



ANNUAL REPORT FOR 2018



DIRECTOR'S STATEMENT

Petaluma Bounty was started in 2006 to address the community's greatest unmet need- access to fruits and vegetables- as identified by a two year Community Needs Assessment conducted by the Hub of Petaluma.

Over years of planning, implementing and evaluating programs, our mission has evolved to building community food security through Access, Education, Engagement, and Empowerment. This represents a shift from symptom alleviation to systems change by investing in a thriving local food system where consumers make informed decisions; farmers make a decent living while prioritizing ecological stewardship of the land; and all people - regardless of income - have access to healthy, culturally appropriate food.

This report highlights our shared 2018 accomplishments. Also of note and new this year, is the Bounty's involvement in crucial policy conversations about food security, and two ground-breaking research projects with the University of California, Davis and UC Cooperative Extension (UCCE).

With a handful of staff members and a vast network of volunteers and supporters, we are changing our food system starting from the soil microbiology at the Bounty Community Farm to the state capital. We are proud of our shared accomplishments and look to 2019 with excitement, curiosity, and a steadfast commitment to our guiding principles!

SUZI GRADY

Petaluma Bounty Director

BOUNTY COMMUNITY FARM

Bounty Community Farm is located on approximately three acres near downtown Petaluma. Due to the generous land offering by the Stonitsch Family, 2018 marked ten years of operation and stewardship of the Bounty Community Farm. With sustainable agricultural methods, we cultivate over 40 varieties of vegetables and fruits. Surrounded by four affordable housing sites, this green oasis is the hub and heart of our activities where we grow more than just nutritious food. We also foster skills and leadership and promote understanding of sustainable agriculture and its role in a healthy food system. By inviting others into our work, we offer an alternative model of community-centered food production and inspire the drive for a more just, sustainable, and healthy local food system.

Our 1.5 farm staff members coordinate all formal and informal learning activities on the farm as we grow food in community for community. Through drop-in volunteer work, academic internships, Sonoma County Eco-Youth Corps (a job training program for youth), service learning projects, corporate workdays and more, everyone participates in making our community more food secure. The majority of our produce goes to low-income families and seniors in our community who would otherwise not be able to afford locally grown healthy food.



PROGRAM PRIORITIES

At Petaluma Bounty, we push beyond the immediate demands of hunger relief toward community food security and hunger prevention. Our programming expands our community's capacity to feed each other now and into the future. All parts of our food system are interconnected and solutions must benefit multiple stakeholders.

Access: Increase access to healthy food for low-income families and seniors while improving the economic viability of local farms

Education: Foster positive relationships to food, farming, sustainability and increase healthy behaviors and lifestyles for all people, especially those facing poverty and diet-related diseases

Engagement: Maximize awareness and utilization of existing federal, state, and local programs while prioritizing participant driven research and program design to ensure services and programs reflect the changing needs of our community

Empowerment: Build skills in gardening, farming, food preparation and preservation, as well as hands-on experiences combating food insecurity in our community with methods that empower all community members to be part of the solution. Increase awareness and utilization of existing services while co-creating innovative programming that builds our community capacity toward community food security

ACCESS

EDUCATION

ENGAGEMENT

EMPOWERMENT

FOOD ACCESS

10,399 pounds of produce gleaned through Bounty Hunters program and donated to local food pantries.



53% of produce sold at a discounted rate to low-income customers at the Bounty sliding scale farm stand and Farmacy.

Farmers' Market LIFE improved access to locally grown produce at **15** farmers' markets by providing a dollar-for-dollar match to CalFresh users.

\$136,229 

in matching incentives and CalFresh distributed through LIFE.

244

bags of produce made, including **83** free bags for farm-based healthy living program, ALIVE, as well as **161** discounted CSA bags to low-income community members.



ENGAGEMENT

We worked with other community leaders to convene **30 emergency food providers** after the fires in October 2017.



To increase utilization of existing federal and state food access programs, we co-hosted **20** farmers' market CalFresh tours with the Northern California Center for Well-Being.

EMPOWERMENT

13

young adult interns learned skills in farm production, food literacy education, and non-profit administration.

8

Sonoma County Youth Ecology Corps members learned on-farm job readiness skills.

