



SUSTAINABLE FOOD CENTER

Annual Report for July 1, 2016 - June 30, 2017



GROW. SHARE. PREPARE.

A LETTER FROM OUR EXECUTIVE DIRECTOR

Every day that I come to work, I thank my lucky stars for being part of such an incredible organization. I remain humbled by the talent on this team and feel fortunate to play even a small part in the success of these food systems leaders. I have often described my role at SFC as chief cheerleader, working to make SFC the best place to work in Austin. While one of my primary jobs is to take care of our employees, their primary role is to deliver community-driven, change-making services through proven programs that increase food access, improve health and promote sustainable agriculture. I'm proud of the work we've accomplished in FY17, and I hope you enjoy seeing your role in this annual report as our partner and supporter.

There are obstacles to overcome - displacement of families due to lack of affordability, food producer challenges due to weather-related disasters, and policies at the state and federal level that make it difficult for everyone to have equitable access to a strong, local food system. But in Austin, we're fortunate to be part of a large food security network of agencies working together to ensure that healthy food is a right, not a privilege. With an active board of directors, super-star staff, dedicated volunteers, and strong community partners, we're tackling this broken food system head on and motivated to fight the good food fight. None of this would be possible without the inherent leadership that exists within the communities we serve as well as the individual donors, company sponsors, foundations and government agencies who fund this important work.

I'm hopeful for change, and we're seeing it in Central Texas - more school districts starting farm-to-school programs, greater interest in food production, an increase in community gardens and more locations wanting our cooking classes than we can accommodate. We're excited to grow our work alongside our wonderful partners, and I invite you to get involved. Help us cultivate a healthy community where hunger is no more and food is grown in a way that preserves our resources for many generations to come.



Ronda Rutledge
Executive Director

Brian Gordon
SFC Board Chair



GROW LOCAL

Helping our community gain the skills & resources to grow healthy food through organic gardening.

25,993

*individuals
served through
Spread the Harvest*



SPREAD THE HARVEST

Through Spread the Harvest, we reduce barriers to food gardening by providing free resources, seeds, plants and compost, to qualifying home, school, community, congregation, and social service agency gardeners.

8,944

*meal equivalents
harvested
(1 meal = 2 bags of produce)*

FOOD GARDENING EDUCATION

Grow Local offers holistic Introduction to Food Gardening classes taught by trained community facilitators. Both free and fee-based, our classes focus on the challenges of gardening in Central Texas' climate and teaches sustainable gardening practices for both yards and in containers.

We offer the only Spanish-language organic gardening class in Austin.

Classes are located at the SFC Teaching Gardening and at 4 satellite locations throughout Austin's Eastern Crescent.

447

*individuals took a free or
for-fee gardening class*



620

*youth attended field
trips & summer camps in
our Teaching Garden*



TEACHING GARDEN

At the J.P.'s Peace, Love, and Happiness Foundation Teaching Garden and Teaching Apiary at SFC, we host both adult and youth classes, school field trips and summer camps.

436lb

*produce harvested
(59% used in SFC programs;
33% donated to local shelters)*



SCHOOL & COMMUNITY GARDENS

Grow Local supports school and community gardens by offering training and consultation, providing resources through Spread the Harvest, and fiscal sponsorship for community gardens. Our Leadership Trainings teach leaders to plan, organize, build, manage, and sustain their school and community gardens.

Our peer-facilitated School Garden Classroom Training, which takes place in SFC's Teaching Garden, shows educators how to incorporate the school garden as a teaching tool for any subject.

This year, we collaborated with the Austin Independent School District on two professional development workshops for teachers, and aligned our School Garden Activity Guide to the Texas Essential Knowledge and Skills (TEKS) learning standards to make it easier for teachers to integrate activities with their curricula.



41

*Austin-area schools
represented at
School Garden
Trainings*



165

*schools enrolled in
Spread the Harvest*





Agua Dulce Farm

insta@aguadulcefarm

Agua Dulce Farm

Lettuce Bag - \$5

Amaranth }
Tatsoi } \$3 or
Mizuna }
Basil }
Basil } 2 for \$5

STRAWBERRY

Eggplant +

Sweet Pepp

OK

to

to Basi } \$5

FARM DIRECT

Promoting access to fresh, healthy food by connecting local farmers to individuals, schools and worksites.

SFC FARMERS' MARKETS

SFC Farmers' Markets are producer-only, which means that farmers may only sell what they grow, and other vendors can only sell products that they themselves produce.

