



SUSTAINABLE FOOD CENTER

Annual Report for July 1, 2008 - June 30, 2009



GROW.SHARE.PREPARE.



BE A PART OF OUR HEALTHY FUTURE

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

During the years 2008-2009 we witnessed incredible growth and awareness in the world wide sustainable food movement. Sustainable Food Center's annual report reflects the coming change.

More than 49 million Americans (1 in 7) struggled to get enough to eat in 2008, the highest number in 14 years. And yet globally, the number of overweight people has surpassed those who are hungry. Sixty seven percent of Americans are overweight. In 2009, the number of obese Americans surpassed those who were merely overweight. Currently, 1 in 5 East Austin households live below the poverty level, the most significant factor contributing to food insecurity which results in both hunger and obesity among vulnerable children and families. Preventable chronic diseases, most linked to diet, account for \$2 trillion in health care spending (obesity: \$147 billion, diabetes: \$116 billion).

There are complex considerations of politics, landscape, and policy which surround the future of our food system. Food is front and center in the public health arena, security of it is incredibly important, and the awareness that it is more fragile than we imagine... priceless. We are awed to be a part of the heightened awareness that sustainable food systems are now experiencing; it seems word has caught on that reliable, healthy food systems brought about for and by the people are a critical component to our human fabric. As with all

critical aspects of our society, we must actively plan for the future of our food sources. We do this in order to ensure that future generations may prosper from our true and healthy harvest, all the way from farm to table.

Given the economic challenges and access barriers ahead of us, Sustainable Food Center is laser-focused on strengthening our local food system and improving access to healthy, affordable food. This report outlines the success of our 2008-2009 fiscal and program year as we embark on another year of amazing opportunities and real-world challenges to creating a healthy community. Join us, so that all of Central Texas can grow, share and prepare healthy, local food!



Kevin Leahy
Past Board President



Ronda Rutledge
Executive Director



Vince Ashwill
Board President



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 serves as a consultant for existing gardens, organizes gatherings of community gardeners, hosts workshops on starting community gardens and provides liability insurance at garden sites.

SFC also provides support for 26 school gardens, from serving as a resource for teachers to soil sampling and breaking ground. Our new Center will provide the tools we need for our existing community gardening initiatives and allow us to provide more services in a permanent gathering place. The Grow Local program encourages a local food system that nourishes our environment, economy and the lives of individuals and families throughout Central Texas.

"Our garden program has flourished over the past few years... Some of the best learning can take place outside of the regular classroom... Teachers utilize the gardens as a teaching tool, to learn from the failures and celebrate the successes."
— Travis Heights Elementary School teacher

Sanchez Elementary School Garden

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 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 food stamps and WIC vouchers, the Austin 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 for those most at risk of developing diet-related conditions such as obesity and diabetes. The Happy Kitchen teaches families with limited resources to shop for and prepare nutritious, affordable meals.

"Harry" saw THK's "Sugar in Soda" demonstration at church and said that it got him thinking. He made an appointment to see his doctor, was diagnosed with diabetes and has since lost 80 pounds. He told us, "I want you to know that demonstration saved my life!"

The Happy Kitchen provides individuals, families and institutions with the resources needed to make lasting dietary and behavioral changes, empowering at-risk communities to develop a culture of health and wellness. SFC is collaborating with breast cancer service providers to produce an innovative, groundbreaking nutrition education series in English and Spanish targeted at breast cancer survivors 4-6 weeks post-treatment.

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.

GROW LOCAL

Total Number of Clients Served: 4,717 (unduplicated)
Number of Children Served: 2,216 (unduplicated)

Over 1,596 low-income adult clients and 1,365 low-income 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): 2,923



Number of Grow Local volunteers: 2,060, contributing 2,735 hours in total

In-kind contributions totaled \$8,826 for the reporting period.

What a wonderful program! Because of SFC, I have been steadily eating my way through the season!

-Francesca Hernandez, Spread the Harvest participant in Q2 Survey

Number of workshops and trainings: 25

Number of presentations and community events: 35

Number of garden work days: 11

Along with SFC as a whole, Grow Local has developed and expanded its partnership with the City's Parks and Recreation Department during 2008-2009 to create a streamlined process for building community gardens on parkland.

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

THE HAPPY KITCHEN/ LA COCINA ALEGRE™

In total, held 13 cooking class series (6 classes per series)

Total participants: 319,
impacting 784 additional
family members

Total graduates: 179

Total completed surveys: 173

11% African-American

69% Latino

18% Caucasian

1% Other

Total low-income adults: 187

Total low-income children: 173

Total cost (incurred by SFC) per participant: \$150

\$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.

95% Use the nutrition facts label to make healthier food choices

88% Eat more fruits and vegetables

91% Choose more whole grain products

87% Choose lower-fat dairy products

88% Choose leaner sources of protein

85% Choose foods with less sodium

49% 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: 941 people of 1143 (82%)

Number of volunteer hours contributed to THK: 430

In-kind contributions: \$1,433

Earned income: \$18,251



FARM DIRECT

Austin Farmers' Market

Total number of Austin Farmers' Market customers: 102,939

More than \$1.2 million impact of exchange at the downtown Saturday market, and \$329,073 at the Wednesday market

Over \$800,000 collateral economic impact in earnings to areas adjacent to the two markets

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 58, along with 28 other vendors who accept food stamps

WIC/FMNP (Farmers' Market Nutrition Program) saw \$16,750 in sales for the 2008 Neighborhood Farm Market season - for which SFC managed voucher redemption and payments to farmers

Farm Direct Projects

Farm to Institution added 2 new partner sites, for a total of 5 partners with 11 outlets

