

# ANNUAL IMPACT REPORT 2021



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# DIRECTOR'S STATEMENT

2021 was *difficult*. It brought further pandemic hardships and restrictions, political upheaval, polarization, destabilization, and the passing of important local leaders in food systems, farming, and community development. It was a year that called upon us all to draw even deeper from our reserves and push ourselves to examine how well our actions aligned with our values.

Our team and community responded with equanimity and grit, as demonstrated in the following pages. We came together to build bridges, inspire hope, and most importantly, connect with each other while growing great food. I hope you take the time to read this report and relish in our collective accomplishments.

We lost great community champions. Will Bakx, Stephen Decatur, and Vince Harper each modeled service leadership that we all need to embody. They stood resolute and strong in building a more just and sustainable world through their work. They earned the respect of their peers and community through ongoing relationship building and a steadfast commitment to a cause greater than themselves.

They inspired thousands and trained the next generation to step in and step up to where they left off. Will taught and fought tirelessly to keep composting local, accessible, and engaging. Whenever possible, he accepted all our requests to teach a composting workshop and spread his enthusiasm for all things compost systems. Stephen Decatur started Live Power Farm in Covelo, CA after apprenticing with Alan Chadwick. He and his wife Gloria taught hundreds of apprentices and thousands of students how they stewarded their land using horse cultivation and time-tested methods.



I had the honor to work with him briefly during an unforgettable season in Covelo. Vince Harper, from CAP Sonoma, dedicated his life to youth and community development and though we didn't collaborate directly, many contacts and future leaders credit his mentorship for their success today.

While mourning the loss of many great people last year (including E.O. Wilson, Desmond Tutu, bell hooks, Colin Powell, Robert Moses, and Betty White to name a few) we also recognize that they helped prepare us to carry forward. Like the mighty Redwoods that sprout a secondary ring of trees from the roots of the original trees (a.k.a. fairy rings), we are nourished by the investment and foundation laid by yesterday's leaders.

We learn from their lessons, and vow to push further and dream bigger — all while cultivating the next generation (including my own new son born in December). As our redwood rings/spheres of influence expand outward to impact future activists, other communities, and people doing work in distinct sectors, *we draw strength and resolve from deep roots laid by our foreparents and mentors of yesterday.*

As the unraveling of conventional systems continues, we must hold steadfast and strong to a collective vision of a shared future. At Petaluma Bounty, that means 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 food. During a year of ongoing hardships, we are pleased with how our actions aligned with our values and hope that you too are moved to contribute.

—SUZI GRADY

# BOUNTY COMMUNITY FARM

## PRODUCTION

The Bounty Community Farm produced 8,700 pounds of seasonal vegetables and fruits consisting of 221 varieties of crops in 2021. Those fresh foods nourished local stomachs via direct sales and donations.

## PRODUCE DONATIONS

We donated 3,168 pounds to various community centers.





## PLANT SALES (SPRING AND FALL)

With COVID-19 safety protocols in place, we opened up the farm to our annual plant sales. The sales were done by time-slot sign-ups to balance crowd control and in-person enjoyment. We took into account feedback from our 2020 Plant Sales and set aside an early time slot for CalFresh/EBT customers, immunocompromised individuals, and seniors. We also integrated new practices to streamline operations while maintaining safe social distancing.

Our 11th Annual Spring Plant Sale offered 215 varieties of plants.

Our 2nd Annual Fall Plant Sale on August 29th offered a total of 71 varieties.



## SHARING AND SPREADING RESOURCES

At the core of Petaluma Bounty's values is a spirit of sharing. We couldn't do what we do without generosity, both ways. We shared and redistributed resources with schools, community groups, urban farms, churches, and more.



### STRAWBERRY CROWNS

We invited the community to join our strawberry orders so smaller needs were met. In all, 492 crowns were sold.

We donated 150 crowns to community gardens and school groups.

### SEED AND TOOL GIVEAWAYS

So many folks donated planter pots, wheelbarrows, seeds, tools, paint, gloves, and more in 2021.

