



Annual Impact Report 2022/2023



Table of Contents

[Director's Statement](#)

[Bounty Community Farm](#)

- Production
- Produce donations
- Chickens
- Plant Sales (Spring and Fall)
- Plant giveaways, strawberry crowns (Sharing resources)

[Bounty Produce Outlets](#)

- Farm Stand
- Farmers Market
- Farmacy restarts
- Bounty Bags CSA relaunches

[Education and Engagement](#)

- Volunteer program
 - Special Days of Service and Volunteer Engagement Events
- Internship program
 - Meat, Dairy, & Eggs Program report published
- Educational visits & community workshops
- Master Gardeners take on the Unity Garden
- Outreach & Community Partnerships
 - School outreaches (fairs, presentations)
 - Cypress School
- Community seed swap event

[Bounty Hunters Program](#)

- New program coordinator and revitalization of program
- 2023 accomplishments (pounds gleaned and donated, volunteer stats, partnerships made/renewed)

[Community Gardens Program](#)

- History and partnership with city

- 2023 accomplishments and future plans
 - La Tercera efforts began April

Sustainability on the Farm

- Chickens on the farm
- Overhead watering system

Supporting Farmers Markets

Farmers Market L.I.F.E.

Farmers Market Ambassadors Program

- FM Ambassadors roll out into markets
- Market Match
 - Dip in CalFresh & MM (related to CalFresh reverting to pre-pandemic-level \$)
- Senior Farmers Market Nutrition Program and Senior Bounty Bucks

Community Engaged Research and Place-Based Interventions

Acknowledgments

Director's Statement



At the Spring Plant Sale, April 2022.

Covid-19 drastically changed Petaluma Bounty's operations, service delivery, and priorities, starting in late 2019 and continuing to the present. As the official public health crisis ended and Covid-19 shifted from a pandemic to endemic, society slowly re-engaged in social activities and people were faced with reintegration. For some, little changed outwardly. For others, it was a seismic shift into a new reality, navigating a world impacted by great loss — including of loved ones. The impact was profound on us individually and will continue to reverberate in our institutions and relations. Grief came in big and small packages as some desired returning to a normal that was no longer possible. Institutional and supply-chain fragilities were also exposed. But so did gratitude and wonder for the small things — moments of connection and shared humanity — that had long been overlooked in our fast-paced world.

At Petaluma Bounty, this period compelled us to re-engage with community in new and old ways.

Coming out of the pandemic, our team restarted some foundational programs such as the Bounty Bag CSA, farm field trips, Community Gardens, and the Bounty Hunters gleaning program. We also launched innovative initiatives such as the Farmers Market Ambassador Program, Senior Bounty Bucks, and the North Coast Emergency Food Network in partnership with the University of California Cooperative Extension. The new initiatives were based on research and constituent feedback on barriers to community food security.

Health outcomes of the pandemic varied significantly based on social determinants of health; access to healthcare, race, socio-economic status, ability to work from home or have paid sick days, chronic and underlying health conditions, and of course, consistent access to healthy and affordable food. A [March, 2024 Press Democrat article](#) noted, “[T]he COVID-19 pandemic revealed how long-standing racial, ethnic and socioeconomic inequalities created a fertile and deadly landscape for the virus. It took its heaviest toll on communities of color. In Sonoma County, Latinos by the end of 2020 had a COVID death rate 10 times higher than for white residents. COVID-19 accounted for 12% of deaths among local Latinos that year, compared to 3% for whites.”

While we as a society transition to Covid-19 becoming a persistent backdrop to our daily actions, may we not lose sight of the clarity gained during those unprecedented times. Let us consider how things may have been different if everyone had access to high quality food at all times and if our food system was designed to be more flexible and responsive to its true stakeholders — consumers from all socio-economic backgrounds, future generations, and the living environment we are all relying upon to feed us. As we normalize certain adjustments to Covid-19 becoming endemic, may we question what is and is not working for the collective good.

Our place-based approach allows our staff to dive deeply into food security issues within our own neighborhoods. With greater understanding of the lived experience — relevant conditions and situations, power structures and social determinants of health — we set priorities and develop programming that improve access, education, engagement, and empowerment toward our shared vision to grow 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.

With the support of [Sonoma County Agricultural Preservation and Open Space District](#), Petaluma Bountly is seeking permanent tenure of the Bountly Community Farm. It is our hope that from our 2.5 acre parcel, we will continue to affect change, within our community — from the soil of 55 Shasta Avenue to community and all the way to the capital, if necessary. We believe in the power of community to transform our food system.



Director Suzi with her son on the farm on Sept. 10, 2023.

Bounty Community Farm



Farm Manager Shane Barner joined Petaluma Bounty in spring 2023.

Production

2022

The Petaluma area was spared any major wildfires in 2022, but the ongoing drought and relentless heat waves, capped by a September heat dome, challenged our farmers.

Overcoming those challenges, the Bounty Community Farm produced a total of **7,810 pounds of food**.

2023

Farm Manager Shane Barner [joined Petaluma Bounty](#) in spring 2023, bringing with him 10-plus years of experience in production farming. Under his leadership, the farm produced **6,542 pounds of food**.

All Bounty Community Farm production directly contributed to the health of the local community via sales and donations.

Produce donations

2022

We donated **2,078** pounds of fresh produce to various community centers.

- We donated **836 lbs** to The Salvation Army, [COTS](#), and [Elim Lutheran Church](#).
- We donated a total of **582 lbs** of produce to the Walnut Park Farmers Market gleaning project.
- **660 lbs** went to other community food security efforts.

2023

We donated **2,478 pounds** of fresh produce, including

- **1,155 lbs** to Interfaith Pantry, COTS, Elim Church
- **635 lbs** to community food security efforts



Plant Sales



2023 Spring Plant Sale

Petaluma Bounty’s plant sales serve our mission to get healthy food to everyone through collaboration, education, and promoting self-sufficiency. Proceeds support our programs to strengthen our local food system. In 2022, we continued the practice of scheduled shopping, with customers pre-registering for shopping time slots, for health considerations and event manageability.



2022 Spring Plant Sale

2022 Spring Plant Sale (12th Annual)

- Total sales: \$11,515
- Zero Waste Sonoma provided free compost giveaways starting with the 2022 Spring Plant Sale..

