 2010 WIC Season

Approx 3600 WIC customers total

\$35,500 gross wic sales

98% sales at NFM are WIC

Avg. weekly food stamp expenditure is \$280, \$14,551 total food stamp expenditures from 536 transactions

### **Farm to Cafeteria**

\$27,962 total sales

5 farmers involved consistently

5 institutions with 10 outlets (St Ed's-2, UT-5, MoWaM, Seton-2, KIPP-1)

### **Farm to Work**

\$150,850 in sales

2195 unduplicated participants

3 sites added for a total of 18

Four primary farmers, plus three additional, contributing farmers

**Farm to School** has 6 current school partners

5 schools participated in F2S, 3 in in-class, and 6 in afterschool

48 TEKS-aligned food systems lessons developed for core-curriculum middle school classes

Lessons delivered at Garcia (9 lessons to approx. 150 students); KIPP (8 lessons to approx 40 students); and Webb (4 lessons to approx. 120 students);

Farmer visits to ARS, Dobie, Webb, Garcia, and Pearce cafeterias reaching approximately 2600 students.

Number of Farm Direct volunteers: 3,129 contributing 5,280 hours in total

Sprouting Healthy Kids is SFC's Farm to School project, combining the efforts of our three programs to increase direct access to nutritious food by empowering schoolchildren to grow their own food in school gardens and by incorporating local farm produce into the school cafeteria menu. Sprouting Healthy Kids also ensures that children have the knowledge and interest necessary to identify and choose nutritious food by implementing a food system curriculum, peer-facilitated interactive nutrition demonstrations and farm presentations in schools.

SFC works in the following schools, at which 75-95% of the student population qualify for free or reduced price lunch:

Ann Richards School for Young Women Leaders

Dobie Middle School

Webb Middle School

Garcia Middle School

KIPP Austin College Prep

Pearce Middle School

Evaluation results from UT School of Public Health showed that students who were exposed to two or more components scored significantly higher on scales assessing these areas: Fruit and Vegetable Intake, Self-efficacy, and Knowledge; and lower on their Preference for Unhealthy Foods.

July 1, 2009 - June 30, 2010

1975 1977 1979 1981 1983 1985 1987 1989 1991 1993

● Austin Community Gardens (ACG) is founded as a project of the YWCA

● Austin Community Gardens becomes an independent nonprofit organization

● Population of Austin metropolitan area: 585,051



● Sustainable Food Center is founded, building on the history of the ACG



● The Happy Kitchen/La Cocina Alegre™ program is named East Austin's "Best Social Service Program" by the Austin Chronicle. SFC also won this award in 1996 and 1997. SFC initiates a study entitled Access Denied. The study shows that low-income residents do not have East Austin access to fresh, healthy food.

# MILESTONES IN SFC'S HISTORY



1995 1997 1999 2001 2003 2005 2007 2009 2011 2013

1995 National Awards for Environmental Sustainability Council presents SFC a Certificate of Environmental Achievement. SFC was presented this award again in 1998.

1997 Diabetes Council and the Austin/Travis County Health and Human Services Department grant SFC the Community Nutrition Promotion Award for excellence in diabetes prevention.

2001 Launch of Farm to Cafeteria pilot project delivering fresh, locally-grown produce to cafeterias in the network of Seton hospitals.

2003 Austin Farmers' Market is founded at Republic Square Park (renamed SFC Farmers' Market Downtown in 2010).



2007 Liveable City awards SFC the Liveable Vision Award



2009 SFC launches Farm to Work project to provide fresh, local food products directly to work sites. The response exceeds expectations and the program prepares for rapid expansion to accommodate the interest.

2011 SFC launches capital campaign to fund new green community headquarters

2013 SFC's Sprouting Healthy Kids project receives "Victory Against Hunger Award" from the Congressional Hunger Center (CHC), Victory Wholesale Group, and National Farm to School Network.

2015 SFC wins Envision Central Texas Community Stewardship Award in the category of Pioneer.

*"You are doing a wonderful service, keeping a valuable part of our heritage and our future alive by encouraging small scale farming." – Georgia Carr, Austin Farmers' Market customer*



BUILDING OUR CENTER



## OUR VISION FOR THE FUTURE:

### A permanent home for SFC's programs

Tom and Lynn Meredith have made SFC a partner in their vision for the vibrant east side by presenting a gift of land and infrastructure in their mixed-use space currently under development by their foundation, MFI. This exciting project is coming to fruition under the leadership of Tom and Lynn Meredith's son, Will Meredith.