In addition to fruit and vegetable farmers, and meat, poultry, egg, and dairy producers, many "value-added" producers who feature local agricultural products in their prepared goods operate within SFC Farmers' Markets.

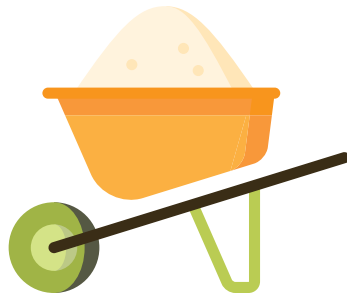


1.4M

total sales for all three SFC Farmers' Markets combined

111

local producers attended SFC Farmers' Markets, including farmers and artisans



FARM TO WORK

Farm to Work is an employee wellness and Farm Direct marketing project that connects local farmers with employees at partner worksites. The program provides farmers with a reliable marketing outlet and offers employees increased access to fresh fruits and vegetables. During our Eat Local Challenge in May 2017, we had 107 challenge winners and 1616 baskets sold for a total of \$47,362 in sales that month - a record high over previous years!

45
*worksites participate
in Farm to Work
throughout Austin,
Houston, and San Antonio*



FARM TO SCHOOL

Farm Direct plays an integral role in helping bring healthy foods onto school campuses and encouraging children to accept and enjoy fresh, local produce through Farm to School. We help to incorporate local foods into school meals and provide food systems education in the classroom through partnerships with Austin Independent School District (AISD), Elgin Independent School District (EISD), Del Valle Independent School District (DVISD), Magnolia Montessori and Austin Discovery School.

25%
*or 33 total AISD
schools participate in
Farm to School*





THE HAPPY KITCHEN

(La Cocina Alegre®) Ensuring lasting dietary change through seasonal and affordable cooking and nutrition education classes.

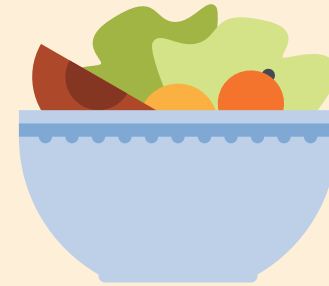
FREE 6-WEEK COMMUNITY COOKING CLASS SERIES

The Happy Kitchen/*La Cocina Alegre*® continues to respond to the need for more programming outside of the Austin core. We offered our first class with Del Valle ISD, and plan to continue that partnership, as well as maintaining great relationships with Round Rock ISD and the Pflugerville and Elgin communities.

Participants continue to respond to opportunities to stay connected with The Happy Kitchen by attending follow-up classes and meal prep nights, and four recent class participants were trained to be class facilitators.



24 *six-week class series, serving 564 individuals*



98% *participants begin to use nutrition facts label to make healthier choices*



93% *participants report eating more fruits & vegetables*



33

fee-based public cooking classes were held

449

individuals served

22

guest teachers taught a variety of cuisines, 6 are also SFC Farmers' Market vendors

FEE-BASED PUBLIC CLASSES

In addition to the “Fundamentals of Healthy Home Cooking” classes, such as Essential Knife Skills, Using the Whole Chicken, Meatless Main Dishes and Secrets of Soups, The Happy Kitchen’s for-fee class offerings have expanded to include more global flavors. Led by a diverse group of volunteer guest teachers, our Indian, Turkish, Mexican and Thai cooking classes offer past and new participants a glimpse into how other cultures use seasonal produce in everyday cooking, with recipes that are both affordable and accessible (minimal use of specialty ingredients or equipment).





FOOD ACCESS

Helping community members overcome barriers to healthy food.

SFC DOUBLE DOLLARS

All SFC Farmers' Markets accept Supplemental Nutrition Assistance Program (SNAP) benefits, WIC fruit and vegetable benefits, and Farmers' Market Nutrition Program (FMNP) vouchers for WIC eligible families used to purchase fresh fruits and veggies.

These three food assistance programs, when paired with SFC Double Dollars, can make healthy local food affordable for low income communities. This year we raised our doubling power from \$20 per market day per program to \$30 in response to customer demand and to provide even more fresh fruits and vegetables to our community.

Through SFC Double Dollars Expansion, SFC provides support to area markets to increase SNAP purchases so community members have added opportunity to buy affordable and healthy local foods.