2022 Fall Plant Sale (3rd Annual)

- Total sales: \$2,370
- Starting with the 2022 Fall Plant Sale, Master Gardeners of Sonoma County began participating as volunteer plant experts. The Master Gardeners, in shifts, stayed for the duration of our plant sales and shared gardening advice.

2023 Spring Plant Sale (13th Annual)

- Total sales: \$12,661

2023 Fall Plant Sale (4th Annual)

- Total sales: 2,677

2023 Spring Plant Sale



Bounty Produce Outlets

2022-23 marked Petaluma Bounty's return to several produce outlets that went on hiatus during the pandemic years. Farmacy and Bounty Bags CSA programs regained footing and a reevaluation while we continued the weekly farm stand and farmers market outlets.

2022 at a glance

- Pounds sold at farmers markets: 2,591
- Pounds sold at weekly farm stand: 1,181

2023 at a glance

- Pounds sold at farmers markets: 1,895
- Pounds sold at weekly farm stand: 2,340
- Pounds sold at Farmacy: 1,304
- Pounds sold through Bounty Bags CSA: 1,003



Farm stand, Aug. 20, 2023

Weekly Farm Stand

Petaluma Bounty's seasonal on-site weekly farm stand continued through 2022-2023, offering fresh and healthy produce straight from our farm to the community.

2022 at a glance

- Produce sold: 1,181
- Months: July-Nov.
- Weeks held: 21

2023 at a glance

- Pounds sold: 2,340
- Months: July-Dec.
- Weeks held: 24

With the input of newer staff, we revisited efforts to spread the word including better signage along Petaluma Boulevard. Outreach efforts included weekly and monthly newsletters and social media posts.

Goals moving forward were identified as

- Add “You Pick” flowers and strawberries
- Reach more people in our community through outreach and promotions.

Walnut Park Farmers Market

We continued our presence uninterrupted at the Petaluma Walnut Park Farmers Market as a commitment to offer farm-fresh produce directly to consumers while supporting and understanding farmers market operations.

The market is situated in a centralized location vital to community-building.

The goal of our participation isn't just to sell directly to consumers, but to learn from and engage with market management and fellow vendors. Our experience informs our decisions in other areas of our work.



2022 at a glance

- Sales: \$6,164.25
- Pounds sold: 2,600
- Months: May-November
- Weeks held: 28

2023 at a glance

- Sales: \$6,632.75
- Pounds sold: 1,895
- Months: May-November
- Weeks held: 24

Farmacy



Then-Farm Assistant Raney, left, spearheaded our Farmacy efforts. She's shown with Petaluma Health Center staff on Sept. 8, 2022.

Lyla the therapy dog was thanked every week for her positive energy with a tasty Bounty carrot.



In 2022, after a pandemic-induced hiatus, we relaunched Farmacy, our weekly farm stand at Petaluma Health Center, offering nutritious food at sliding scale pricing to patients, families, visitors, and staff. Customers were always surprised and enthusiastic that there was fresh local produce available to them on site while having medical needs met. Customer favorites included the many varieties of apples, bringing to mind the old saying, “An apple a day keeps the doctor away.” Doctors and staff loved having immediate access to the outlet as well, as that allowed for more time after work to rest and relax.

2022 at a glance

- 14 weeks from August to November
- Total sales: **\$3,258.10**
- Total transactions 349 including 26 CalFresh customers (50% discount) and 5 limited income customers (30% discount).

2023 at a glance

- 15 weeks from August to November.
- Total sales: **\$2,869.88** including \$223.12 CalFresh and WIC sales.
- 29 CalFresh transactions.
- Pounds sold: 1,304

Bounty Bags CSA Program

In 2023, we restarted the Bounty Bags CSA subscription program after a pandemic hiatus. The program aims to offer weekly produce bags at a sliding scale so members can enjoy an assortment of freshly picked fruits and vegetables throughout the season.

In 2023, we provided weekly shares to 7 members of our community. Each member received 5 produce items per week for 15 weeks, including CalFresh customers who received discounted boxes, thanks to the Market Match program. Total sales added up to \$786.

We shared “recipe of the week” ideas by email newsletter on how to enjoy Bounty Bags produce. It was encouraging to restart and grow this program.



Education and Engagement

With pandemic pressures easing, Petaluma Bounty restarted field trips and group volunteering opportunities. In 2022, our new Education and Engagement Coordinator revitalized our outreach efforts and fostered new relationships and reinvigorated existing partnerships.

Volunteer Program

2022 at a glance

- 430 volunteer shifts
- Average of 3 hours each session
- Total of 1,290 hours
- 120 new volunteers

2023 at a glance

- 680 total volunteers
- Total of 1,650 hours.
- 210 new volunteers



Longtime volunteers Anne and JJ working in the greenhouse on March 23, 2022

2022 Highlights

Volunteers helped with various projects and tasks throughout the year ranging from building the chicken coop to harvesting all of the fresh veggies for sales at the markets. Volunteers with carpentry skills helped fix up one of our existing chicken coops and build a brand new one for the bantam hens.

In the spring, volunteers helped seed and transplant thousands of seedlings in preparation for our farm and for the plant sale. As we moved into summer, volunteers helped with weeding, harvesting, more transplanting, mulching, laying down straw for weed management, and much more. In the fall, volunteers harvested, weeded, tressed our tomatoes and beans, mulched, and prepared the farm for winter. We also had some volunteers who helped us with the set-up and take-down of the markets at the farmers market and Petaluma Health Center as well as the farm stand. Setting up and taking down can be some of the most strenuous parts of the sales outlets,



so having extra hands made each of these jobs much easier!

We also had a new volunteer opportunity: chicken tenders! With the addition of our new hens to the farm, we had a group of volunteers who assisted us in letting the hens out in the morning or tucking them into bed. While the number of chicken tenders continues to grow, several

volunteers started volunteering early on and have volunteered every week since. Sarah Burkhart, along with her family, JoAnn Frida, and Bob Kelly have all been essential to our chicken tender success. We couldn't do what we do without them and all other volunteers — our community.

2022 New volunteer Heather's reflections

As a recent transplant to the area, I was unaware of Petaluma Bounty until Maria (then-Education & Engagement Coordinator) presented in one of my Sonoma State University classes. Maria was clearly enthusiastic and passionate about her work, and encouraged us to become involved in the vital mission of ensuring healthy food is accessible to everyone. I became a volunteer as a result of her

inspiring presentation, and although I was initially nervous (as I've never done any kind of farming), I was assured that any help was accepted and appreciated!