We give special thanks to cattle rancher Steve for the huge donation of tools and planting pots. He went above and beyond sharing his extra supplies during his period of downsizing due to land displacement, extending generosity in the face of adversity.



## COMMUNITY PLANT GIVEAWAYS

After our two plant sales wrapped, our farm crew took no rest before seamlessly coordinating plant giveaways to organizations that share our values — a great respect for the Earth, a love of learning and spreading knowledge, sharing resources, and caring for the land.

### SPRING COMMUNITY PLANT GIVEAWAY

- We donated 2,300 plants (including 70 potato starts) to 17 community and school gardens in Petaluma, North Bay, and the Bay Area.
- We redistributed community donations including:
  - Wilco (potato & onion sets)
  - Five Keys Program Sheriff's Program (plant starts)
  - Azaleas from Gatti Nursery

The giveaway events also served as mini farm tours for the people who picked up the plants. In addition to those managing local school gardens, community gardens, and Bay Area urban farms, we welcomed local farmers who experienced crop losses due to extreme weather and other difficulties that plagued the region in the spring. We also supplemented plant starts for the GetStarted program and gave away 100% of donations.



## FALL COMMUNITY PLANT GIVEAWAY

The 2021 Fall Community Plant Giveaway sent off 5,200 plants to community and school gardens. These were plant sale leftovers plus farm production backup plants combined, including cabbage, kale, collards, bok choy, and more. We were happy to share plants with grassroots efforts to grow healthy food, shore up food security, and to educate kids.

This year, our giveaway was particularly well received by school garden coordinators. After more than a year of distance learning, students are back in school and able to go hands-on in the garden.



Wanda Stewart of East Bay' food justice movement Common Vision distributed many of our starts to school and community gardens in Oakland, Berkeley, and Bay Area nonprofit organizations growing produce for communities in need.

### Other recipient organizations:

- Sunrise Community Garden
- Community Alliance with Family Farmers
- St. James Community Garden
- Sequoia Elementary Garden