Current markets participating in SFC's Double Dollars Expansion:

- Green Gate Farms
- Springdale Farm
- Fresh for Less Farm Stands
 - Three Farm Stands (In Partnership with SFC)
 - Five Mobile Markets (In Partnership with Farmshare Austin)
- HOPE Farmers' Market
- Texas Farmers' Markets at Lakeline and Mueller
- Tecolote Farm - CSA

2,972

individual served



6

community locations



892

total transactions



FRESH FOR LESS FARM STANDS

The City of Austin is partnering with SFC, Farmshare Austin, and Go Austin! / ¡Vamos Austin! (GAVA) to offer fresh, affordable, convenient, and nutritious food through farm stands, mobile markets and corner stores respectively as a part of Fresh For Less.

We operated 6 farm stands strategically located within neighborhoods that are easily walkable to residents of the community. Fresh produce from local Austin farms is sold at reduced prices, making it more affordable than a traditional farmers' market. Most farm stands accept SNAP benefits and offer SFC Double Dollars. They operate seasonally based on school schedules.





COMMUNITY ENGAGEMENT

Building awareness of food system issues and policies, and building participation in SFC programs throughout Central Texas.

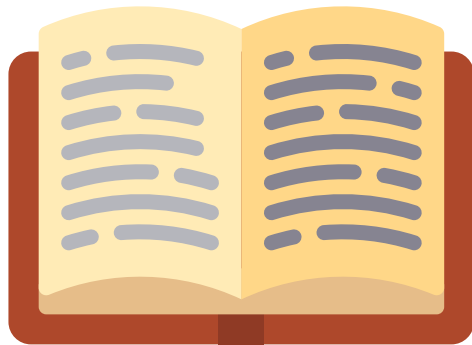
COMMUNITY OUTREACH

Our Food Access department supports all three SFC programs by coordinating community engagement efforts across all teams and advancing projects that make healthy food more equitable and accessible to all Austin-area residents.

This year, special attention was paid to engaging the Latino community through marketing and engagement efforts. One key result was our first fotonovela.

Fotonovelas are informational magazines used throughout Latin America to advance public health efforts. The SFC Fotonovela: Bienestar a su Alcance (Wellness within Reach) provides step by step instructions on how participants can use SFC Double Dollars at area markets.

The production of the Fotonovela was utilized a community based approach as we partnered with Latino Healthcare Forum, Mama Sana Vibrant Women and the Asian American Resource Center to help craft the message. Individual community members were also engaged as protagonists and editors—proving feedback every step of the way.



DOUBLE DOLLARS
A PROJECT OF SUSTAINABLE FOOD CENTER

**Conozca Los Mercados SFC
Bienestar A Su Alcance**

LA QUE MANDA EN EL BIENESTAR
DE MI FAMILIA SOY YO

sfc
SUSTAINABLE FOOD CENTER

1,189

*volunteer shifts filled
across all SFC programs*



181

active volunteers

VOLUNTEERS

Volunteers help make our work possible! Every week about 27 volunteers help keep SFC Farmers' Markets running smoothly. From answering shopper questions, handing out SFC information, selling merchandise, cooking up small bites, to providing a welcoming attitude, our volunteers do it all.

Volunteers have given 360+ hours to helping maintain our SFC Teaching and Herb Gardens, where we host weekly volunteer work days. With the support of volunteers, we have installed irrigation systems, built garden beds, weeded countless gardens, harvested food that supports our cooking classes, and so much more! Volunteers also provide support to keep our office running smoothly. Reception volunteers help us answer the phones, greet guests, and provide a welcoming smile to our office.



POLICY AND ADVOCACY

In 2016, SFC joined the National Sustainable Agriculture Coalition (NSAC), which is an alliance of 100+ grassroots organizations that advocates for federal policy reform to advance the sustainability of agriculture, food systems, natural resources and rural communities. By joining NSAC, SFC is better able to monitor federal policies that affect the farmers, ranchers and clients we work with, as well as communicate successes or barriers SFC clients face when it comes to these issues. SFC is currently one of only two Texas-based organizations involved in NSAC, making our participation even more important. The focus of SFC's 2016-2017 participation with NSAC revolved around prioritizing policies to be taken up in the 2018 Farm Bill.