The employees and volunteers at the farm are wonderful to work with, and graciously answered my naïve questions. I appreciated the opportunity to get my hands dirty, use my muscles, and see the progress and impact I made when assigned a task (whether it was planting strawberry starts, covering new plants with hay to protect them against the elements, or laying down cardboard and wood chips to prevent the walkways from turning to mud during the rainy season). I found the entire experience highly satisfying, and felt like my small contributions were helping to make a difference.

Over the course of my time volunteering, I was amazed by how quickly everything changes. When I first visited, there were rows upon rows of produce. Fast forward a few short weeks, and on my last visit everything had been torn out and readied for the winter. I look forward to seeing the cycle of growth begin anew in the spring (and I'm already looking forward to buying some of their delicious strawberries)!



2023 Highlights

In 2023, Petaluma Bounty attended **10 volunteer and educational outreach events/fairs**. Events include CalFresh Day at Santa Rosa Junior College and the Sonoma State University Job Fair. Volunteers enjoyed learning about gardening and farming, meeting new people and building positive relationships, serving people in the community, and contributing to a local, thriving, and just food system. Physical activity and working with their hands were bonuses.

Volunteer Kora's reflections

My volunteer experience at Petaluma Bounty was an amazing opportunity that taught me all about our local food system. I enjoyed spending time in nature with other volunteers working together to help the farm complete certain tasks. My favorite experience at the farm was planting garlic. I never knew that all you had to do was just plant the cloves into the soil. Like this experience and many others everyday volunteering at the farm I learned a new skill or fact about how to maintain a garden. Through my time volunteering at Petaluma Bounty I also got to see the Farmacy Stand that was set up at the Petaluma Health Center. Seeing the joy of those who would purchase fresh grown fruits and vegetables from the stand made all the physical labor I had done at the farm worth it. I truly enjoyed being a part of positive change within my community and would recommend everyone spend time volunteering at Petaluma Bounty.



Special Days of Service and Volunteer Engagement Events

Petaluma Bounty held the following special educational volunteering events in 2022 and 2023.

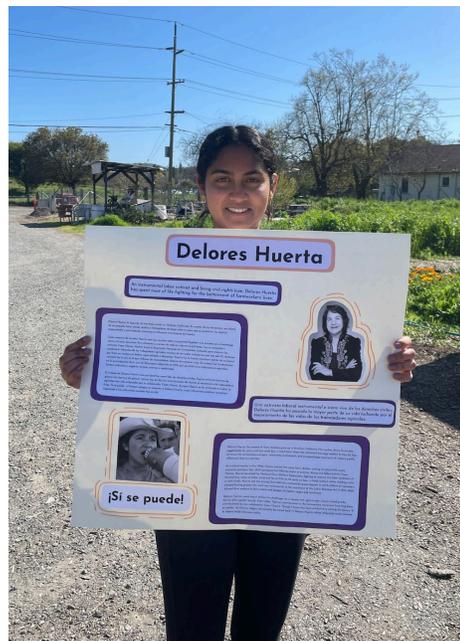
- Dr. Martin Luther King Jr. Day of Service
- Day of Service in honor of Cesar Chavez and Dolores Huerta
- Gratitude Gathering

2022: Two special days of service

- Dr. Martin Luther King Jr. Day of Service
- Cesar Chavez Day of Service

2023: Two special days of service totaling 144 volunteer hours

- Dr. Martin Luther King Jr. Day of Service
 - Held on Jan. 16, 2023.
 - 29 volunteers participated
 - Activities: Reflect on the legacy of Dr. King; work on the farm as a “day on, not off.”
 - Kicked off our volunteer hours for the year
- Cesar Chavez & Dolores Huerta Day of Service
 - Held on April 1, 2023.
 - 19 volunteers participated
 - Activities: Reflect on Chavez’s & Huerta’s life work; work on the farm as “day on, not off.”
 - Created a poster highlighting the work Dolores Huerta
- Gratitude Gathering
 - Held on Dec. 2, 2023.
 - All staff and about 20 volunteers/community members gathered.
 - We shared in a circle what each of us were grateful for.
 - We shared food (potluck plus donations from Acre Pizza).



a
of



Gratitude Gathering Nov. 20, 2022

Internship Program

[Sarah Bellak](#), a Registered Nurse and a master's student at the University of California, Berkeley, completed her internship in early 2023 as part of her final push toward a Master of Public Health degree.

A major accomplishment of her internship was the completion of a [comprehensive report on the Meat, Dairy, and Eggs program](#), a unique incentive program Petaluma Bounty designed and administered in 2021/2022.





[Grace Kellison](#) fell in love with the farm after volunteering as a high school student. By June of 2022, Grace was taking on farmwork consistently as a volunteer-turned intern, assisting with weeding, harvesting, laying drip irrigation, and other crop-related tasks.

Grace was instrumental in Petaluma Bounty's kick-off of the 2022 chickens project. She took in the [newly acquired chickens](#) at her home, nurturing them until they were ready for the farm environment. In October of 2022, Grace officially began her senior project with Petaluma Bounty and continued her work throughout her senior year of high school. In addition to farming work, Grace consistently staffed the Bounty farm stand and updated information about the native plant hedgerow. After the conclusion of her senior project, Grace continued volunteering in the summer of 2023 and beyond.

Educational Visits and Community Workshops

Petaluma Bounty was energized with a rebound of farm visits in 2022/2023 after a pandemic hiatus.

In 2022, our new Education and Engagement Coordinator performed outreach efforts and fostered existing relationships as well. Notably, Cypress School of Petaluma reached out for engagement opportunities for their students. Ashley Jovick, a teacher at the school, brought out her students every other Friday for a hands-on field trip. Students were able to help with weeding, pulling out kale, feeding kale to the chickens, transplanting greens, and much more.

In 2023, Petaluma Bounty held a community seed swap event, inviting the public to share extra seeds. The plan is to make this an annual event.