EDUCATION

210

12 sessions of our ALIVE program, where 12 limited income families participated in farm-based, nutrition-centered learning.



participants contributed to farm production through service learning visits.

218

students visited the farm through field trips and school groups.

FOOD ACCESS

Due to increases in the cost of living and stagnated wages for many, access to healthy, affordable, local food is still unattainable to too many. According to the Sonoma County Hunger Index Work Group, 29% of Petaluma households may be food insecure.

Petaluma Bounty takes a multi-pronged approach to addressing food insecurity. Bounty Farm provides over half of the produce grown on site at under-market rates or free to limited income households. Our Bounty Hunters program collects high quality food that would otherwise go to waste and distributes to agencies feeding people in need.

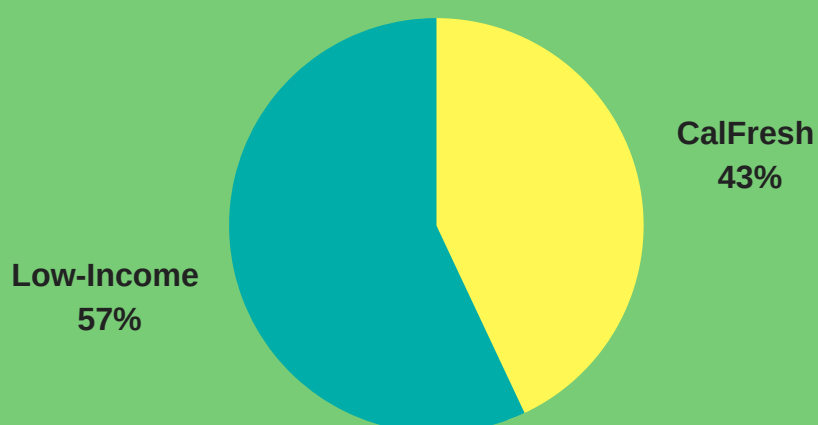


FOOD ACCESS PROGRAM STATISTICS

- **7,500** pounds of food harvested from Bounty Farm with over half being sold at our sliding scale outlets (Petaluma Farmacy and Bounty Farm Stand)
- **161** Bounty Bags made for our CSA members
- **83 free** CSA bags made for members of ALIVE, our farm-based garden education and healthy living program
- **10,399** pounds of fresh produce was harvested, recovered, or redistributed by Bounty Hunters to and provided **free** to agencies serving low-income community members



