

PETALUMA BOUNTY



ANNUAL IMPACT REPORT FOR 2020



DIRECTOR'S STATEMENT

Petaluma Bounty is a farm-based community food security project that prioritizes participatory program development and a place-based approach to strengthen our local food system. We push beyond hunger relief toward hunger prevention and community food security through programming that expands our community's capacity to feed each other to achieve long-term community resilience.

More than a farm, not quite a food bank, our collective efforts and programming revolve around four areas of impact (some of which are more visible than others) – Direct Services, Advocacy, Research, and Community Capacity Building. If we keep programs focused only on food access, we will continue to only fight the symptoms of a complex societal problem. Instead, Petaluma Bounty seeks to engage our whole community about the shortfalls of our conventional food system and foster our capacity– individually and collectively– to make all levers of change (behavioral, social, environmental, services, policy, and others) more accessible to all community members.

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DIRECTOR'S STATEMENT

The past 12 months brought a pandemic, a sustained shelter in place order, disruptions to our global food system and supply chain, a national reckoning on racism, symptoms of a changing climate including multiple wildfires and record high temperatures, evacuations, sustained poor air quality, PG&E power safety shut offs, a faltering economy, and an embroiled democratic process. And through it all, we facilitated community-based solutions to new and ongoing challenges to improve access to local foods, expand economic opportunities for small scale food producers, and to build the appetite and capacity of our community to help each other. Also, as a primarily white-led team, we committed ourselves and our work to ongoing learning, listening, reflection, and action to understanding how racism has shaped our food systems, opportunities, perspectives, and blindspots.

While we continue to work toward equity in the food system, we recognize that true progress can only be made when our work is analyzed through a racial justice lens to ensure accountability and we will continue to use our Anti-Racism Statement as a framework to push forward.

I hope to see you out at the farm soon!
In community,

SUZANNE GRADY

Director

BOUNTY COMMUNITY FARM



Production

The Bounty Community Farm produced **13,324 pounds** of seasonal vegetables and fruits with **58 different crops** and **238 varieties** of crops that were brought to our various produce outlets and donated to local food distribution centers. We were able to donate over **2,000 pounds** of produce from the farm to various community centers and to fire victims.



The farm also hosted our 10th Annual Spring Plant Sale and our First Annual Fall Plant Sale; at these two events we sold **10,000+ plants** and donated **4,000 more** to local community gardens, schools, urban farms, and more; on top of the 4,000 donated plants, **2,000 strawberry crowns** were also donated to similar outlets to encourage our community to grow their own food.



BOUNTY COMMUNITY FARM



Sustainability on the Farm

Petaluma Bounty promotes a systems lens of understanding sustainability that explores the interconnections between farming, the environment and communities affected by them. We grow skills, leadership, hope, and we promote understanding of sustainable agriculture and its role in a healthy food system

(Graphic Retrieved from [here](#))



New Practices in 2020

- Rainwater catchment system
- Summer Buckwheat cover crop
- Integrated chicken management
- Monarch Butterfly sighting at the farm
- Reclaimed wood from old Pt. Reyes Park Benches used for seating and trunk storage in Community Area.



BOUNTY PRODUCE OUTLETS

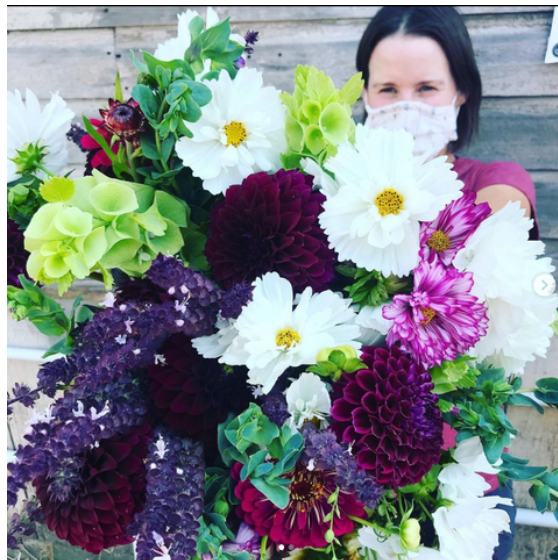
Farmers' Market



We were glad to be able to continue selling our produce at the Walnut Park Farmers' Market. We increased our sales by **101%** from 2019, with a total of **\$12,853.69**. Many people sought refuge in open-air shopping during the pandemic and we were thankful we were able to be present for them.



We were able to sell **3,791 pounds of food** at the Farmers' Market this season. At our markets, we were able to sell sustainable flower bouquets from flowers grown at the farm; in 2020, we were able to sell **272 bouquets**, which raised **\$2,100** for Bounty Programs; up **24%** from 2019 flower sales. Huge thanks to Dani, Gina, and Monica for their faithfulness in volunteering and for the beauty their bouquets brought to our booth!



