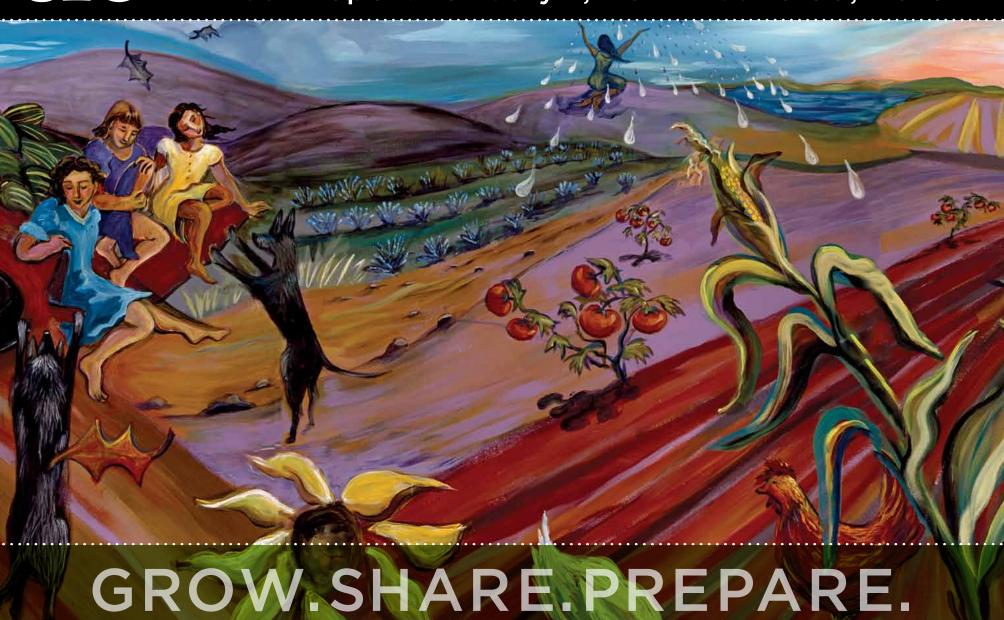


SUSTAINABLE FOOD CENTER Annual Report for July 1, 2012 - June 30, 2013



FOOD IS AT THE HEART OF WHAT WE DO.

Food Is . . . all of us! And what a year for Central Texas and for Sustainable Food Center. We built our new facility, moving in on the first Friday of June and delivering a program replication training the following three business days with folks from across four states. Kudos to our incredible program staff who truly hit the ground running. None of this would have been possible without the support of our generous partners. Together, we created a permanent and sustainable home for SFC. Thank you!

Access to healthy, affordable food is a basic human right. Our current food system is broken—not just because of its ecological dangers but also from a fundamental lack of democracy in the food system. The food system works for a small elite who profit every day, while those of us on the consumer and producer ends have little to no control over the way the system functions or whether we can receive justice within it. Growing food ourselves is a necessary step towards achieving food justice.

For almost 40 years, we've worked in East Austin providing free seeds, compost, and training on organic food production so that families can feed themselves affordable, accessible, and healthy food; training community members to be promotoras (community health promoters) in their neighborhoods, providing cooking and nutrition education; and supporting family farms in growing sustainable fruits and vegetables as well as humanely raised animals for the consumption of lean, clean protein.

Advocates of food sovereignty, like SFC, put the individuals who produce, distribute, and cook food at the center of decisions on food systems and policies, rather than the corporations and market institutions that have come to dominate the global food system. We believe that the community's inherent power and leadership is the foundation for a truly equitable and sustainable food system.

SFC envisions a future where more community members grow their own food, where people from all walks of life have access to fresh, healthy food, and where each of us has the freedom and the opportunity to work towards greater self-sufficiency. We urge everyone to join together in taking back the power of food by planting the seeds for a stronger and more vibrant food system for all in our community.