....and many more

25+ varieties

32+ community  
gardens

Petaluma, N. Bay  
& Bay Area



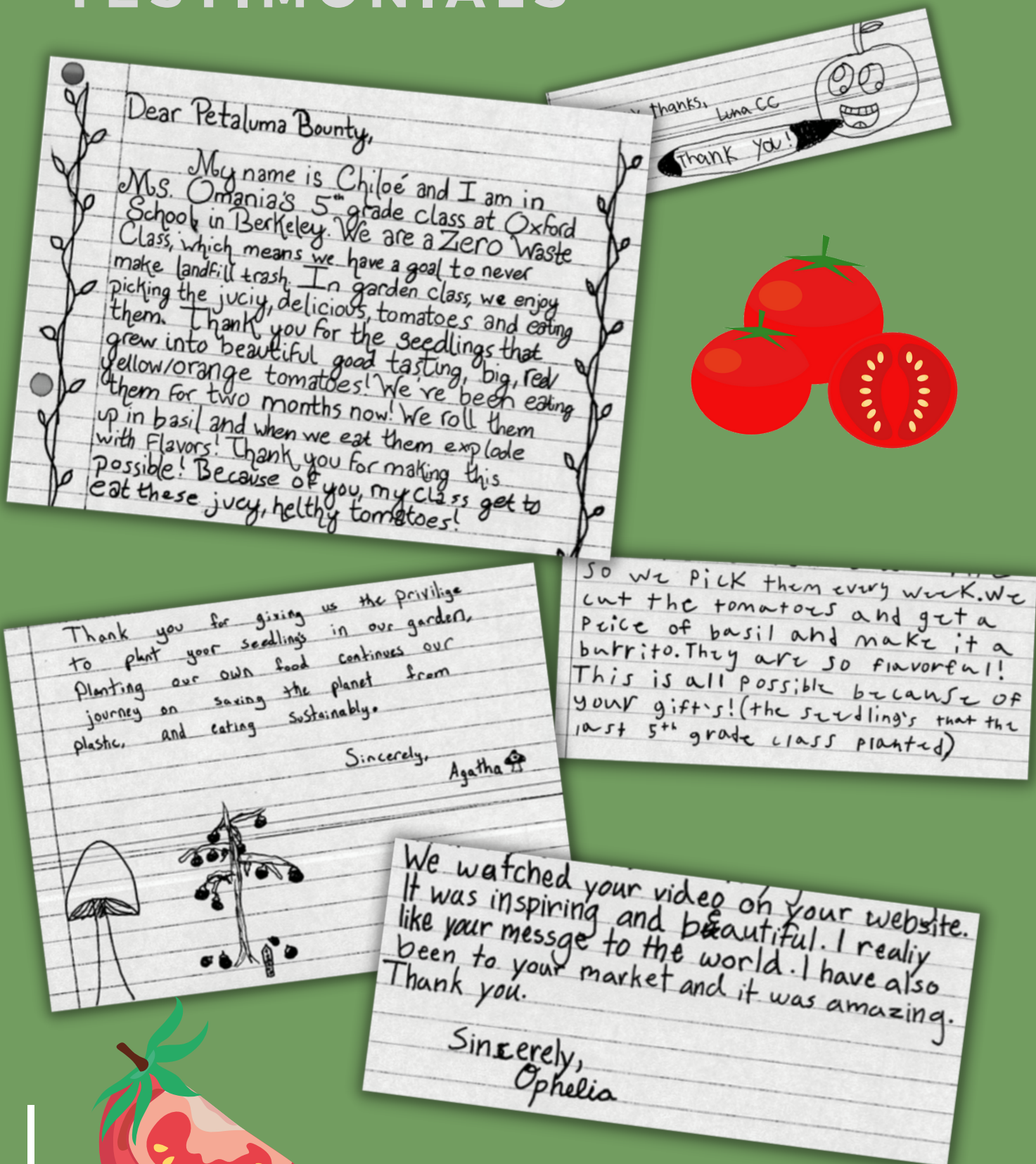
# TESTIMONIALS



## JACQUELINE OMANIA, 5TH-GRADE TEACHER OXFORD ELEMENTARY SCHOOL, BERKELEY

Our school recently moved locations and we had a brand new school garden this past year. The plants we received via Wanda from you were amazing and gave us a bountiful harvest. Last year's class planted them in the final 8 weeks of school (when they were allowed back in session after a year on Zoom). The planting gave everyone much joy. The current class was able to realize a bountiful harvest from all those seedlings. We enjoyed tomatoes galore.

# TESTIMONIALS





# BOUNTY PRODUCE OUTLETS

## FARMERS' MARKET

We are grateful for farmers' market management, local farmers, and supportive customers as we dealt with the second season under pandemic conditions. We were happy to spread nutritious food while soaking up positivity from the community at the Petaluma Walnut Park Farmers' Market.

## SALES STATS

- We sold nearly 3,800 pounds of produce at the Walnut Park farmers' market (29 weekly markets from May to November) and at the farm stand onsite (19 sales dates from June to November).
- We sold 154 sustainable flower bouquets from flowers grown at the farm. The bouquets raised \$1,273 for Bounty programs. We are grateful for Dani and her group of flower lovers and growers. Their flowers brighten up our farm and our spirits.







## FARM STAND

We sold 1,181 pounds of food this year at our Thursday Farmstand operations from June to October. We had many dedicated volunteers help throughout the season at the sales outlets. They didn't just make sales, but shared their enjoyment of fresh produce by talking to customers about recipe ideas, what it was like to harvest the produce, inviting customers to visit the farm, and more.





# EDUCATION & ENGAGEMENT

2021 began with hope that the pandemic would peter out. That wasn't quite how the story went. But buoyed by vaccines and a can-do attitude, our staff and volunteers continued to push forward with Covid-19 precautions in place.