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**76% of Bounty
Bags were
subsidized by the
Sponsor-A-Box
Initiative!**

In 2020, we distributed 231 Bounty Bags for a sales total of **\$3,231.42**; this is up **77%** from 2019. This number reflects **84 CalFresh Bags** and **91 Discount Bags** for a total of 76% of the bags being subsidized by the Sponsor-A-Box initiative. This year on top of our two summer-sessions, we were also able to facilitate a five-week winter CSA, in which we prioritized our lower-income members for sign-ups. **During these three sessions, Bounty Bag members received an overall total of 1,552 pounds of food.**



BOUNTY PRODUCE OUTLETS

**Did you know?
We offer a 30%
discount for low-
income community
members!**

Sliding Scale Farm Stand

Due to COVID-19, we were unable to have our Farmacy at the Petaluma Health Center this year. However, we still utilized our Sliding Scale Farm Stand at our Thursday Farmers' Market. We had 27 markets, a sales total of **\$7,254.17**, a **566% increase** from last year. Between our 30% lower-income discount and 50% EBT discount, **25% of those sales, or \$1,830.46, was discounted for our community members.** We are hoping to see this number increase next year as more community members are finding out about our Farmstand, as evidenced by the sales growth. We were able to sell **3,504 pounds of food** to our community members through our farm stand in 2020.



BOUNTY PRODUCE OUTLETS

Sliding Scale Farm Stand Events

We also launched several fun events through our Farm Stand this year including apple and pepper tasting kits as well as a Guess the Weight of the Pumpkin fundraiser in October.

These activities provided fun, safe, socially-distanced activities for families to do together during a time when the majority of Fall activities in the area were canceled. Huge thanks to Farmer Reyna for coming up with these great ideas!



SPONSOR-A-BOX FUNDRAISER



Sliding Scale Farmstand and CSA

Early in the year, we introduced our Sponsor-A-Box fundraiser, you can read about our early efforts [in this blog article](#); we partnered with Singing Frogs Farm and Sonoma Family Meal to raise funds for our sliding income farm stand as well as our discounted Bounty Bags. We followed up with [another request in October](#). Singing Frogs Farm was able to distribute over **168 subsidized CSA Bags** for EBT Customers and we were able to distribute **175 subsidized Bounty bags** for lower-income and EBT Customers. We were happy to be able to help Singing Frogs when their grant funds ran out and are looking for other farmers to join us as we seek to provide CSA bags to our low-income community members.



Collectively, throughout the 2020 year, we raised \$6,327 of our \$8,000 goal for the year. We could not have done it without the support of our community.

SPONSOR-A- BOX IMPACT



Bounty Bags Testimonials

"As a self-employed, single mom, the pandemic put us in a tough spot. Being able to get a weekly Bounty Bag, overflowing with fresh fruits, vegetables and herbs, allows me to continue to feed my family quality food. With every bite or new creation (you gotta creative when you've never made kohlrabi before!) we delighted in knowing that our food came "from the farm" right here in town. You can't more local than that. I love this community!" -Bounty Bag member 2020



"Being 67 and no end in sight w/ COVID virus I'm extremely grateful to have fresh vegetables and fruits. (without too much exposure)" -Bounty Bag member 2020



To know that my family can count on Petaluma Bounty Farm to provide us access to the tastiest, most nutritious produce at an affordable price means more to us than words can ever express. Not only that but the individuals associated with the farm are some of the most supportive, understanding, non-judgemental individuals you will ever meet. I feel blessed to have been introduced to this wonderful community. Thank you for all you do!" -Bounty Bag member 2020

SPONSOR-A-BOX IMPACT

Singing Frogs CSA Testimonials

"Singing Frogs Farm is a valued resource of the community. When I visited their farm last spring, I was astounded by the significant steps they have taken to ensure a low-impact, high yield no-till farm. Their farming practice contributes to the decrease in CO2 in the atmosphere simultaneously helping provide pesticide-free produce to their beloved customers."

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"My adult daughter, who has a learning disability, has lately taken great interest in her diet and in doing meal preparation herself. She maintains her own groceries on a limited budget. The matched-funding CSA boxes she has received from Singing Frogs Farm has enabled her to explore a wide range of new recipes, to develop new and better preparation skills and has improved her health with the freshest vegetables possible. We are very grateful."

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EDUCATION & ENGAGEMENT

Volunteer Engagement

Because of COVID, we had to pivot how we handled education and engagement on the farm. We are incredibly proud of the volunteers who came out this year for how they were willing to adapt to the new health and safety standards that we had to incorporate as well as how they adapted to the online sign up system that we started this year to be able to control how many people were on the farm at one time.



Throughout 2020, over **1,600 volunteer hours** were logged with several work groups, **fifteen interns**, two sessions of our Teen Program in July and August, and **167 new volunteers** made their way onto the farm.



EDUCATION & ENGAGEMENT

Intern Testimonials

"Volunteering at bounty farm this year by far was one of my high lights of the year! Supporting local farms, organic food, and each other! Meeting Reyna, Sarah, Elizabeth, and other volunteers/staff was very beneficial to my mental health and the best part was I felt safe and welcomed at Bounty Farm! Thank you for the experience Bounty Farm!" - 2020 Intern



"As an intern, Bounty provided an invaluable introduction to the world of non-profits, community supported agriculture, and sustainable farming methods. The staff were all genuinely eager and passionate to teach others about their work and share their knowledge."- 2020 Intern



"I battle with feeling helpless and hopeless, we all do at some point. Yet my time at the farm, with the people and the land I see possibility and the ability for potential in myself and the world around me." - 2020 Intern



EDUCATION & ENGAGEMENT

Workgroup Spotlight

We were able to partner with Saint Vincent High School in helping their students get in community service hours. These students helped us with everything from clearing beds to plant to tearing down corn fields and taking irrigation out of the fields.