Ronda Rutledge Executive Director



Julie Morgan Hooper SFC Board President

A LETTER FROM OUR LEADERSHIP







CULTIVATING HEALTHY COMMUNITIES; SUSTAINABLE FOOD CENTER'S SYSTEMS APPROACH TO FOOD

As described in SFC's mission statement, we "cultivate a healthy community by strengthening the local food system."

SFC's concept of health includes not just the physical health of individuals, but also the economic, environmental, and cultural health of our community. SFC's systems-wide view of food that incorporates production, marketing and distribution, and preparation and consumption – Grow, Share, Prepare – establishes the context within which we cultivate a healthy community and positively impact the health of children and families. SFC's strategies for accomplishing our mission have included increasing the number/diversity of people impacted through innovative, efficient, and sustainable community-based programs; expanding reach through replication of successful strategies; and creating systemic change through focus on government/institutional policy.

Evaluation of SFC programs that measures impact on individual-level behavior change has created a body of evidence supporting the efficacy of our approach to improve an individual's eating habits. However, in order to create a lasting change towards food security and sustainability, it is the food system itself that must change. As an assessment of this change, we have tracked the opportunities that individuals and families have to be active through multiple aspects of our food system, and have found that 20% of partner school wellness team members participated in multiple SFC program components, demonstrating improved opportunity for local food systems engagement.

SFC also recognizes the importance of supporting change in other communities. The strength of our efforts includes both the deep connections that SFC has in our community as well as the tools, resources, and experience to implement meaningful programs. Rather than expanding the organization to other areas, SFC works to identify groups in communities outside Central Texas that have meaningful community relationships and that have the capacity to plan, implement, and assess local food systems programs. In June 2013, SFC provided program replication training to twenty-four individuals representing ten organizations in three states, offering ongoing consultation for planning and implementation. The new Center, with training space, educational garden, and teaching kitchen will allow this effort to continue expanding in future years.



BE PART OF OUR HEALTHY FUTURE

SFC CORE VALUES

FUN

RESOURCEFULNESS



We foster an enjoyable and fruitful environment for healthy living.

What does this value look like in action?

- We devote the time and space to create a workplace that we enjoy.
- We create experiences that inspire individuals and communities.
- We engage communities in exploring creative and impactful activities.
- We strive to incorporate passion, humor, spontaneity, and joy into our daily lives.
- We maintain a healthy balance between our work and our personal lives.

We make the best use of resources to achieve the greatest possible outcomes.

What does this value look like in action?

- We are creative problem solvers striving for innovative solutions to systemic challenges.
- We value and seek to strengthen existing community resources.
- We seek knowledge of our complex food system in order to be a valuable resource to the community.
- We challenge ourselves to exceed expectations in our daily work.

SFC CORE VALUES

INTEGRITY

COLLABORATION

EMPOWERMENT

We approach our work, the community, and each other with authenticity, honesty, and respect.

What does this value look like in action?

- We provide credible and trustworthy community-based programs and resources.
- We respect each other, our community, and our environment in all that we do.
- We support open and honest dialogue, and assume the best intentions in others when dealing with conflict.
- We are transparent and ethical in our stewardship of the organization and our resources.

We cultivate meaningful relationships with each other and the larger community.

What does this value look like in action?

- We prioritize teamwork, shared responsibility, and group problem-solving as a means of effectively reaching goals and addressing challenges.
- We embrace the idea of collective impact by actively seeking and responding to partnership opportunities.
- We contribute fully to collaborative efforts, and value the same level of participation from our partners.
- We embrace our diverse community and the connection we share within our food system.

We believe that the community's inherent power and leadership is the foundation for a truly equitable and sustainable food system.

What does this value look like in action?

- We learn alongside community members, through open exchange and sharing of skills, knowledge, resources, and tools.
- We help build capacity for a return of power over the food system to the community.
- We ensure that the community is involved in leadership and decision making of the organization.
- We advocate for inclusive stakeholder involvement in decisions on food systems and policies.
- We ensure that all of our programming supports food production, marketing, distribution and preparation as a means for individual, family and community self-sufficiency.

GROW LOCAL

Food is homegrown.