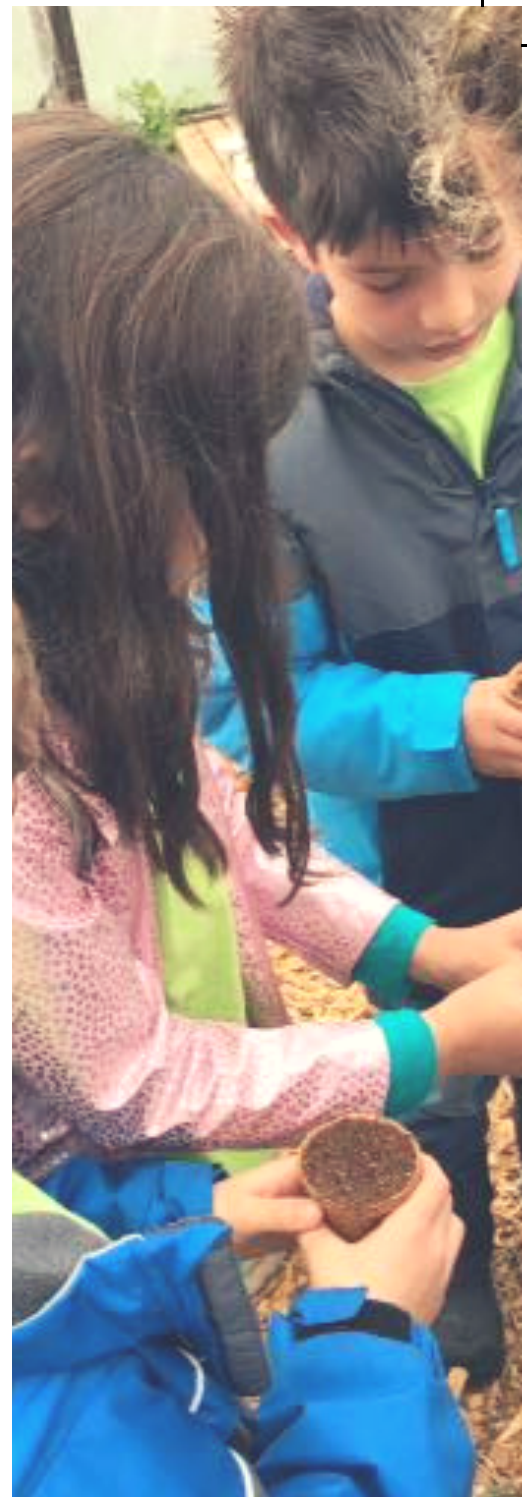
BOUNTY BAG CSA PROGRAM & FOOD ACCESS



Out of 161 bags made in our Bounty Bag CSA program, 70, or 43%, went to CalFresh recipients at a 50% discounted rate, and the rest went to low-income community members at a 30% discounted rate.

EDUCATION

We believe that a thriving community food system relies upon an understanding of food literacy, helping to foster positive relationships to food, increase healthy behaviors, and inspire awe and wonder. At Bounty Farm, our educational programming includes ALIVE, a farm-based garden education and healthy living program for low-income families, field trips with local schools, internships, and community workshops. Through our hands-on experiential education initiatives, Bounty continued to expand understanding around food literacy and sustainable agriculture; nurtured environmental stewardship and curiosity; and sparked conversations around food's central role in our community.



"I liked most the
conviviality, the
coexistence, learning
more about the food we
bring home, and getting
to know the other
participants."
- ALIVE member on their
experience at the farm,
2018



EDUCATION PROGRAM STATISTICS

- **14** field trips took place at Bounty Farm, with over **218** local students visiting the farm during this period
- **13** interns completed their internship at Petaluma Bounty
- **12** low-income families took part in ALIVE, our free farm-based food literacy and healthy living program



589

educational visits from community members – youth and adults – took place at Bounty Farm through field trips, corporate engagement, and service-learning opportunities

ENGAGEMENT

Engagement is multi-directional. To keep programming responsive and aligned with community needs, we convene, listen, design, and seek feedback regularly. In our engagement work, we strive to expand community awareness, collaboration and action around solutions to food waste, food insecurity, ecological harm and other shortfalls of our conventional food system. Our methods empower food-insecure community members into a greater sense of agency, turning recipients into participants. Our programming is responsive, aligned with, and reflective of our community food system - making sure more voices are heard.



ENGAGEMENT PROGRAM STATISTICS



- Over **1200** volunteer hours logged in 2018
- **180** new volunteers to the farm
- Food Resource Guide distributed to **60** community partners
- **14** service-learning visits from local colleges and youth groups, with **210** participants
- **57** people from local businesses or organizations supported the farm in addition to regular volunteers
- Convened **30** emergency food providers to learn from the 2017 fires and published a comprehensive report
- Increased door-to-door outreach at **four** affordable housing sites and held **two** community listening sessions regarding program relevancy and prioritization