Our Executive Director participated in a national Washington-DC fly-in, organized by Friends of the Earth. The purpose was to educate federal legislators on the potential Bayer-Monsanto merger and the deleterious effects of such on agriculture, particularly Texas cotton and vegetable production. Upon meeting with various Texas representatives in Washington, the Executive Director encouraged the Texas Attorney General to join other state Attorneys General to oppose the merger. The Bayer-Monsanto merger is still pending before the Department of Justice and all 50 state Attorneys General.

On the local front, SFC worked with the Texas Local Farm and Food Coalition on several bills in the 85th Texas Legislature. Unfortunately, the Legislative session was one of the most difficult and unproductive sessions for local food. Of all the bills SFC was monitoring, SB 330, the Young Farmer and Military Veterans Tax Relief Bill by Texas Sen. Jose Rodriguez went the farthest. It managed to pass the Senate, but died in the House Agriculture Committee. The bill would have reduced the waiting period for young people and military veterans going into farming to qualify for agricultural valuation and reduced property taxes. On a more positive note, SFC staff actively contributed to the Austin Independent School District's Garden to Café Program and Harvest Guide by serving on the Austin Area School Garden Collaborative. This new Program serves as a guide for how produce grown in school gardens can be served in the cafeteria, whereas the Harvest Guide lists suggestions of how and where the school garden harvest can be distributed. Lastly, by serving on the Codes and Ordinances Working Group of the Austin/Travis County Food Policy Board, SFC staff contributed guidance regarding sustainable agriculture and gardens for the City of Austin's overhaul of its land development code, CodeNEXT.





OUR SUPPORTERS

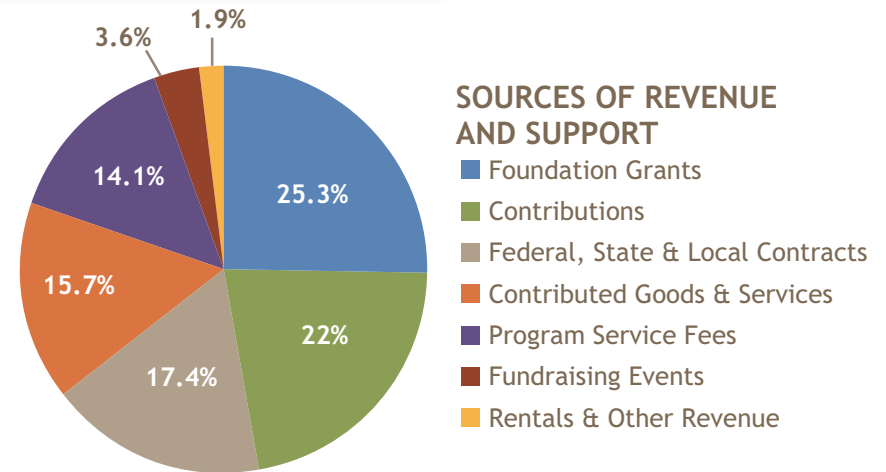
We are grateful for the generosity and support of our community.

CONDENSED AUDITED FINANCIAL INFORMATION

JULY 1, 2016 - JUNE 30, 2017

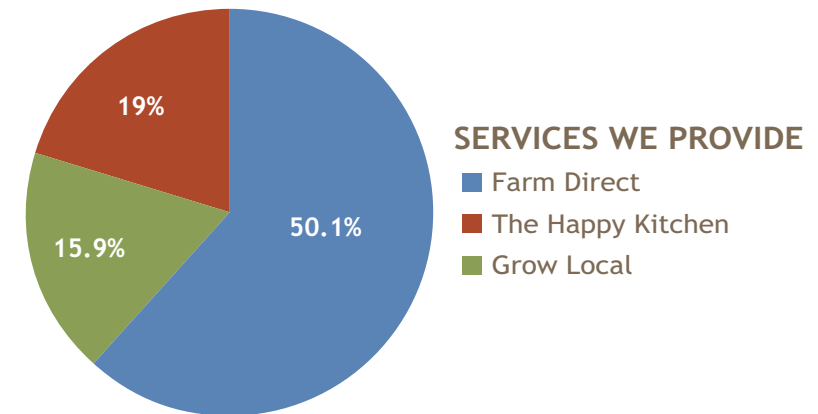
REVENUE

Foundation Grants	543,720	25.3%
Contributions	473,795	22.0%
Federal, State & Local Contracts	375,526	17.4%
Contributed Goods & Services	338,054	15.7%
Program Service Fees	304,388	14.1%
Fundraising Events	76,539	3.6%
Rentals & Other Revenue	40,075	1.9%
Total Revenue	2,152,098	100.0%