Growing food close to home empowers people to make healthier food choices, builds community connections, and preserves biodiversity and our natural resources. Grow Local, SFC's flagship program, inspires children and adults to become participants in the local food system by growing their own food and sharing it with their neighbors. We connect people with the knowledge, resources, and space they need to grow food sustainably. Through Spread the Harvest, Grow Local empowers individuals to grow fresh produce and share it with others in need, and also provides free gardening resources (including seeds, seedlings, and compost) for low-income gardeners. Grow Local offers handson sustainable food gardening education, taught by trained community-based facilitators. Both free and fee-based classes are offered, including the only Spanish basic organic gardening classes in Austin. Through our Citizen Gardener project, participants take their newly attained knowledge out to benefit their community, completing 10 hours of volunteer service at partner community gardens, school gardens, and farms. Grow Local also trains and assists leaders in launching and sustaining community and school gardens, which are vibrant spaces for learning, cooperation, and food production.

SPREAD THE HARVEST

- 14,135 Individuals were served through Spread the Harvest.
- 71% of Spread the Harvest participants served were low-income.
- 26 new schools, 87 total, received free resources to help them carry out their school gardening project in exchange for tracking their harvest and sharing with others.
- 10,702 garden fresh produce meal equivalents were shared by Spread the Harvest participants.
- 85% of Spread the Harvest participants increased their consumption of fresh fruits and vegetables.
- 2 Give-Away Days were held where free resources such as compost, seeds, and transplants were distributed to local residents.

CLASSES & TRAININGS

- 16 garden education classes and 6 garden leadership trainings were provided.
- Basic Organic Gardening classes were provided in Spanish, and Spanish translation was provided at 6 additional classes.
- 461 individuals attended Grow Local classes and trainings.

COMMUNITY & SCHOOL GARDEN ASSISTANCE

- 182 school garden groups and 87 community garden groups received education, resources, or other assistance for their garden projects.
- 7 community gardens received Grow Local fiscal sponsorship.
- Recruited 9 School Garden Volunteers who were matched with local schools to provide additional support and assistance for garden programs.
- Community members shared information, resources, and support about school
 and community gardens through the Coalition of Austin Community Garden and the
 Austin School Garden Network (Grow Local staff co-facilitate the coalitions that
 organized these events).
- Began development of SDF Community Garden and JP's Peace, Love and Happiness Foundation Teaching Garden with 11 volunteer workdays for community members and other groups to prepare the land.

SFC PROGRAM ACCOMPLISHMENTS





Grow Local served 14,135 individuals.

CLIENT STORY

Julio Perez wears a handkerchief tied around his head and a welcoming smile. He can be found most days weeding and planting at Festival Beach Community Garden, and if you meet him there, he might answer your question about the strange gourd growing along the fence, or about how to get involved with the garden ("You can help me in the Communal Plot anytime!"). Julio's dedication to this community garden has to do with its location in the heart of his childhood home, Central East Austin, but his connection also goes much deeper.

Some years ago, Julio was diagnosed with a terminal illness. He found himself weak and in poor health, and he experienced bouts of depression. Then, by accident, he got involved with Festival Beach Community Garden. "I have a team of volunteers who keep an eye on me," Julio explains. "One lives near Festival Beach, and I told her and her husband they should try gardening here." They signed up for a plot, but grew frustrated at their lack of success. "I told them, 'Don't give up! Let me help you.' "Julio drew from his lifelong gardening experience and showed his friends how to use the right tools, how to weed properly. They completely cleaned out the garden together. By the end, Julio's friends were moved: "They were like 'Oh my god, we do have a garden!"

Julio was hooked. He got his own plot at Festival Beach and started attending the meetings. "The garden really helped with my mental health, and also my physical health. Since I've been here, I've become stronger." Julio quickly ramped up his involvement. "Why be down, at home, depressed, when I can be out here, doing something positive, something that I enjoy?" These days, he helps manage Festival Beach's Communal Plot. Julio and his team grow, harvest, and wash fresh veggies for the food pantry at the Rebekah Baines Johnson (RBJ) Center, an independent living center for low-income seniors and people with disabilities.