2022 Highlights

- Hosted 3 school groups for a total of 195 hours of service learning activities at the Bounty Farm. The groups were from Potter Valley Junior High School, St. Vincent de Paul High School, and Sonoma State University's JUMP (Join Us Making Progress) program.
- Partnered with Cypress School for regular educational field trips.

2023 Highlights

- Hosted 5 community workshops at Bounty Farm in collaboration with local educators.
 - New to Food Gardening Workshop
 - Compost-palooza Workshop
 - School Garden Network Workshop
 - Fall Planting Workshop
 - Mini Gardening Workshop
- Hosted 8 field trips with over 154 local students participating.
- Hosted 9 groups for service learning or corporate volunteer days. A total of 155 participants provided 385 hours of service. Schools included St. Vincent, Cardinal Newman, San Domenico, Spring Hill School, and Marin Day School, plus groups from Cub Scout Troop 128, Girls in Service and PG&E employees.
- Launched Petaluma Bounty's seed swap event for community groups and the public. The event was held on Jan. 27, 2023, with the intent to make it an annual event.

Partnerships: A continued partnership with Cypress School, whose students visited over 30+ times for service-learning opportunities.

Farm Visits: Over **54** visits by community members, youth, and adults, through field trips, corporate engagement, and service-learning opportunities.

Partnership with the Master Gardeners of Sonoma County

The partnership with the Master Gardeners of Sonoma County flourished into a beautiful space for community gathering on the farm.

In the summer of 2022, the Master Gardeners officially took stewardship of the Unity Garden on Petaluma Bounty's Community Farm. Master Gardeners volunteered their time to hand weed, weed whack, tractor grade and extensively sheet mulch the garden to clear space for an outdoor classroom where the community can gather for education and demonstration. The Master Gardeners secured a \$1,000 donation from the Petaluma Garden Club for their plans to

add a native plant hedgerow to attract pollinators, wine barrels to demonstrate container/small space gardening, and a raised bed for seasonal vegetables.

The Master Gardeners had a Fall Planting Workshop the week of Petaluma Bounty's 2022 Fall Plant Sale to educate community members on planting practices for the fall. Additionally, they volunteered as plant experts during the sale and set up a booth on site to answer gardening questions.

Since then, the Master Gardeners have become Bounty plant sale regulars, volunteering their time to help customers with plant selection and gardening advice. At the Unity Garden, they regularly hold trainings for their members and free gardening workshops for the public..



Some members of the Master Gardeners of Sonoma County are shown at the Unity Garden on Nov. 20, 2022

Bounty Hunters Program comes roaring back

Petaluma Bounty's gleaning program, the Bounty Hunters, aims to reduce food waste while fulfilling our mission to provide healthy food for everyone. Too often, community members who rely on food pantries and other sources of emergency food assistance don't have access to the agricultural bounty the North Bay is world-famous for. Through comprehensive food recovery efforts, the Bounty Hunters program helps feed our community and serves our environment.

2023 was a reinvigorating year for the Bounty Hunters program after a pandemic hiatus. A new Bounty Hunters Program Coordinator, Allison Eckert, was hired in September, bringing with her an in-depth knowledge of, and experience in, nonprofit food security work. Allison reestablished community connections; launched new partnerships with local growers; and recruited harvest volunteers and delivery volunteers to glean from local food donors.

In just a few months since the relaunch of the program, Allison and Bounty Hunter volunteers achieved the following:

Total: 9,666 pounds of fresh food harvested, recovered, and donated

- 5,936 pounds recovered from farmers markets
- 2,208 pounds gleaned from local gardens and farms
- 1,522 pounds harvested for donation from Bounty Farm

Total gleaning volunteer shifts: 40
Total gleaning volunteer hours: 78



Number of gleaning and recovery volunteers: 31

Number of glean sites: 18

- 16 local farms and gardens
- 2 farmers markets (Petaluma East Side and Petaluma Walnut Park Farmers Markets)



A glean on Oct. 24, 2023

Community Gardens Program

Petaluma Bounty has a long history of starting and supporting community gardens. [Garden Starts](#) (2007-2012) was one of our first initiatives which resulted in the creation of eight community gardens across Petaluma. Although many of the community gardens are thriving, we've long recognized that some would need more resources and support.

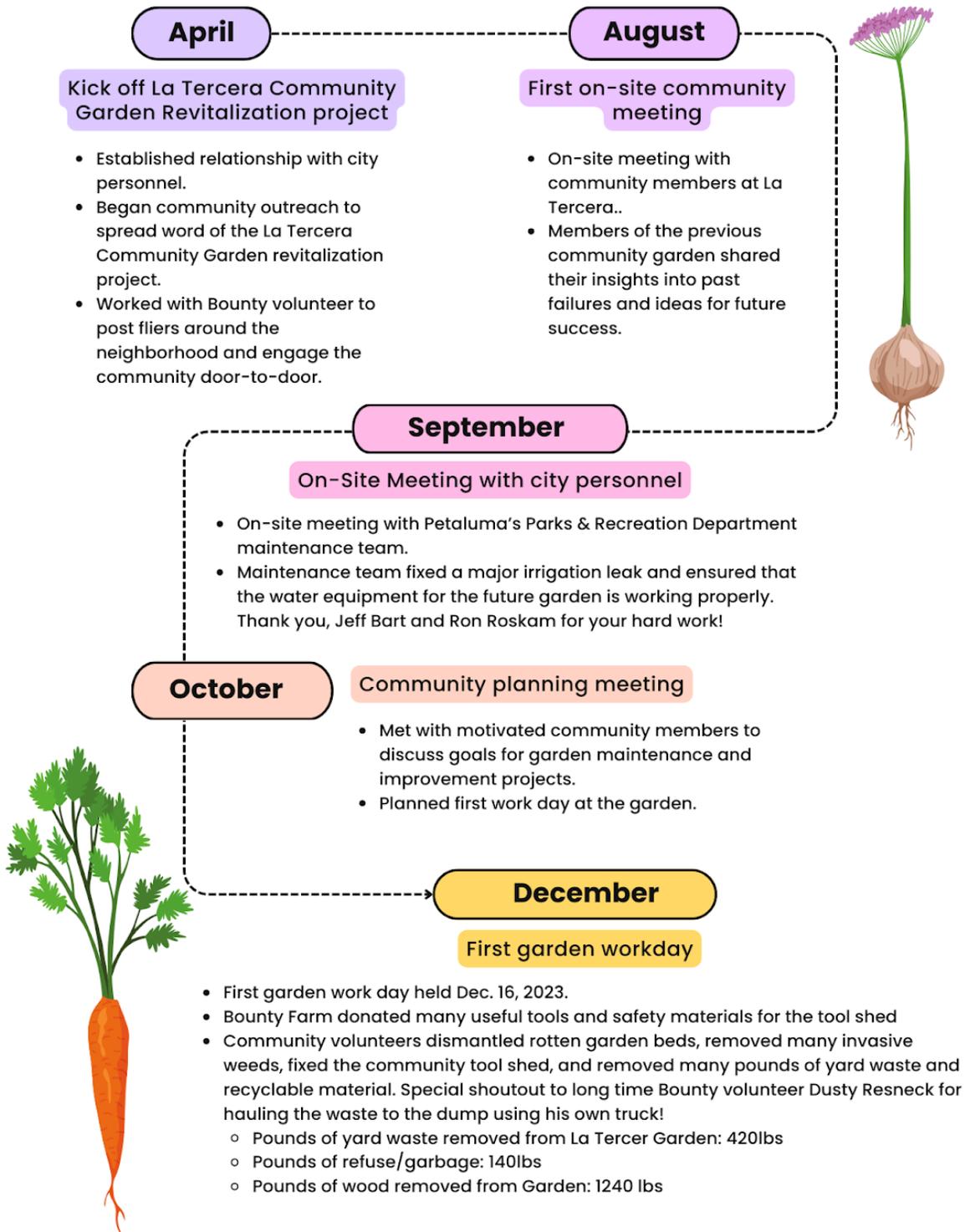
In 2023, Petaluma Bounty signed an agreement with the City of Petaluma to manage community gardens on city property — the fruition of a multi-year, behind-the-scenes effort. With an agreement and funding in place, Petaluma Bounty began offering staff and expertise for the revitalization effort. Our former Farm Assistant Raney stepped into the Community Gardens Coordinator role, taking on the revitalization of La Tercera Community Gardens as the first project.