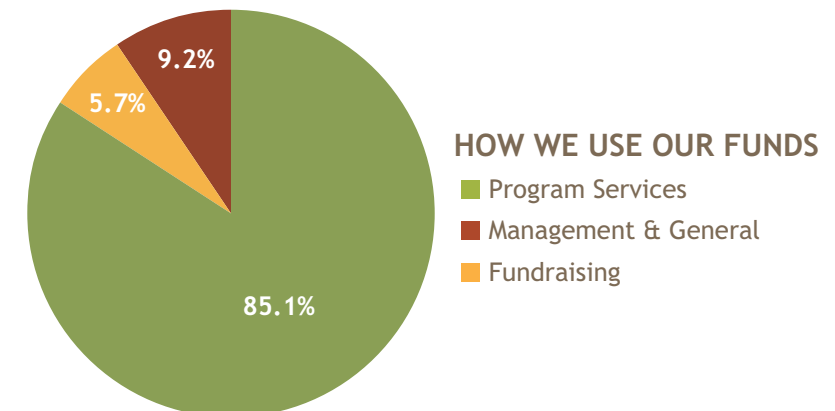
EXPENSES

Program Services		
Farm Direct	1,326,904	50.1%
The Happy Kitchen/ <i>LaCocina Alegre</i> ®	502,589	19.0%
Grow Local	420,805	15.9%
Management & General	245,879	9.3%
Fundraising	151,550	5.7%
Total Expenses	2,647,727	100.0%



CHANGES IN NET ASSETS

Total Revenue	2,152,098
Total Expenses	2,647,727
Change in Net Assets from Operations	-495,629
Net Assets, Beginning of Fiscal Year	5,213,100
Net Assets, End of Fiscal Year	4,717,471



In fiscal year FY17, Sustainable Food Center charged 5.7% for fundraising and 9.2% for management and general.

The full financial statements, audited by Gindler, Chappel, Morrison & Co., P.C., are available upon request by calling 512-220-1089.

SALARIED STAFF

ADMINISTRATION

Ronda Rutledge
Executive Director

Andrew Smiley
Deputy Director

Debi Vanwey
Finance Director

Barrie Cullinan
Finance/Administrative Coordinator

Blanca Zelaya
Administrative Coordinator

DEVELOPMENT & COMMUNICATIONS

Becca Montjoy
Communications Director

Jess Gaffney
Development Director

Betsy Boone
Marketing & PR Manager

Paula Arciniega
Volunteer Coordinator

Robin O'Neil
Grants Manager

FARM DIRECT

Adrienne Haschke
Farm Direct Projects Manager

Sarah Prager
Farm Direct Projects Coordinator

Danika Trierweiler
Farm Direct Projects Associate

Amy Gallo
SFC Farmers' Market Coordinator

Jessie Barber
SFC Farmers' Market Coordinator

Brian Couser
SFC Farmers' Market Coordinator

GROW LOCAL

Sari Albornoz
Grow Local Program Director

Bianca Peterson
Grow Local Program Manager

Liz Cardinal
Grow Local Teaching
Garden Coordinator

Lucinda Ugarte
Grow Local Education Coordinator

THE HAPPY KITCHEN

Joy Casnovsky
The Happy Kitchen/*La Cocina Alegre*[®]
Program Director

Amy Rodman
Business Development Manager

Molly Costigan
The Happy Kitchen/*La Cocina Alegre*[®]
Program Manager

Adriana Prioleau
The Happy Kitchen/*La Cocina Alegre*[®]
Program Coordinator

Sophie Fitzpatrick
Kitchen Coordinator

FOOD ACCESS

Hilda Gutiérrez
Food Access Manager

Simone Benz
Food Access Projects Manager

Sara Law
Food Access Coordinator

Sayuri Yamanaka
Food Access Coordinator

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Austin Chief Sustainability Officer

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Growing Power, Inc

Wendell Berry

Author

John-Michael Cortez

Mayor Adler's Chief of Staff

Honorable Lloyd Doggett

U.S. Congress

Jim Hightower

Author/Commentator

Richard Linklater

Filmmaker

Mike Martinez

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Meredith Family Investments

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Michael Pollen

Author/Professor

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Collective Strength

Anne Robertson

Healthy Child, Healthy World

Dr. Eduardo Sanchez, M.D.