Farm to Work sites were added, 18 total with 5 primary farmers and 5 contributing farmers

- Totaled \$325,000 in sales
- Conducted training for new sites and planned/held promotional events for two sites
- Oversaw expansion and testing of web-based ordering/payment tool
- Managed weekly ordering and delivery, tracking and reporting, and farmer reimbursements

Farm to School added 2 new sites, for a total of 4 partner schools

Number of Farm Direct volunteers: 2,574, contributing 3,210 hours in total

Sprouting Healthy Kids

Sprouting Healthy Kids combines the efforts of SFC's 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% of the student population qualify for free or reduced price lunch:

Ann Richards School for Young Women Leaders, *332 enrolled*

Dobie Middle School, *570 enrolled*

Webb Middle School, *519 enrolled*

Garcia Middle School, *656 enrolled*

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, 2008 - June 30, 2009

1975 1977 1979 1981 1983 1985 1987 1989 1991 1993

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

● Population of Austin metropolitan area: 585,051

● Population of Austin metropolitan area: 846,227



● 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

Population of Austin metropolitan area: 1,249,763

Austin is ranked as the fifth fastest-growing metropolitan area in the United States. From 1990-2000, Austin experiences a 47.7% increase in population

Austin Farmers' Market is founded at Republic Square Park



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

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.

Population of Austin metropolitan area: 1,598,161



SFC launches capital campaign to fund new green community headquarters

Forecast population of Austin metropolitan area: 1,741,000

"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.

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.

MFI's mixed use building will also house a handful of locally owned retail outlets and restaurants—all of this just a quick walk from SFC's large community garden, a large park with hike and bike trail, dog park, BMX and skate park, outdoor pavilion and water features. This exciting project is coming to fruition under the leadership of Tom and Lynn Meredith's son, Will Meredith.

Condensed Audited Financial Information

July 1, 2008 - June 30, 2009

OPERATING REVENUE

Foundation Grants	575,506
State & Local Contracts	84,265
Contributions	97,170
Contributed Goods & Services	141,082
Program Service Fees	186,514
Fundraising Events & Other Revenue	58,343
Total Operating Revenue	1,142,880

OPERATING EXPENSES AND CHANGES IN NET ASSETS

Program Services	
Farm Direct	418,708
Grow Local	212,469
The Happy Kitchen/La Cocina Alegre™	206,213
Total Program Services	837,390
Fundraising	68,783
Management & General	73,209
Total Operating Expenses	979,382

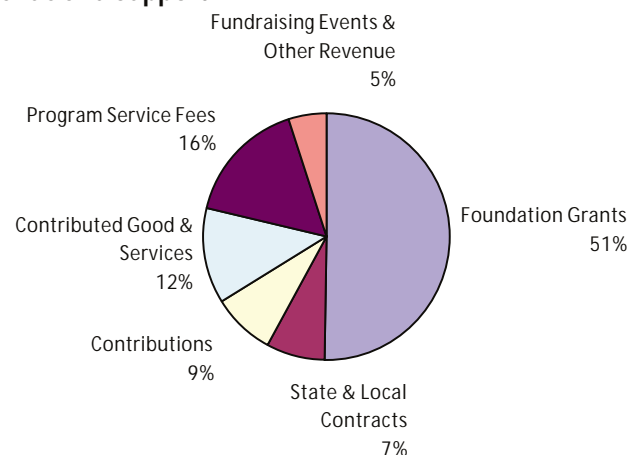
Excess of Operating Revenue over Operating Expenses	163,498
Excess related to Unrestricted Funds	62,796
Excess related to Temporarily Restricted Funds	100,702

Total Operating Revenue	1,142,880
Total Operating Expenses	979,382
Increase in Net Assets	163,498
Net Assets, Beginning of Fiscal Year	255,246
Net Assets, End of Fiscal Year	418,744

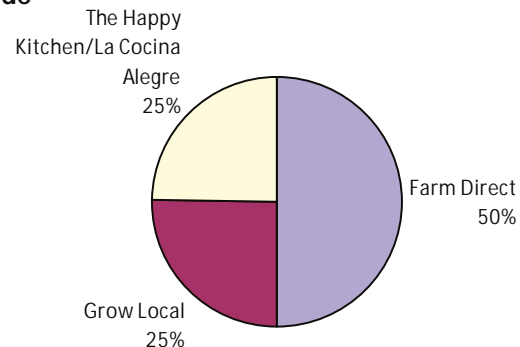
In fiscal year 08-09, Sustainable Food Center charged 7% for fundraising and 7.5% for management and general.

The full financial statements, audited by Gindler, Chappel, Morrison & Co., P.C. are available upon request by calling 512-236-0074 x 112, and on our website at sustainablefoodcenter.org.

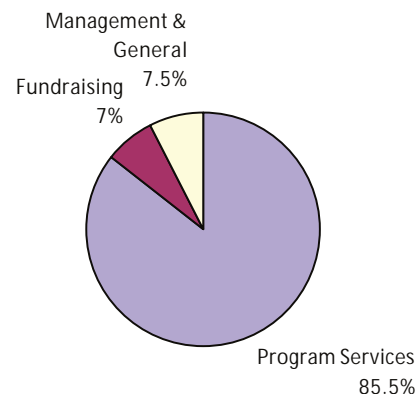
Sources of Revenue and Support



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

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.

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Individual major supporters of SFC are listed in the *About Us* section of our website, www.sustainablefoodcenter.org



Mural Images – Going to Market by Jeri Moore, www.jerimoore.com



SUSTAINABLE FOOD CENTER