Key events in 2023 included five meetings with stakeholders and a garden workday, backed by planning and logistics. Raney established a working relationship with city personnel, performed outreach to form a group of interested volunteers from the neighborhood, re-established relationships with other community garden leadership, performed on-site cleanup, and preparation work, and more.



Bounty Advisory Board member Dory Escobar visits La Tercera Community Garden in 2023.

Community Gardens Program 2023



Arroyo Community Garden's 2023 Update

Arroyo Community Garden's leadership shared the following update at the end of 2023.

Arroyo Community Garden started in 2009 with Petaluma Bounty's support and guidance. Here we are at Year 15, looking forward to 2024. Year 2023 saw our 30 members planting 27 boxes, including a shared group zucchini box. (Next year, we'll try less zucchini and add some corn) Our water conservation method during the drought saved most of our 30-tree orchard. The fruit was smaller this year, but in some cases, it was sweeter and more prolific. In addition to the monthly meetings, we hosted 3 Friday evening potlucks where our harvest was shared, and many stories told.



ACG success is due to this being a true community. We are grateful to our landlords, The Living Word Lutheran Church, for their continued generosity in allowing us this space to garden. We depend on each other, support one another during life's hiccups and truly like

one another. Our members are as varied as the produce we grow - from young tot to wise elders, we have a broad range of life experiences, abilities, religions, ethnic histories, and gardening expertise. All our members participate as they are able, doing a variety of maintenance chores in addition to our monthly shared workday. That dedication to our community continues to keep ACG going strong.

The very best to you in 2024!

Rebecca Sartain
Arroyo Community Garden

Sustainability on the Farm

Chickens on the Farm

In August 2022, Petaluma Bounty welcomed 20 chickens from Alchemist Farm in Sebastopol. Farm intern Grace and her family fostered the chickens until they were ready to hit the farm grounds running.

The addition of chickens to the farm was made possible by a grant from The FruitGuys Community Fund. The FruitGuys organization provides annual grant awards to small farms and agricultural nonprofits that support sustainable agriculture projects with large positive impacts on the environment, local food webs, and farm diversity. We are grateful for the grant and for the recognition that small farms and agricultural nonprofits are critical stewards of the land and key to an equitable food system.

I've raised chickens before but only in small quantities, like five chicks at a time. Having 20 in my garage was definitely a different experience. It was cool to see them grow up as a group and to see the differences between the Bantams and the other kinds.

— Farm Intern Grace



Alchemist Farm is a family-run farm and a pioneer in humane breeding and hatching. Alchemist's sustainable practices are impressive and we are excited to be raising chickens coming from this farm. The farm and hatchery are 100% zero waste; its operations run on 100% solar; and shipments are 100% plastic free. It's a farm with kindred spirits. After we picked up the chickens, our [intern Grace Kellison](#) took care of them at her home until they were ready for the farm environment. Grace's family had raised chickens in the past and we were unbelievably lucky to have her step up to the task.

Prior to the chickens' arrival, Petaluma Bounty's director and staff visited neighboring residents and businesses to speak with them about our endeavor and to listen to their concerns.

The neighbors' biggest fear was that chicken feed could attract rodents.

Petaluma Bounty explained that as part of our sustainability practices and to deter pests that could learn to frequent a static feeding area, the chickens will be fed via a mobile feeding system. The chicken feed will be kept in a secure, rodent-proof location.

The Petaluma Bounty team shared direct contact information with the neighbors in an effort to keep communication lines wide open. Petaluma Bounty wants to ensure that neighbors feel comfortable reaching out with any questions or concerns at any point.

The chickens' presence continues to enrich the Bounty volunteer program, our Chicken Tenders, as well as field trips and farm visit experiences.

Compost Giveaways

At our 2022 Spring Plant Sale, we offered a free compost giveaway in partnership with Zero Waste Sonoma. It was a popular and successful addition, and Zero Waste offered free compost for the community at every Bounty plant sale henceforth. That led to the inclusion of Petaluma Bounty Farm as a community compost hub in 2024.



Customers help themselves to the free compost at the 2022 Fall Plant Sale

Supporting Farmers Markets

Farmers Market L.I.F.E. adds two more markets

Petaluma Bounty and partner farmers markets in the Farmers Market L.I.F.E. programs continued to run the Ecology Center's statewide Market Match program in 2022/2023. Market Match offers matching funds to CalFresh customers so they can purchase more locally grown fruits and vegetables at participating farmers markets and CSAs.