American Heart Association

Eric Schlosser

Author

Eugene Sepulveda

Entrepreneurs Foundation

Jennifer Vickers

Community Investment Corp.

Alice Waters

Chez Panisse

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Kristi Katz,

Executive Director, Dell Children's Medical Center Foundation

Cory Leahy

Editorial consultant, culinary explorer

Erika Levack

Residential Realtor, JBG Goodwin Realtors

Jody Madden

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Mellie Price

Managing Partner, Source Spring

Valerie Romero Foohey

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Steve Semelsberger

Founder, Adler Growth Partners

Shelly Sethi

Integrative and Functional Medicine Family Physician - Owner, Dr. Shelly Sethi, PLLC

Nancy Spencer

Alphabet, Google Fiber Regional Finance Lead

SUSTAINER CIRCLE

We are so grateful to the following individuals who joined the SFC Sustainer Circle during its inaugural year. Collectively, these Sustainer Circle Founders helped us raise over \$60,000 to support our mission.



PREPARE LEVEL

Mason Arnold

Karrie and Tim League

Katy and Clay Levit

Charles Grant Charitable Foundation

SHARE LEVEL

Jennifer Failia

Sara Maxwell

GROW LEVEL

Cheray and Vince Ashwill

Steve Beard

Fayruz Benyousef and Malek Ben-Musa

Carol Ann and Amon Burton

Gerardo Castillo

Anthony Chen

Damien Clark

Beverly Dale

Carrie and Nick Dyer

David Garraway

Brian and Aimee Gordon

Suzanne and Jim Goudge

Tracey Haas and Tim Gueramy

Ralph Hasson and Mary Beth Murphy

Kristi Katz

Gaylen and Mark Kimbell

Adam and Samantha Kohler

Cory and Kevin Leahy

Erika and Brian Levack

Richard Linklater and Tina Harrison

Ian and Amy McAbeer

Desmond Ng

Terez Percenti

Mellie Price

Jodi and Steve Semelsberger

Shelly Sethi

Nancy Spencer

Mary Summerall and Anne Woods

Jennifer Vickers and Lee Walker

Colin and Michelle Wallis

David Webber

OUR MAJOR SUPPORTERS

We are grateful to have had the financial support of the following supporters who contributed \$1,000 or more:

FOUNDATIONS

Aetna Foundation

American Endowment Foundation

Arnold Foundation

Austin Community Foundation

Benevity

Bright Funds Foundation

Carl Anderson, Sr. & Marie Jo Anderson Charitable Foundation

Charles Schwab Foundation

Donald D. Hammill Foundation

Farm Aid

George and Fay Young Foundation

Georgia B. Lucas Foundation

H.H. Weinert Foundation

Joni Elaine Templeton Foundation

Legacy Foundation Fund

MFI Foundation

Michael and Susan Dell Foundation

Moody Foundation

Philip Theodore Bee Charitable Trust

Ralph B. Rogers Foundation

Shield-Ayres Foundation

Shomos Family Foundation

St. David's Foundation

Stephenson Pope Babcock Foundation

Still Water Foundation

The Jacob and Terese Hershey Foundation

The Oregon Community Foundation

The Prentice Foundation

The Warren Skaaren Charitable Trust

Yelp Foundation

COMPANIES AND RESTAURANTS

24 Diner

2nd Street District

Applied Materials

Bank of America

Barley Swine

Baylor Scott and White Healthcare

Broadway Bank

Brown Advisory

Capital Farm Credit

Circle Brewing Company

Downtown Austin Alliance

Easy Tiger

Edible Austin

Farm Credit Bank of Texas

Frost Bank

Hardie's Fresh Foods

H-E-B

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Lick Honest Ice Creams

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Odd Duck

Praxair

Sabre Commercial, Inc.