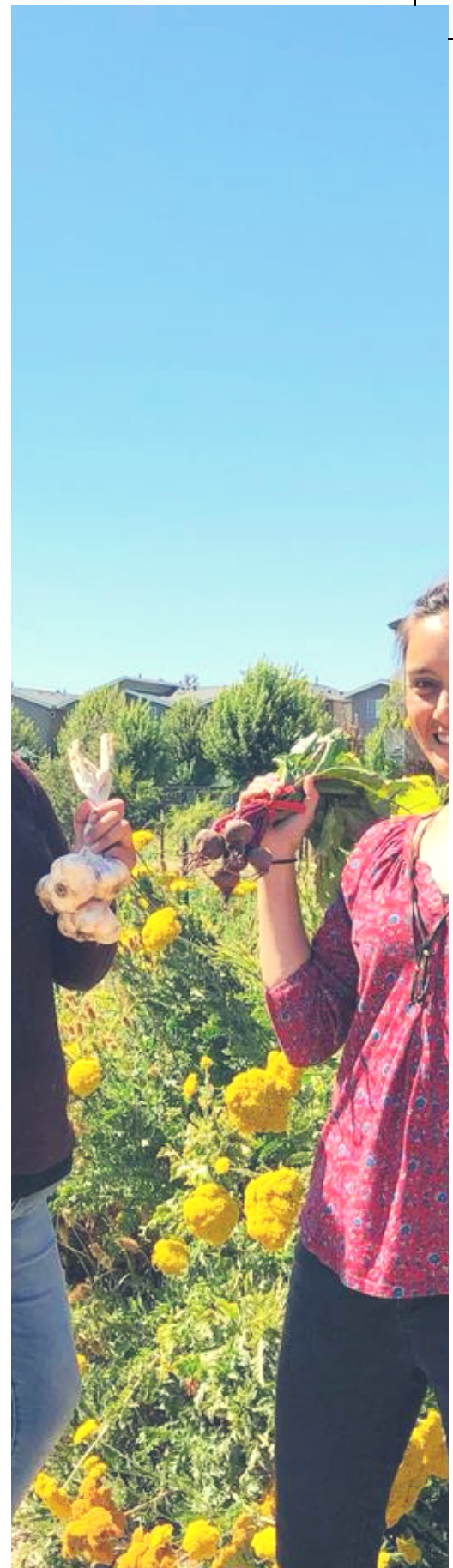


Volunteers are the backbone of our work at Petaluma Bounty. Without their collective effort, we could not harvest the food we grow, share news about our programs, or fix structures on-site. We thank our volunteers for all of the heart, sweat, and deep knowledge they put into our organization!

EMPOWERMENT

At Petaluma Bounty, we know that food has the potential to be transformative – it connects us to our land, our various cultures, and one another. We value the deep relationships that food can create and the empowerment and sense of agency that can spring from working together on the land. We cultivate a space for people to both build and share their unique knowledge, wisdom, and experiences. Empowerment moves us beyond hunger relief to a vision of a thriving local food system that addresses underlying systemic problems for long term and lasting change.

In our education programs, we build skills and community capacity in farming and gardening. While working together on the farm, we inspire changemakers, linking what's in our ground and what's on our plate. Low-income consumers' purchasing power is expanded for fresh, locally grown produce through food access programming rooted in empowerment, such as Farmers' Market LIFE or our sliding scale farm stand and CSA.



EMPOWERMENT PROGRAM STATISTICS

- **Six** community workshops brought new skills and knowledge to **49** adults
- **Eight** youth learned job-readiness skills during their eight-week employment on the farm
- **100%** of ALIVE participants cited feeling more empowered to grow food, engage with a community farm, or try new foods at the end of the program
- Hosted a **three-week** Leadership Seminar in collaboration with Sonoma State University