At a Glance

- In late 2022, Santa Rosa Original Certified Farmers Markets group, by request, took over management of the Cloverdale Tuesday Farmers Market. The organization worked to get the market SNAP/CalFresh authorized in time for its seasonal opening in the spring of 2023.
- In 2023, Agricultural Community Events Farmers Markets opened a new market, the Novato Hamilton Landing.
- The two markets were officially approved as Market Match sites in October and November of 2023.
- In August 2023, daily maximums increased to \$15 for markets usually at the \$10 match level. This was an adjustment the Ecology Center made across the board after a mid-year budget review. The adjustment boosted Market Match usage at partner sites.



Agricultural Community Events Farmers Market (ACEFM) Managers Jim and Althea distribute Market Match at Petaluma East Side Farmers Market on May 24, 2022. ACEFM is one of four market organizations in the FM LIFE consortium.

2022

In 2023, FM L.I.F.E. member market organizations added two new markets to their portfolios. Market managers worked to get the two sites SNAP/CalFresh approved, and Petaluma Bounty worked with the Ecology Center to have the two markets added as Market Match sites. Prior to their approval as Market Match sites in November and October respectively, market managers allocated their organizations' own funds to run the matching program with consideration to CalFresh customers. Their efforts helped convince the Ecology Center with the approval process.

When the pandemic was delisted as a public health emergency, CalFresh (SNAP) amounts were reduced back to pre-pandemic levels. P-EBT headed to phase-out. FM LIFE markets, like most other markets, saw a decline in CalFresh usage at the markets, and thus Market Match.

Additionally, Petaluma Bounty ran the Market Match program at our farm stand and Bounty Bags CSA program, and coordinated the program at Singing Frogs Farm CSA. Total CalFresh distributed through the farm-direct outlets was \$2,656.20 and the same amount was matched by Market Match. There were 24 total new customers and 213 total transactions.

Market Match Overview

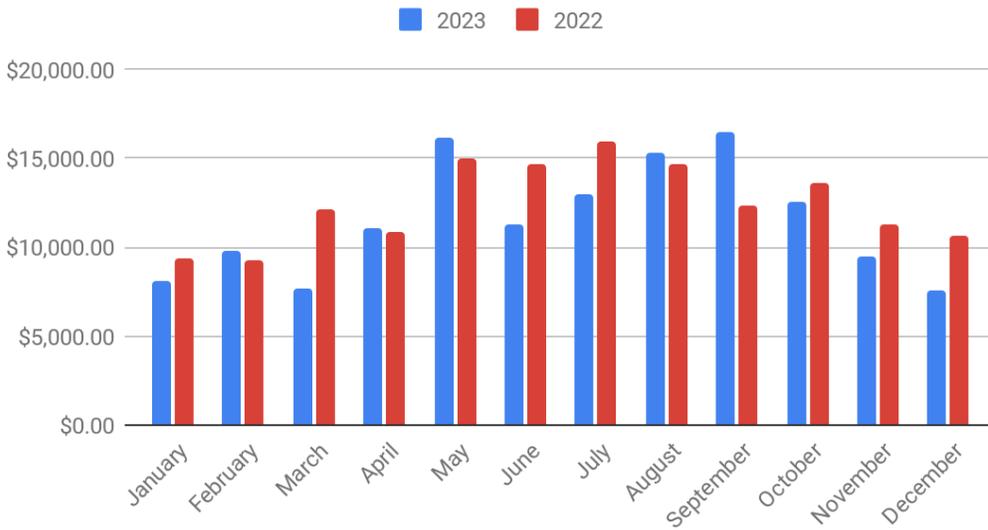
2022

CalFresh distributed \$210,076
Market Match distributed \$149,706

2023

CalFresh distributed \$184,244
Market Match distributed \$138,613

Market Match Distributed 2022 • 2023 Comparison



Senior Farmers Market Nutrition Program and Senior Bounty Bucks

In 2023, Petaluma Bounty once again teamed up with the Area Agency on Aging as a distribution partner for the annual **Senior Farmers Market Nutrition Program (SFMNP)**. Petaluma Bounty was among the three community organizations tapped to distribute the \$50 booklets to 300 eligible senior citizens in Sonoma County. This was down from 450 booklets in 2022 due to the state’s allocations. Of the 300, Petaluma Bounty distributed 72 percent of the booklets at farmers markets, leveraging the power of Farmers Market Ambassadors.



Petaluma Bounty also applied for and was granted California Nutrition Incentive Program funds to run a tandem senior program to expand the benefits of the federally funded SFMNP. Due to CNIP grant rules, **Senior Bounty Bucks** was allowable only to seniors who received SFMNP, complicating some of our rollout and administration efforts while raising

equity issues. Nonetheless, \$62,302 worth of fresh fruits and vegetables went to seniors in need while the income went directly to local small and midsize farmer vendors.

Farmers Market Ambassador Program Launches



Farmers Market Ambassadors Sean and Ernan with Agricultural Community Events Farmers Markets Executive Director Kelly Smith at Rohnert Park Farmers Market.

2022 was a marker year for Petaluma Bounty and partners with the kickoff of the Farmers Market Ambassador Program, within the USDA’s Farmers Market Promotion Program grant project. Petaluma Bounty hired a program coordinator who laid the groundwork for the program to fully launch in 2023. The program’s primary goal is to make farmers markets more inclusive and welcoming to people from all walks of life — bringing the community to the farmers market, and the farmers market to the community.

With the groundwork laid, Ambassadors were hired and the program fully launched in 2023. A team of five Ambassadors hit the ground running at Farmers Market LIFE (FM LIFE) markets. Ambassadors were trained in [Farm2Facts](#) tools and worked closely with market managers to address barriers and implement interventions for market managers, vendors, and customers. They also formed partnerships with community members and organizations to learn more about how to make farmers' markets a space that non-shoppers would consider going to to get some of their staple groceries.



Inaugural Farmers Market Ambassador Coordinator Maria, left, trains Ambassadors on Farm2Facts data collection at Rohnert Park Farmers Market.