Seton Healthcare Network

Silicon Laboratories

Snap Kitchen

Stratus Properties

SXSW, Inc

Vistaprint

Wheatsville Food Co-op

Whole Foods Market

NONPROFITS AND GOVERNMENT

Austin Parks Foundation

Capital Metropolitan Transportation Authority

Church World Service

EarthShare of Texas

First Unitarian Universalist Church of Austin

Give 5 to Mother Earth

The Junior League of Austin

INDIVIDUALS

Mark Anderson

Janelle Austin

Phil DeMarie

Valerie Romero Foohey

Margaret and Robert Garcia

Claudette Hartman

Deborah Hawkins

Charlotte Herzele

Darin Klein

Shital and Nikhil Kumar

Alan LaFevers

Richard Marcus and Susan Russell

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Angela and James Osborn

Erin and Ken Pickens

Jared Price and Linda Connor-Price

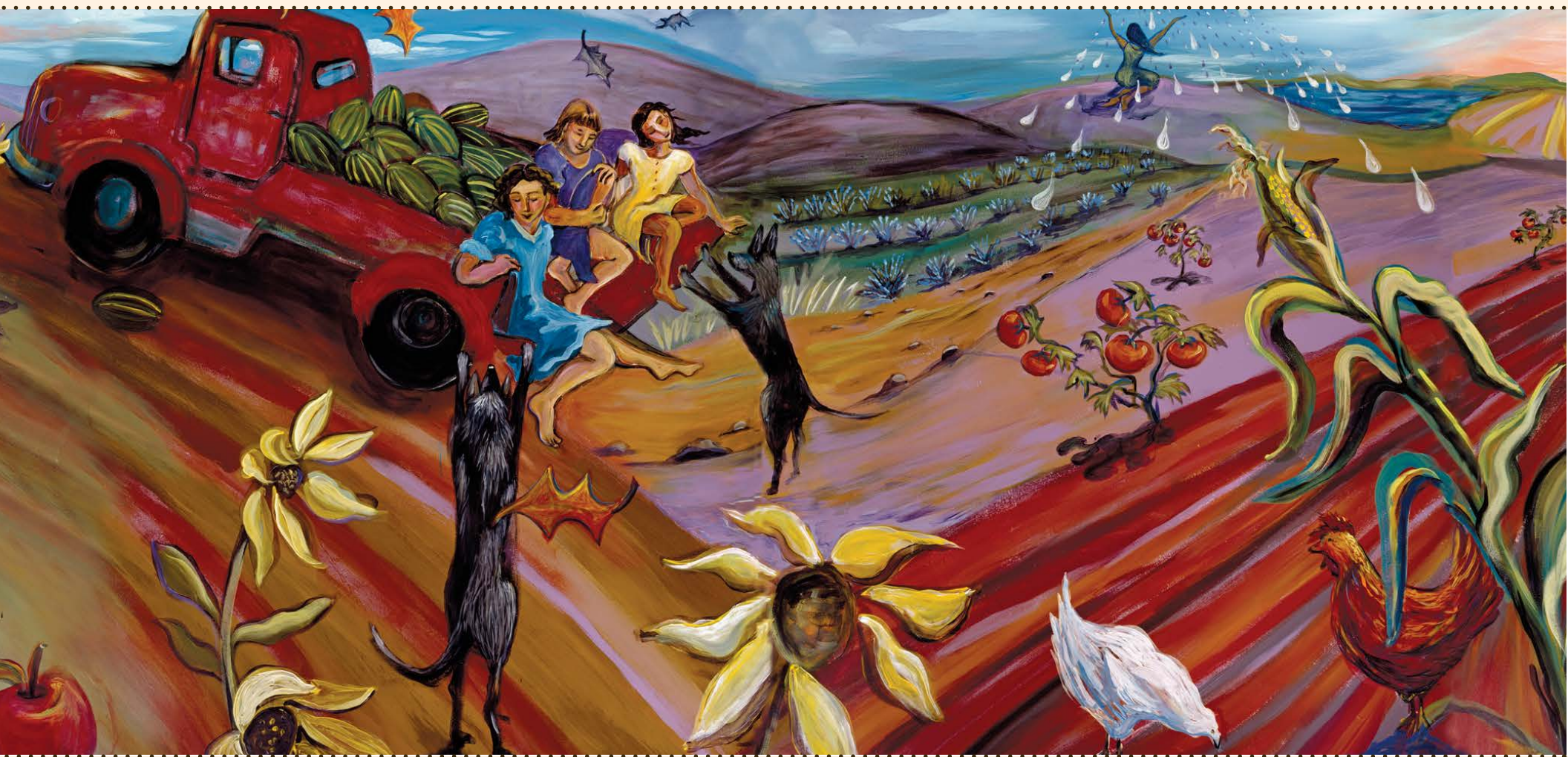
Jennifer and William Sargent

Keli Sotelo

Bobbi and Mort Topfer

Rebecca and James Wilkes

Kris Wong



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Icons designed by Freepik from Flaticon
Mural Going to Market by Jeri Moore
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