Volunteers weren't just helpful, they were curious and engaged. Often, volunteers who were part of the harvest were interested in, "Where does all of this produce go?" and "How can I be a part of this mission?" We invited them to see how our production begins in the greenhouse, goes from seed to fruition, and onto harvest, handling, and packaging to make sure the community can enjoy our bounty.



### VOLUNTEER HOURS

In 2021, over 2,635 volunteer hours were logged. We had 262 new volunteers, not to mention regulars and returnees who all made the Bounty's work possible.





## VOLUNTEER ENGAGEMENT

We held two special volunteer events: Martin Luther King Jr. Week of Service and Cesar Chavez day.



## COMMEMORATING THE WORK OF CESAR CHAVEZ

During the first week of April, we commemorated Cesar Chavez, a pioneering activist who knew firsthand as a farmer the struggles of the nation's most powerless workers who put food on America's tables yet struggled to feed themselves. Our commemoration included a presentation by our then-Farm Manager Reyna and reflection with volunteers.

## MARTIN LUTHER KING JR. WEEK OF SERVICE

Our annual celebration of Dr. Martin Luther King Jr. Day of Service was extended to a Week of Service to expand volunteering opportunities while keeping groups small for COVID-19 safety. We welcomed 29 volunteers who logged almost 90 hours of service. Eight of the volunteers were first timers out at the farm.



## EDUCATIONAL ACTIVITIES

### INTERNS

Seven interns shared in our journey in 2021. The interns showed particular interest in sustainable development and food justice, using food as medicine, and more.

### SERVICE FAIR

In 2021, we took part in St. Vincent de Paul High School's annual Service Fair. Students from all grades visited the Petaluma Bounty's table to share their previous experiences participating in service-learning projects at the Bounty Farm, or showing interest in participating in the future. We loved hearing how much they enjoyed helping us at the farm. Adults approached our table to sign up for our newsletters to stay up-to-date on farm happenings and volunteer opportunities.

### TASTING KITS AND OTHER INFORMATIONAL EFFORTS

In the fall, we posted video and sold tasting kits so people could learn about and appreciate the differences between different apple varieties and several pepper varieties. We continuously worked to push out information on healthy eating, organic pest management, nutrition incentives, and more via blog posts, videos, and social media.





# TESTIMONIALS

## BOUNTY VOLUNTEERS



### CELIA MAYO

I love that the Bounty serves everybody in our community, especially the underserved who can come here and get delicious fresh produce at a minimal cost so that they can eat healthy. That's why I choose to volunteer.

### ANNE TROTT

Since retiring 2 1/2 years ago, I spend almost every Wednesday morning at the farm. These hours are an important part of my week. I enjoy the camaraderie of the staff and volunteers who are working together with a common goal of providing healthy food for all. Nurturing the plants from seeds to seedlings to harvest time is inspirational, especially during this period of COVID unrest.



### WORKGROUP SPOTLIGHT: NICKOLAS & BOY SCOUTS

Bounty Farm has a new composting station thanks to a special teen volunteer and his Boy Scouts group. Nickolas came to us in the spring of 2021 as a senior at Casa Grande High School, looking to complete his senior project with us. We were excited to see him return in May to ask if he could complete his Eagle Scout service project with his Troop 2 group. Our farm manager worked with Nickolas to identify a project — rebuilding of our three-bin system. The rest is history, as they say, and we couldn't be happier.



### PETALUMA SUNRISE ROTARY

We are also grateful for the Petaluma Sunrise Rotary members who built new seating in the Unity Garden in the spring. As a community non-profit, we are always so thankful for work projects that other groups take on.





## WORKGROUP SPOTLIGHT: "RECIPROCITY"

The Bounty Farm became even more colorful in 2021 with the addition of the mural, "Reciprocity." The mural is the work of artist Rima Makaryan and a group of Koret Scholars from Sonoma State University.

The project sought to bring to the forefront historically underrepresented first-year composition students at the university, plus highlight the university's core values including diversity and social justice, and connectivity and community engagement. We couldn't be more inspired and proud to see the mural every day at our farm.