Julio uses free materials from SFC's Spread the Harvest program to keep the Communal Plot growing. "We don't have any funds to be buying compost. Since we're able to go to [SFC], and we're able to get seeds and plants from y'all, it's a big help. And of course, this is allowing to us help the people at RBJ."

By just being at the garden, Julio says, "you're doing a lot: you're inviting, you're feeding, you're educating people. Even just people that are walking by." The impact the garden makes in people's lives—including his own—is inspiring to Julio. "It feels good to help people. It feels good to be able to give something to someone who really needs it. It's nice for them to be able to come, and feel welcome."

FARM DIRECT

Food is connection.

Farm Direct program demonstrates SFC's core "seed to table" philosophy. Farm Direct includes the farmers' markets and related market access initiatives, plus Farm to Cafeteria, Farm to School and Farm to Work projects.

Sustainable Food Center connects producers and consumers through custom designed web-based applications to broker local produce through Farm to Cafeteria and to make sales to individuals through Farm to Work. SFC also provides promotions and outreach as well as administrative support for these programs.

The use of online tools to manage orders and payments, paired with the administrative and promotional support that SFC provides, allows the farmers to concentrate on producing high-quality food and the institutions and individuals can focus on preparing and eating nutritious, local foods.

"I feel more connected to the Austin community."

- SFC Farmers' Market Customer



SPROUTING HEALTHY KIDS, FARM TO SCHOOL AND FOOD SYSTEMS EDUCATION

In the past year, Sustainable Food Center worked closely with community partners, including Austin Independent School District, Marathon Kids, school Family Resource Centers, Community-School Alliances, and others to strengthen connections with area schools and school communities. SFC's direct work with 15 elementary schools and 4 middle schools in Austin ISD, plus the KIPP Austin Public Charter School District includes community organizing to build Wellness Leadership Teams at the schools and help connect these teams with SFC programs. These include farm-to-school local food purchasing and food systems education support and activities provided as part of Sprouting Healthy Kids. Several schools hosted "Meet the Farmer" events and local veggie sampling activities in their school cafeterias, plus Austin's version of Chefs Move to Schools, called Local Chefs-Local Fresh.

The connections with the Wellness Leadership Teams also enabled team members to bring other SFC Cultivating Healthy Communities activities to their campuses and communities. Parents, teachers, school staff, and community members helped to coordinate, and participated in, School Garden Leadership Trainings, Community Garden Leadership Trainings, Basic Organic Gardening Classes, and The Happy Kitchen/*La Cocina Alegre*® cooking classes.

SFC PROGRAM ACCOMPLISHMENTS





"I have access to local organic food. That is not the case everywhere; great things to teach kids!"

- SFC Farmers' Market Customer

FARM TO CAFETERIA & FARM TO WORK

- Farm to Cafeteria/Farm to Work reached \$186,438 in sales, with over 1,690 unduplicated customers.
- 7 farmers were involved consistently.
- Multiple institutions participated, including 38 Farm to Work worksite partners, plus 5 Farm to Cafeteria locations at University of Texas, Mainspring Schools, Pickle Commons Center, St. Edwards University and KIPP School.

FARM TO SCHOOL

- 52 schools, including 49 AISD schools and 3 charter schools, participated in Farm to School.
- Farm to School facilitated 33 food systems education events including meet the farmer, veggie sampling, and market tours.

SFC FARMERS' MARKETS

- Four farmers' markets were held year-round with a total of 255.458 customers.
- Gross sales for all four SFC markets was \$2.88 million.
- 2,068 SNAP (Supplemental Nutrition Assistance Program) and Women, Infant and Children (WIC) customers participated in the Double Dollars Incentive Program and \$33,348 in match incentives were redeemed.

THE HAPPY KITCHEN/ LA COCINA ALEGRE® Food is family.

The Happy Kitchen/*La Cocina Alegre*® Program has grown its program participant numbers by 335% in the past two years! A large part of this growth is attributed to the worksite wellness initiative which aims to teach healthy cooking and eating classes in a fun, yet educational manner right at the place of employment.