The new Sustainable Food Center will be centrally located in East Austin, our target area of service, immediately adjacent to Capital MetroRail's planned MLK station, just two stops from downtown. In addition, a connected bike route is planned next to the MLK Station, providing further access to our center and community garden. This space will serve as a destination point for families and individuals accessing services and participating in community activities.

Also housed at the site are PeopleFund, whose support for small businesses, affordable housing projects and training services is directly in line with SFC's mission to help people find lasting solutions to life's challenges, and nearby is a Foundation Communities housing site, which will provide numerous collaborative opportunities in the gardens and kitchen.

Adjacent to SFC and PeopleFund will be the new home of Theatre Action Project, a team of professionally trained artists and educators that works in partnership with schools and communities to lead unique and engaging arts programs which allow young people to learn critical life skills, gain tools for creative expression and have successful experiences that build self-esteem and confidence.

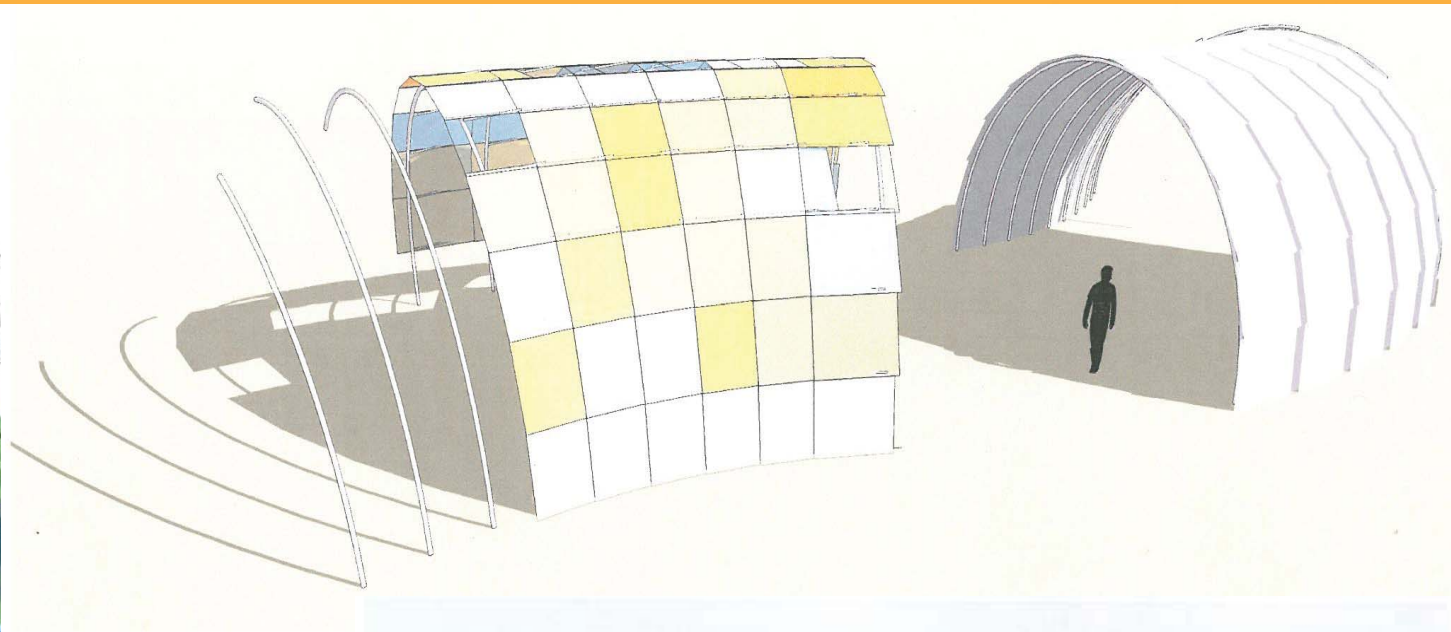


# COMMUNITY GARDEN AND





# TEACHING PAVILION



Condensed Audited Financial Information  
July 1, 2009 - June 30, 2010

**OPERATING REVENUE**

Foundation Grants	529,601	41%
Program Service Fees	236,139	18%
State & Local Contracts	168,283	13%
Contributions	145,685	11%
Fundraising Events & Other Revenue	94,052	7%
Contributed Goods & Services	82,471	6%
Capital Campaign	42,500	3%
<b>Total Operating Revenue</b>	<b>1,298,731</b>	<b>100%</b>