A huge thanks to Emily Hostutler (Koret Scholar program faculty mentor) and Koret Scholars Angelica Sanchez-Rivera, Celine Rubalcava, Mason Koontz, and Estefania Bautista and of course Rima (founder of The Monarch Project) to create the mural.



## EVENTS AND OUTREACH

We are always happy to welcome people from all walks of life onto the farm. We opened the farm gates to several public events in 2021.

### HARVEST PARTY

In the relative calmness of fall, we invited our community to a Harvest Party on the farm. Our Advisory Board hosted the event with food and activities including food, apple pressing, and yoga.



### OPEN HOUSE

On the last volunteer day of 2021, our Education & Engagement Coordinator hosted a small open house showcasing our merchandise and strawberry crowns for sale. It was just another way we created a welcoming space for anyone who wanted to drop by.



# SUSTAINABILITY ON THE FARM

## NEW HANDWASHING STATION

We at Petaluma Bounty always wished for a handwashing station near the community center for all the soiled-handed volunteers coming in after a good day's work. In August, when we were faced with increased fees for our rented handwashing station, our longtime volunteer John made our wish come true. John donated a new sink and built a handwashing station complete with special touches. Us Bounty staffers secured the lumber and helped dig the post holes. The handwashing station allows for a hose hookup, and we hope to connect our current rainwater catchment tanks to it as well. Water conservation is important, especially in this drought year, and every year.



## WASTE DIVERSION

From August to November, local farmer Jason picked up 5 buckets of farm waste every week. That added up to 700 pounds being diverted to feed chickens and pigs.

## IT'S A DAILY EFFORT

Sustainability and environmental impact is top-of-mind. One way we put that into practice is to make an effort to collect and reuse materials and resources that would otherwise be dumped.

That included old plastic pots, old tools, seeds from retail stores that would otherwise be dumped, books, chicken coops, wheelbarrows, wood chip mulch from local tree service companies, irrigation reuse, and row covers.

We also practiced Integrated Pest Management against codling moths, bagrada bugs, and more.





# TESTIMONIALS

## BOUNTY INTERN • SAMANTHA ARENAS

I was an intern at Petaluma Bounty from January 2020 to May 2021. I heard about Petaluma Bounty through a classmate I had at Sonoma State University and decided to apply as an intern. I was interested in learning and being more involved with local nonprofit organizations and they seemed like a great place to start.

Through them, I was able to learn about sustainable farming through hands-on experience and got to nurture plants as seedlings and harvest them later on in the season. I was also able to meet new people that came to volunteer and teach them all of the knowledge I learned while interning. Both the staff at Petaluma Bounty and the community members were very welcoming and were always excited to answer any questions I had. I am grateful for the opportunity that they gave me and encourage everyone to join in and volunteer so that Petaluma Bounty can continue helping and educating the community.



# BOUNTY HUNTERS



## PRODUCE GLEANING

In 2021, Bounty Hunter gleaners collected, harvested, or recovered and redirected an estimated 6,300 pounds of food to local service providers, pantries, and shelters such as Elim Lutheran Church, COTS Kitchen, and PEP Housing. The produce was gleaned from community members who reached out, local farmers' markets, and local farms.

Bounty Hunters work to reduce food waste while directing healthy, fresh, locally-produced food to people who may have a hard time accessing them.

We need you, our supporters and the entire community, to help us continue this important work in 2022 and beyond.



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

## CONTINUED DOUBLE-DIGIT GROWTH

Continuing the sharp upward trend in 2020, 2021 saw double-digit growth of nutrition incentive usage at 17 markets in our Farmers' Market L.I.F.E. program.