Lynn T. of the City of Austin was one of many employees who left a Happy Kitchen workshop feeling inspired. "I enjoyed [it] so much. I even made the sweet potato wraps over the weekend! I try to eat healthy foods and this program really brings it down to a simple, understandable level. The two [Facilitators] doing the presentation were so down to earth and engaging. Everyone could benefit from these sessions."

"I related to [the Facilitators] as though they were members of my family or social network. They were very personable and authentic in their approach. And they genuinely care about helping our community make better health decisions. Thank you!"

- Darla, 6-week cooking class participant





From 2011-2012 to 2012-2013, The Happy Kitchen/La Cocina Alegre® (THK) served 26% more clients

- 27 free, six-week cooking classes were held in the community, with 579 participants.
- 97% of The Happy Kitchen/La Cocina Alegre® participants eat more fruits and vegetables and 94% choose more whole grain products after attending the 6-week class.
- 45 free, 1-3 hour cooking workshops and demonstrations were provided for 1,274 people.

SFC PROGRAM ACCOMPLISHMENTS

FREE 6-WEEK SERIES

THK provides a six-week series of cooking and nutrition education classes lasting 1.5 hours each week. Classes are located in recreation centers, faith communities, schools and community centers and led by trained community facilitators.

- 27 six-week classes serving over 1400 family members.
- 77% of children in households participating in six-week classes are low-income.
- 83% of cooking class participants are Latino or African-American.
- 97% of cooking class participants increased their fruit and vegetable intake after taking the 6-week class.

FREE 1-TIME COOKING

CLASSES showcasing a healthy, culturally appropriate dish and necessary nutritional information. The demos aim to introduce the community to THK and SFC programs.

• 10 classes, serving 222 participants.

FRFF COOKING DFMOS

at Sprouting Healthy Kids-Marathon Kids partner elementary schools lead by peertrained Facilitators in combination with school health nights

• 5 demos serving 450 people.

FACILITATOR SERVICE

is tracked throughout the year, with the goal of each Facilitator leading a minimum of two sixweek class series or four one-time classes

• 61% of active Facilitators achieved this goal, with many surpassing it.

FACILITATOR CONTINUING

EDUCATION workshops increase knowledge and capacity among peer-trained facilitators.

- 4 workshops (2 in English, 2 in Spanish).
- 66% of active Facilitators attended workshops .

WORKSITE WELLNESS

CLASSES last 1-3 hours and focus on a type of dish or a type of food; they are much more in depth than cooking demonstrations. The workshops aim to introduce the community to THK and SFC programs as well as affect one or two eating/cooking/shopping behaviors.

• 29 workshops, serving 602 people.

PROGRAM EVALUATION

conducted by Graduate Student, Rachel Pauly, MPH with 93 interviews of participants in the six-week cooking classes. Results indicate significant dietary changes for consumption of 8 of the 15 dietary intake variables, including intake of fruit and vegetables, whole grains, and saturated fat, as well as self-efficacy to select and prepare nutritious meals.



FOOD IS... FARM TO SCHOOL

When young people have access to healthy food, gain knowledge about healthy food systems, and develop relationships to with their local food system, they increase their consumption of fruits and vegetables. Based on evaluation research during the first few years of SFC's Sprouting Healthy Kids project, we demonstrated the effectiveness of providing availability of local foods in the cafeteria combined with experiential education such as afterschool and classroom gardening and healthy cooking. As Sprouting Healthy Kids expands to more schools, the program will build on this success and strengthen our afterschool activities and our other educational activities.



SFC PROGRAM ACCOMPLISHMENTS



Local food purchasing is currently available in 49 Austin ISD campuses, plus several charter schools

- Printed promotional materials, such as farmer profile posters, shelf-tags, and table-tents were distributed to all eligible schools, in conjunction with the UT Nutrition Department.
- Wellness teams of parents, school staff, and community members have been formed at 23 schools through our work with middle schools and our partnership effort with Marathon Kids in elementary schools.
- 33 food systems education programs were held at schools, including Meet the Farmer events, Veggie Sampling activities, farmers' market tours, and healthy cooking demonstrations.
- SFC leads afterschool gardening and healthy cooking clubs and provides activity guides and resources to several more schools.