Accomplishments in 2023 include

- Hired, trained, and deployed five Farmers Market Ambassadors. (Two turnovers.)
- Increased WIC-certified vendors at farmers markets. Ambassadors reached out and assisted vendors work through bureaucratic challenges for certification.
- Trained for Farm2Facts data collection and initiated efforts at 8 farmers markets.
- Senior Bounty Bucks distribution and on-site communications
- Forming relationships with service provider organizations
- Distribute CalFresh/Market Match posters to service providers and postcards to customers at market



Farmers Market Ambassador Ernan, right, with volunteers at Healdsburg Farmers Market, May 27, 2023.



Living the life at Rohnert Park Farmers Market

Community Engaged Research and Place-Based Interventions

Farmers Market Promotion Program Project to Expand Farmers Markets' Reach

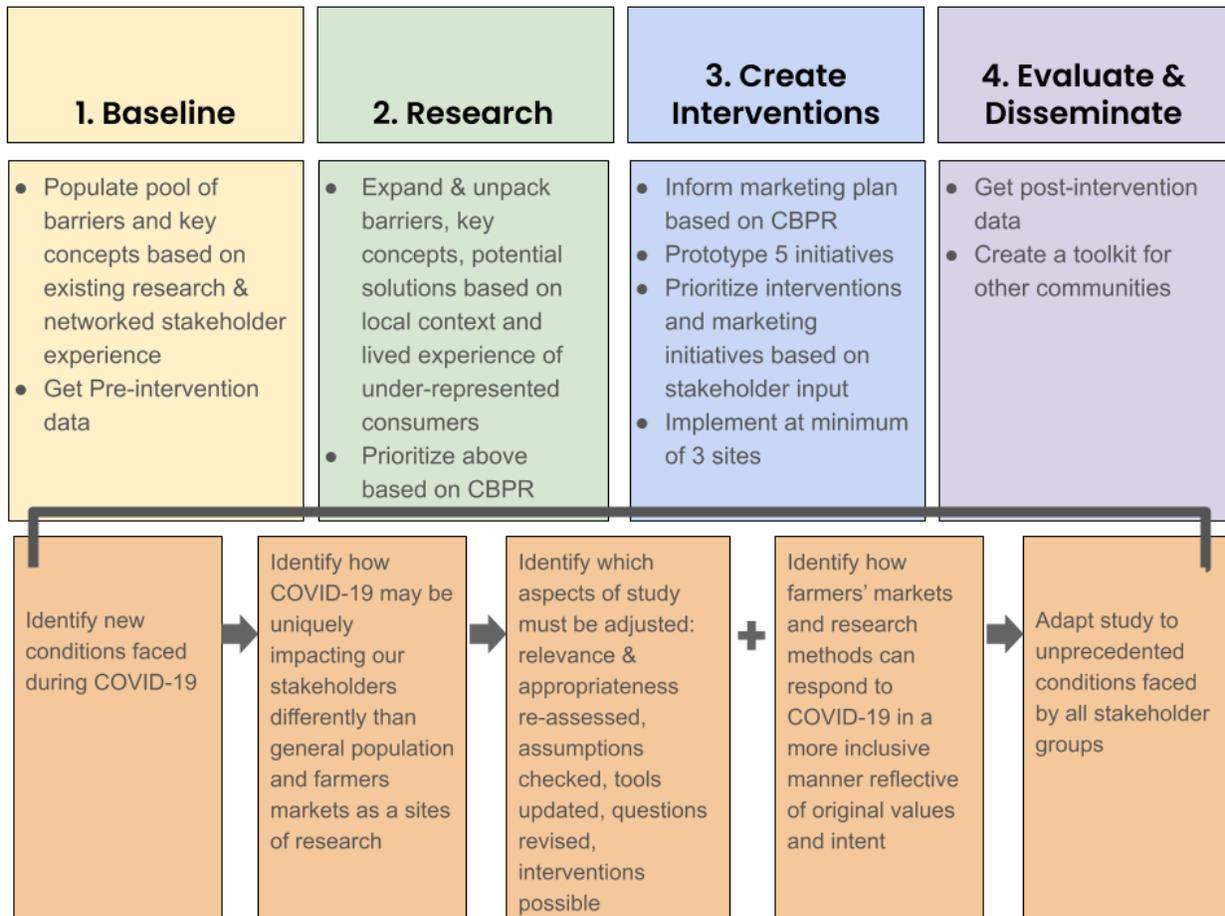
In 2022, Petaluma Bounty dove head first into a leadership role of the USDA grant project, *Farmers Market LIFE: Expanding farmers' markets' reach to non-traditional communities through online platforms, access innovations, and place-based outreach*. The project aims to bring the community to the farmers markets and bring the farmers markets to the community by increasing the number of in-person customers, expanding online sales, and creating delivery hubs. The US Department of Agriculture's Farmers Market Promotion Program approved and awarded the grant in late 2021.

Our project partners are:

- Agricultural Community Events Farmers Markets (ACEFM, a core member of our Farmers Market LIFE consortium)
- University of California Agriculture & Natural Resources
- University of California Cooperative Extension
- University of Wisconsin Kaufman Lab / Farm 2 Facts

We held twice-monthly meetings with collaborators and weekly internal meetings to push the work forward.

We also worked with all other Farmers Market LIFE organizations and a handful of non-FM LIFE farmers markets in some efforts associated with this project.



Key achievements in 2022:

- Convened partners for biweekly discussions.
- Farmers Market Ambassador Program kicked off with hiring of program coordinator.

Key achievements in 2023:

- The full rollout of the Farmers Market Ambassador program.
- Began deploying [Farm 2 Facts](#) tools including customer counts and surveys.
- Performed a customer survey to assess Agricultural Community Events Farmers Markets' (ACEFM) online ordering/curbside pickup service.
 - Findings to be published as a report.
 - ACEFM switched online platforms for a more customized service and tailored user experience.
- Expanded outreach and established working relationships with more service organizations and community groups.
 - Formed new relationships that could be mutually beneficial in order to serve overlapping populations
 - Distribute targeted marketing materials
 - Explore possible community hub locations/groups
- Marketing: Go Local joined the project as marketing consultant.