With the tireless work of partner farmers' market management, we were able to distribute:

- \$160,229 in CalFresh (up 44% from 2020 \$111,629)
- \$121,105 in Market Match incentives (up 47.71% from 2020's \$81,989)
- 7,621 in CalFresh transactions up 33% from 5,711 in 2020
- 611 new CalFresh customers up 27% from 2020's 483



# MEAT, DAIRY, & EGGS

## A ONE-TIME INCENTIVE FOR CALFRESH CUSTOMERS

In 2021, Petaluma Bounty and Farmers' Market L.I.F.E. partners distributed thousands of dollars in incentives to Sonoma County CalFresh customers through a unique program called Meat, Dairy, and Eggs. With the Market Match program, we already support CalFresh customers' purchases of fresh, locally-produced vegetables and fruits. The Meat, Dairy, and Eggs program covered what's not allowable under Market Match to bridge limited-income consumers with small- to medium-sized farms that are a vital part of our agricultural community.



The program ran in six farmers' markets during November and December of 2021. Petaluma Bounty drafted the program with the goal of spreading the benefits of nutrition incentives to agricultural producers who do not fall under Market Match eligibility. Sonoma County Agricultural Preservation and Open Space District funded the project.



Over 330 CalFresh customers enjoyed nearly \$10,200 worth of fresh, locally produced products straight from farmers' market vendors. Round 2 of the program will run from May to June 2022.



# SENIOR NUTRITION INCENTIVE PROGRAM

## AN ONGOING PARTNERSHIP BEARING FRUIT (& VEGGIES!)

For the fourth consecutive year, Petaluma Bounty  
and the Farmers' Market L.I.F.E.

collaborative  
partnered with  
Interfaith Sustainable  
Food Collaborative  
in a Senior Farmers'  
Market Bonus  
Bucks program.



The program provided seniors  
Bonus Bucks in \$4 increments for use  
at the farmers' markets.

In 2021, as markets returned  
from Covid-19 and  
fire-related closures,  
usage of Senior Bucks  
exploded.

A total of \$13,853 worth of  
farm-fresh, nutritious fruits  
and vegetables reached  
seniors' tables straight from  
small to mid-sized local farms.



# RESEARCH & ADVOCACY

## TESTIMONIAL FOR CITY GENERAL PLAN UPDATE

As City of Petaluma sought community input to the City General Plan update, Petaluma Bounty Director Suzi Grady spoke up. The State of California requires that every city and county have a comprehensive General Plan that serves as a constitution for long-term physical development, and Petaluma's General Plan, adopted in 2008, is due for an update.

It was a wakeup call for likeminded groups when a Cotati farm was forced to cease operations due to zoning issues. For Petaluma's General Plan update, Suzi, on behalf of Petaluma Bounty, submitted a testimonial to recommend that Community Food Producers (as defined by California State Law) be allowed to grow food for sharing, donation, or sale in all zones within the city limits unless there is a noted public health concern, hazard, or conflict.