Spent at community outreach events



Engaged at festivals, fairs, & outreach events

1000+ HOURS

Devoted to the office by volunteers and interns

VOLUNTEER ACCOMPLISHMENTS





Donated to the farmers' market



Contributed in the Teaching Garden



FOOD POLICY AND ADVOCACY — Food is nonpartisan.

Policies at local, state, and federal levels can help or hinder local food systems efforts. Therefore, SFC dedicates significant time and effort researching relevant policy issues, advocating for positive changes, and engaging stakeholders. Specific issues and related efforts this year have included:

CITY/COUNTY

SFC's Executive Director served as Vice Chair of the Austin/Travis County Sustainable Food Policy Board (SFPB), which advocated for healthy, local food in city/county venues; SNAP outreach and incentive dollars for farmers' markets in the next FY city budget; an Economic Impact Analysis of urban agriculture and the local food sector; the implementation of the USDA/EPA Food Recovery Hierarchy both internally and throughout Austin and Travis County; and synergy between SFPB efforts and the Imagine Austin plan as well as the Community Health Improvement Plan related to food security.

Joy Casnovsky, The Happy Kitchen director, chaired SFPB Working Group, "Healthy/Local Food and City/Council Venues." Resolution adopted by SFPB, sent to City Council, who approved and created internal City working group to implement.

Suzanne Santos, The SFC Farmers' Markets Director, participated in stakeholder group to form the new Farmers Market Permits issued by the City of Austin, lessening the financial and administrative burden on behalf of farmers and small businesses.

STATE

SFC staff provided research and insight relevant to the drafting of several pieces of state legislation in support of local food systems, and provided additional research and testimony during legislative committee hearings. Specifically, SFC supported the following successful Texas legislation:

- DSHS Better Communications bill that enforces accountability among health department staff when dealing with local food producers.
- The Farmers' Market Bill that allows for sampling and for educational cooking demonstrations at farmers' markets.
- Texas Cottage Foods Law to expand marketing outlets for home-based producers of nonhazardous foods, to include home sales, farmers' markets, and fairs and festivals.

SFC worked closely with the Farm and Ranch Freedom Alliance and with Texas Organic Farmers and Gardeners Association during this session, and will continue to partner with these and other groups for future state-level policy action. SFC's Executive Director served on the Advisory Panel of the Texas Health Institute's Texas Health in All Policies Project, with strategies meant to ensure that all policies and services from all sectors have beneficial or neutral impacts on the determinants of health.

FEDERAL

As the Farm Bill debate at the federal level drags on, SFC is working to stay involved and offer support for provisions that support healthy, local food systems, new and beginning farmers and ranchers, and effective conservation programs. We will continue to seek input from local farmers and other stakeholders on these issues, and to communicate with our US Congress members. We will also work to stay informed, and share information, about the Farm Bill as well as other legislation that impacts food systems, such as the Food Safety Modernization Act.

FOOD POLICY AND ADVOCACY



STAFF ASSIGNED TO POLICY GROUPS

Ronda Rutledge, Executive Director

Austin/Travis County Sustainable Food Policy Board (Vice-Chair), Texas Food Policy Roundtable, OneVoice Central Texas, THI's Texas Health in All Policies Project (Advisory Panel)

Andrew Smiley, Deputy Director

AISD School Health Advisory Council (Co-Chair), Partnership for a Healthy Texas, National Farm to School Network Policy Committee, plus involvement with Farm and Ranch Freedom Alliance

Jess Guffey, Grow Local Co-Director

Community Food Security Coalition policy committee, Children in Nature Collaborative, Austin School Garden Network

Sari Albornoz, *Grow Local Co-Director*Coalition of Austin Community Gardens

Joy Casnovsky, *The Happy Kitchen/La Cocina Alegre® Director*American Public Health Association, Texas Public Health Coalition,
Austin/Travis County Sustainable Food Policy Board "Healthy, Local,
Sustainable Food in City/County Venues" Working Group