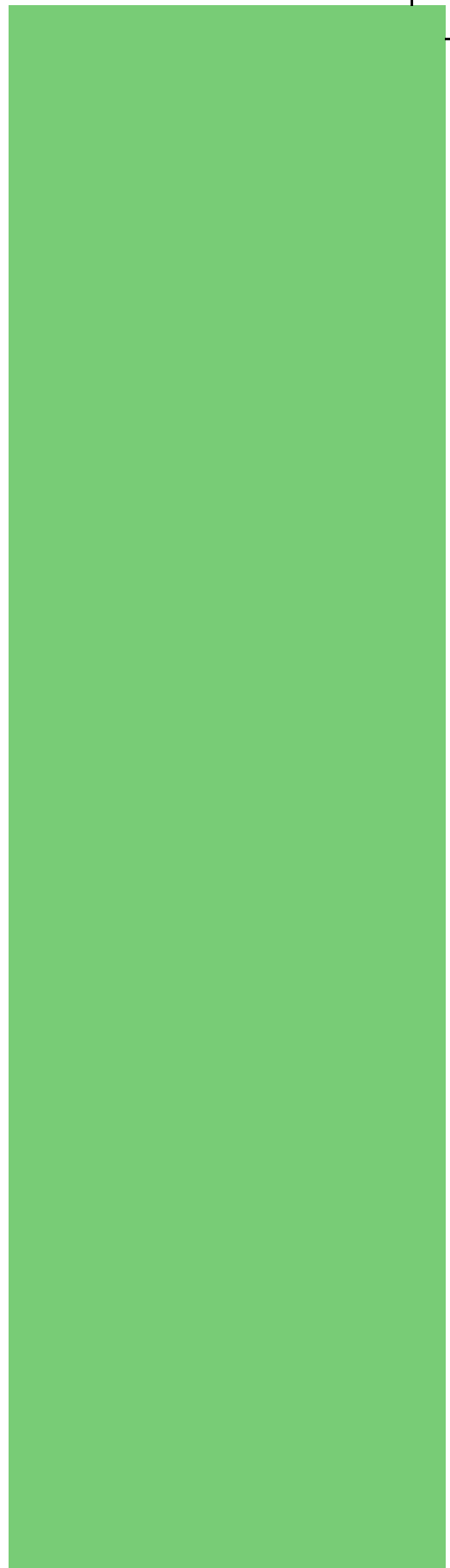


“[I feel] more oriented and more aware of how to grow my food. Participating on the farm [in the future] will be fun. I got to know new vegetables and learn new recipes.”
– an ALIVE member on participating in ALIVE, 2018

IMPACT BEYOND PETALUMA

While much of Petaluma Bounty's work is rooted in the surrounding community food system of Petaluma, California, we have broadened our scope through several policy and research initiatives as well as Farmers' Market L.I.F.E. (FM L.I.F.E.).

These projects are deeply aligned with our work in building community food security and we are grateful to the collaborators and stakeholders who have worked alongside us.



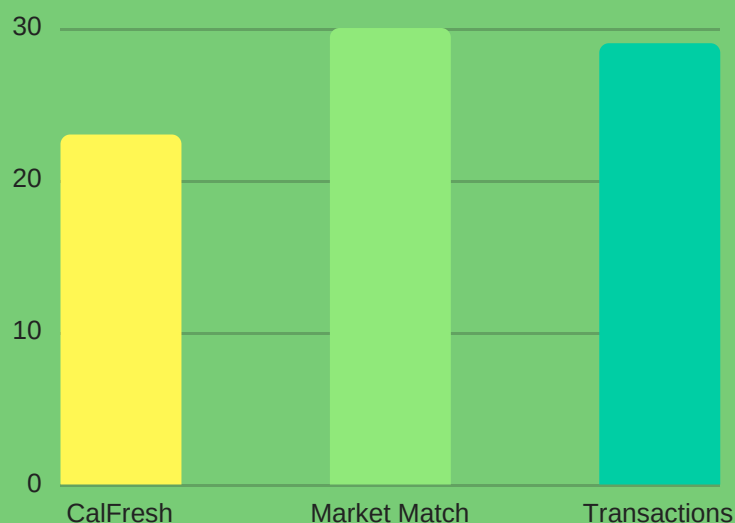
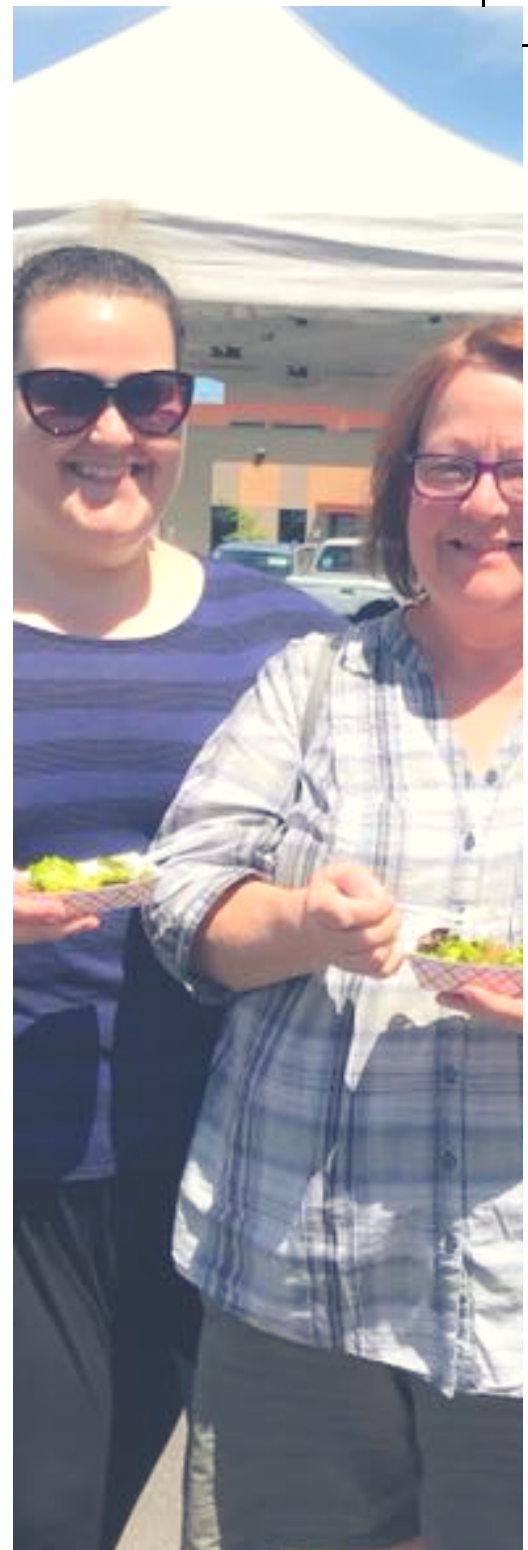
FARMERS' MARKET L.I.F.E.