## BAT POPULATION STUDY

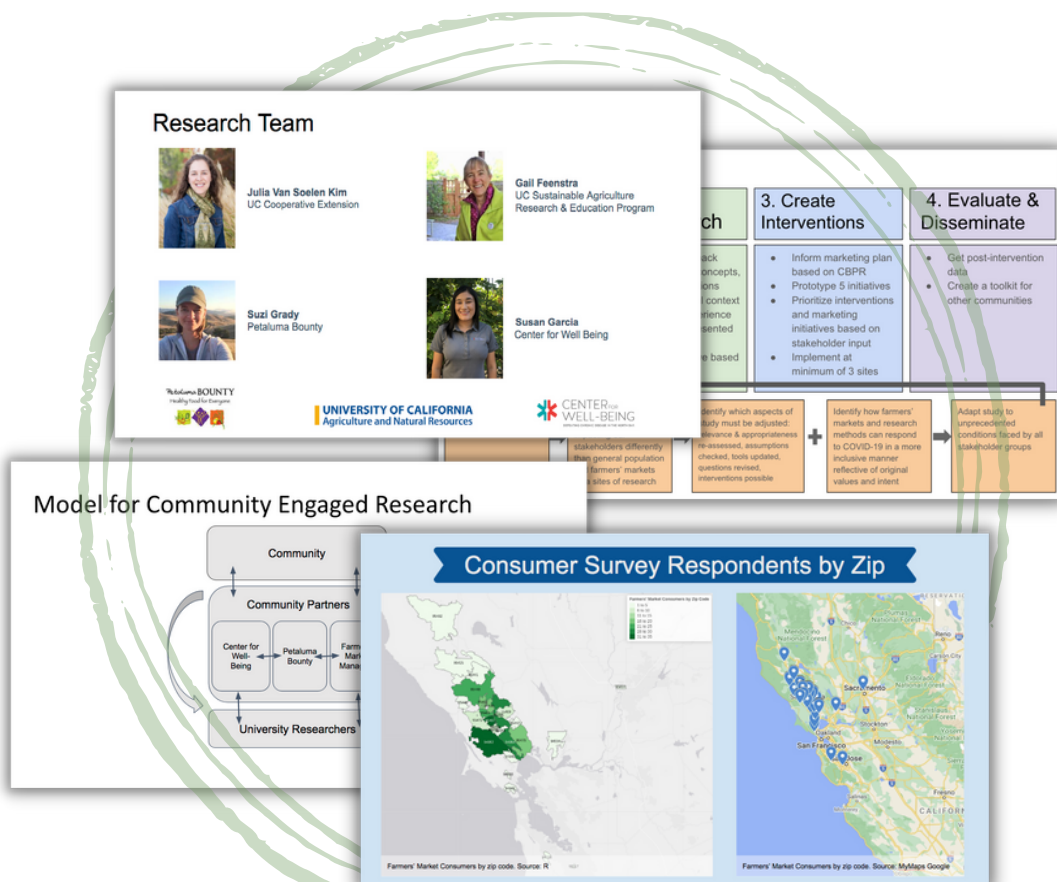
Our farm offers a hospitable environment for migratory and resident bat populations. In 2021, Petaluma Bounty participated in the North American Bat Survey for the second year in a row. Researchers found differences between the 2020 and 2021 surveys, although further study is needed for any conclusions to be drawn. Among the five types of bats recorded visiting the farm in 2021 was the Townsend's Big-eared Bat, a bat of special concern to scientists.

We came into this study thanks to an involved volunteer and look forward to being part of the ecosystem of environmental research and stewardship. We are excited to learn more about the interconnected web of life that makes up our ecosystem and what we can do to support greater biodiversity.



## FARMERS MARKET PROMOTION PROGRAM

Petaluma Bounty and collaborators entered the final phase of the Farmers Market Promotion Program (FMPP) 2018 USDA Grant project with a 1-year no-cost extension to account for pandemic challenges. The project uses community-engaged research to identify barriers and implement interventions to attract underrepresented communities to shop at local farmers' markets. Structural, operational, and marketing innovations will be piloted at farmers' markets through the end of the extended grant period which ends September 2022. Additionally, Petaluma Bounty applied for and was awarded a 2021 USDA FMPP grant to build on the work. The 2021 Grant project is in partnership with the UC Extension Program, University of Wisconsin Farm 2 Facts, and Farmers' Market L.I.F.E. It will kick into high gear in 2022.



# SPECIAL THANKS TO OUR SPONSORS & DONORS

Petaluma Bounty would like to thank all sponsors and donors, big and small, who helped support our programs.

Pandemic challenges continued throughout 2021, affecting our staff, our programs, and our community. Without sponsors and donors who continued to support us, we would have been even more challenged.

We are grateful and proud of your support and our shared vision: healthy food for everyone through collaboration, education and promoting self-reliance.



[Grab & Grow](#)

[Hydrofarm](#)

[Lisa Krieshok](#)

[Martinelli Family](#)

[Petaluma Coffee & Tea Co.](#)

[Petaluma Poultry](#)

[Petaluma Seed Bank](#)

[Swallowtail Seeds](#)

...and more



THANK YOU  
FOR YOUR  
CONTINUED  
SUPPORT