- Advertising
 - Placed ad in Made Local magazine
 - Strategized radio, outdoor display, and bus ads
- Editorial: Pitched a series of editorial articles to Go Local magazine.
- Social media
 - Streamlined branding and content plans for FM LIFE on Facebook and Our Farmers Markets on Instagram
 - Strategized the launch of Our Farmers Markets Instagram.
 - Began planning for 2024 marketing campaigns.

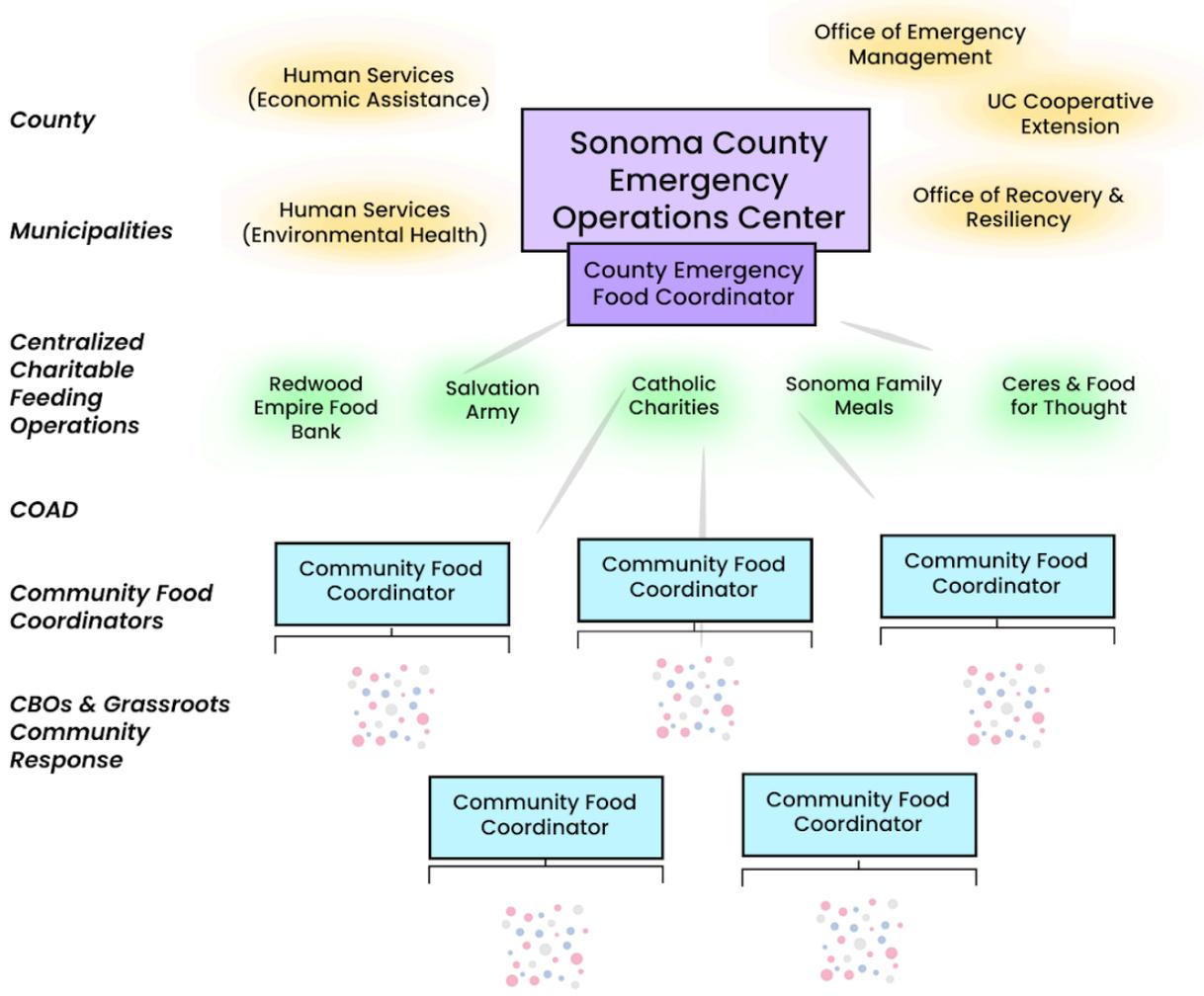
North Coast Emergency Food Systems Project

Petaluma Bounty Director Suzi Grady has long been involved in community conversations and policy work around local emergency food systems. She contributed to the University of California's grant proposal to establish a regional emergency food system partnership, which was [approved](#) in late 2022 with an impressive [\\$1 million grant](#) from the USDA Agricultural Marketing Service Regional Food Systems Partnership Program and \$250,000 match from the Sonoma County Board of Supervisors. This North Coast Emergency Food Network project, administered by UC Cooperative Extension, kicked into gear in 2022-2023 with Suzi playing a key leadership and advisory role.

This project originated from a concept fostered ten years ago from the launch of the Sonoma County Food Recovery Coalition. The sequential disasters in Sonoma County, starting in 2017 provided ongoing collective capacity building and collaborations that evolved the final model. Grady is supporting both the multi-county efforts (Marin County up to Del Norte County) for regional resilience as well as a Sonoma County specific implementation project funding by the Sonoma County Board of Supervisors.

The network had quarterly remote meetings and the leadership team continues to collect data and share promising practices throughout the 10-county region. The 3-year project will continue into 2025.

Proposed Emergency Food Response Incident Command Structure



Acknowledgements

Petaluma Bounty is grateful for the following funders, sponsors, and partners.

California Nutrition Incentive Program and Ecology Center
Coaction Institute
Harrison Mecham Relief Fund
Occidental Arts & Ecology Center
Sonoma County Agricultural Preservation and Open Space District
Sonoma Land Trust
University of California
Elim Lutheran Church
GO LOCAL Sonoma County
Master Gardeners of Sonoma County

USDA Farmers' Market Promotion Program
UC Cooperative Extension
Acre Pizza
Grab n Grow
Hydro Farms
Lisa Krieshok Design
Petaluma Coffee & Tea
Petaluma Seed Bank
Swallowtail Garden Seeds
Libby Fitzgerald and family
The Martin family
The Martinelli family

...and many other supporters who made anonymous financial and in-kind donations. We appreciate all of you.



Petaluma Bounty Community Farm, nestled between train tracks and housing/commercial buildings, shown in a March 3, 2023 photo.

THANK YOU FOR YOUR CONTINUED SUPPORT