Susan Leibrock, *Community Relations Director* American Community Gardening Association

Suzanne Santos, SFC Farmers' Market Director Republic Square Partners, consultation to Austin/Travis Co. Health and Human Services

Michael Hanan, SFC Farmers' Market Coordinator Austin/Travis County Sustainable Food Policy Board, Urban Farms Working Group



BUILDING OUR CENTER

FOOD IS...HOME

We are forever grateful for all the individuals and groups that came to help us build our new home!











COMMUNITY GARDEN & TEACHING PAVILION









CONDENSED AUDITED FINANCIAL INFORMATION JULY 1, 2012 - JUNE 30, 2013

3,756,771

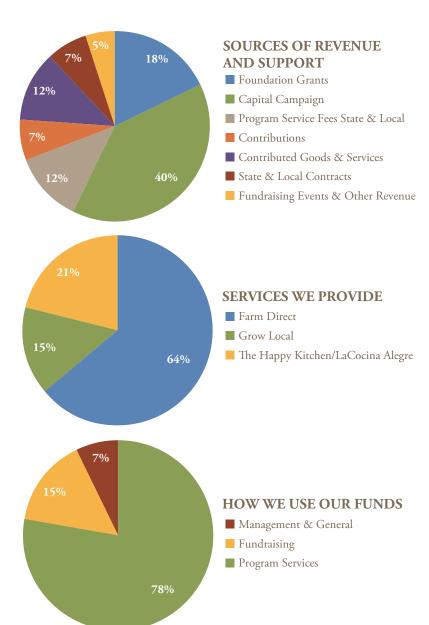
REVENUE

Foundation Grants	540,536	18%
Capital Campaign	1,226,104	40%
Program Service Fees	365,414	12%
Contributions	218,133	7%
Contributed Goods & Services	365,057	12%
State & Local Contracts	220,807	7%
Fundraising Events & Other Revenue	5%	
Total Revenue	3,085,883	100%
EXPENSES		
Program Services		
Farm Direct	954,879	50%
Grow Local	225,970	12%
The Happy Kitchen/LaCocina Alegre	307,208	16%
Fundraising	295,502	15%
Management & General	127,415	7%
Total Expenses	1,910,974	100%
Excess of Revenue over Expenses		
Excess related to Unrestricted Funds		563,064
Excess related to Temporarily Restricted	611,845	
CHANGES IN NET ASSETS		
Total Revenue	3,085,883	
Total Expenses	1,910,974	
Increase in Net Assets	1,174,909	
Net Assets, Beginning of Fiscal Year	2,581,862	
	2 756 771	

In fiscal year 12-13, Sustainable Food Center charged 15% for fundraising and 7.3% for management and general.

Net Assets, End of Fiscal Year

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



STAFF

Ronda Rutledge

Executive Director

Andrew Smiley

Deputy Director

Debi Vanwey

Finance Director

Angela Osborn

Capital Campaign Director

Susan Leibrock

Community Relations Director

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Volunteer Resources Manager

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Sari Albornoz

Grow Local Program Co-Director

Jess Guffey

Grow Local Program Co-Director

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The Happy Kitchen/La Cocina Alegre® Program Coordinator

Katy Levit

The Happy Kitchen/La Cocina Alegre® Developer

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SFC Farmers' Market Director

Cecil Winzer

SFC Farmers' Market Manager - Downtown R. Hunt Grundy

SFC Farmers' Market Coordinator

Matt Macioge

SFC Project Manager and Farmers'
Market Coordinator

Michael Hanan

SFC Farmers' Market Coordinator

Claudia Harding

SFC Farmers' Market East Outreach Coordinator **Grayson Ohelm**

SFC Farmers' Market Coordinator

Bianca Biudic

AmeriCorps VISTA

Molly Costigan

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Vanessa Toro
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Catalina Cantin and Mickey Johnson
Candy and David Cantrell
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