Farmers' Market L.I.F.E. remains one of our empowerment-based initiatives. Farmers' Market L.I.F.E. (Local Incentive for Food and Economy) is a Market Match program available at 15 farmers' markets in Sonoma and Marin counties. It makes locally grown, healthy, fresh food more affordable to CalFresh (food stamp) customers while expanding the customer base of local farms. The program matches customers' CalFresh benefits spent at participating markets (EBT), dollar-for-dollar, up to a daily maximum.



FARMERS' MARKET L.I.F.E. STATISTICS

- During the 2018 season, Bounty administered Market Match to **15** different markets with **18** outlets
- **20** farmers' market tours and nutrition demonstrations were offered in partnership with the Northern California Center for Well-Being
- **\$75,074** of CalFresh were used at participating markets
- **\$61,155** of Market Match incentives were distributed to CalFresh Customers
- **4,682** transactions (purchases) were processed
- **234** CalFresh Customers used their benefits at participating farmers' markets for the first time



2018 saw a marked increase in CalFresh transactions (up 23%), Market Match distribution (up 30%), and overall transactions (up 29%) over the year

POLICY & RESEARCH

Petaluma Bounty's work is grounded in how systems impact local stakeholders (consumers, farmers, distributors, and beyond) and what we can do to strengthen our local food system to better meet the needs of all stakeholders. In 2018, Bounty designed and executed several policy and research projects in collaboration with other food system leaders.

In response to the fires in the fall of 2017, Bounty supported fire recovery efforts, research and policy as it pertains to food security and local food systems in collaboration with community activists, other nonprofits, and UC Cooperative Extension (UCCE).

Emergency Food Response Gathering: As part of the leadership team, Bounty convened over 30 service providers and published a Summary of Findings and Recommendations, parts of which were incorporated in the County of Sonoma Recovery and Resiliency Framework.

Food Safety Post Urban Wildfire: Bounty launched the Produce Safety After Urban Wildfire Citizen Science initiative in collaboration with UCCE, and scientist Vanessa Raditz.

Bounty also developed and implemented two research projects with UCCE and UC Davis scientists to investigate complex multi-disciplinary issues in the food system:

Community Health: A Community Needs Assessment of the Food Recovery Movement: documenting the inherent tensions and need for balance between food safety concerns and food access to achieve great community health and food security.

Farmers' Market Promotion Grant from the USDA to utilize participatory-based research to develop and pilot research-based, locally relevant structural, operational, and marketing innovations at several farmers markets to: increase use of SNAP at farmers markets; expand the customer-base of farmers market shoppers; and make farmers markets more reflective of the communities where they are located.

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been possible without your
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