**OPERATING EXPENSES AND CHANGES IN NET ASSETS**

**Program Services**

Farm Direct	415,613	49%
Grow Local	228,315	27%
The Happy Kitchen/LaCocina Alegre	208,418	24%
<b>Total Program Services</b>	<b>852,346</b>	<b>100%</b>
Management & General	127,463	12%
Fundraising	95,009	9%
<b>Total Operating Expenses</b>	<b>1,074,818</b>	

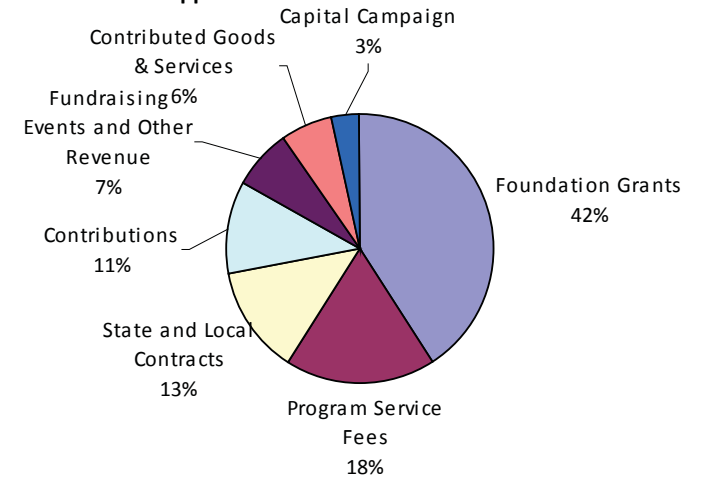
Excess of Operating Revenue over Operating Expenses	223,913
Excess related to Unrestricted Funds	(52,171)
Excess related to Temporarily Restricted Funds	276,084

Total Operating Revenue	1,298,731
Total Operating Expenses	1,074,818
Increase in Net Assets	223,913
Net Assets, Beginning of Fiscal Year	418,744
Net Assets, End of Fiscal Year	642,657

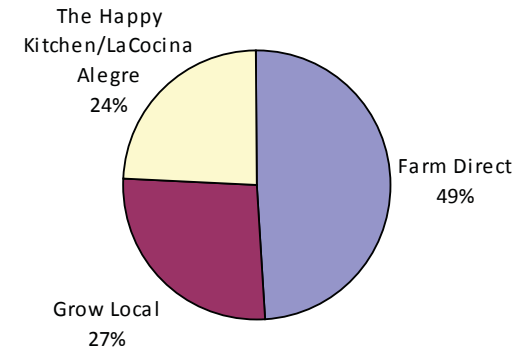
In fiscal year 09-10, Sustainable Food Center charged 12% for fundraising and 9% for management and general.

The full financial statements, audited by Gindler, Chappel, Morrison & Co., P.C., are available upon request by calling 512-236-0074 x 112.

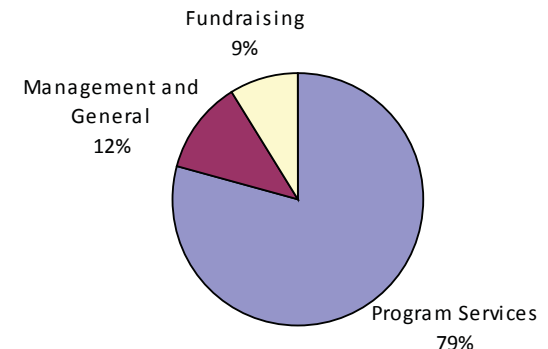
**Sources of Revenue and Support**



**Services We Provide**



**How We Use Our Funds**





## HONORARY CAPITAL CAMPAIGN CHAIRS

Willie and Annie Nelson

Dan and Jean Rather



## DICK CLARK ARCHITECTURE

[www.dcarch.com](http://www.dcarch.com)

We are grateful to have Dick Clark Architecture as our partner in fostering a sustainable community. DCA is an award-winning international firm that has been a vital part of Austin's design community for over 25 years. Located in Austin's downtown Warehouse District, the firm has played a critical role in revitalizing the area, designing over a dozen projects within walking distance of its office.

## STAFF

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Whole Foods Market



Individual major supporters of SFC are listed in the *About Us* section of our website, [www.sustainablefoodcenter.org](http://www.sustainablefoodcenter.org)





Mural Images – Going to Market by Jeri Moore, [www.jerimoore.com](http://www.jerimoore.com)



**SUSTAINABLE FOOD CENTER**