Also, a huge thank you to Eames Ranch,
Boys and Girls Club, and SRJC
Environmental Science students for
coming out for workdays and tours with
us!



EDUCATION & ENGAGEMENT

Educational Activities

Before COVID, we were able to host Yoga at the Farm, Chicken Care Workshops, Greenhouse Trainings, and a Bird Workshop. Our outgoing Education Coordinator, Harlie, was also able to do a Zoom Nutrition Call for kids, hosted by Petaluma Health Center. Also, we were able to help students at SSU with a Greenhouse Ventilation Project, using the farm greenhouse as an example.



We were also able to offer our Community Apple Press to the community for reservation; fifteen small groups or individuals utilized the apple press this year. We are going to continue this next year to encourage people to utilize produce that would otherwise be wasted. Over **1,000 pounds** of apples/fruit were pressed into juice this year!



EDUCATION & ENGAGEMENT

ENGAGEMENT ACTIVITIES

This year, we were able to collaborate with a new startup, getstarted, to distribute **300 seedling kits** to community members and home gardeners; the community members grew the seedlings, dropped them back off at the farm, and then they were distributed to lower income community members through various food pantries. This model was incredibly successful and we were happy to partner with an organization seeking to encourage self-reliance. You can read more about this collaboration on our [blog.post](#).



getstarted TESTIMONIAL

"It was easy, because it didn't need much work and didn't need a special place—my mother and I just had to put them in the ground. The only food it needed was water every day. The deer ate the lettuce, but we use the cilantro every day and didn't have to buy any for a few weeks so that was good." —Jacque



BOUNTY HUNTERS

PRODUCE GLEANING

Throughout the 2020 season, Bounty Hunter gleaners collected, harvested, or recovered over **6,700 pounds of produce** that was shared with local pantries and shelters, such as Elim Lutheran Church, COTS Kitchen, and PEP Housing, as well as fire victims. The produce was gleaned from community members who reached out, local farmers' markets, and local farms. There is much more we can do increase the amount of food gleaned from our community but we need your help!



FARMERS' MARKET L.I.F.E.

**We offer a dollar
match at local
farmers' markets!**

Throughout the 2020 Farmers' Market LIFE season, we saw unprecedented growth in the use of incentive funds as people in our county received Pandemic and Disaster CalFresh funds. In 2020, we distributed **\$111,629 in CalFresh** and **\$81,989 in Market Match Incentives** at **16** different markets throughout the year; this represents a growth percentage of **64.27%** and **51.51%**, respectively. We also had a total of **5,711 CalFresh Transactions** with **483 new CalFresh Customers**, which is up **34.38%** and **54.81%** from 2019.



Together, this combined total of \$193,618 kept **\$346,576** local based on the USDA Economic Multiplier, which says that for every dollar spent locally, it has an impact of \$1.79. We are thrilled we were able to support local farms and the local economy in a year where small businesses have faced innumerable challenges.



All Farmers' Market L.I.F.E. photos courtesy of [Paige Green Photography](#).

FARMERS' MARKET L.I.F.E.

We also made large strides through our Farmers' Market Promotion Program (FMPP) USDA grant, as we seek to make our markets more accessible and inclusive for all. Focus groups were conducted throughout 2020 with interventions and new marketing materials launching in 2021. We utilized some of these early findings in our celebration of CalFresh Awareness Month in May and National Farmers' Market Week in August. During National Farmers' Market Week, we launched our Faces of the Market video, which was the culmination of collaborative work from UCCE Sonoma, Northern California Center for Well-Being, and UC SAREP.



WELCOME TO YOUR COMMUNITY FARMERS' MARKET BIENVENIDOS A SU MERCADO COMUNITARIO DE GRANJEROS

RESEARCH WORK



The type of research we want to be part of breaks down the silos of experts vs. subjects and seeks to raise up the local and lived expertise in our communities. It is participatory in nature and leaves communities with greater resources, capacity, and sense of agency. Petaluma Bounty is learning more about Community-Based Participatory Research and invites opportunities to explore potential collaborations.



- Produce Safety after Urban Wildfire with UC Cooperative Extension and UC Davis
- State-wide Food Safety Needs Assessment of Food Recovery Groups with UC Davis.
- USDA Farmers' Market Promotion Program Using community-based participatory research to develop culturally appropriate marketing to make markets more inclusive.
- Data collection/surveying of food pantry workers and users in Petaluma and sharing to strengthen Emergency Food Providers Network in Petaluma and on a County level.
- Surveying pantry users on their gardening capacity and what type of edible plants they would like to receive in partnership with getstarted
- Hosting a conservation science survey of resident bats at the Bounty Community Farm.



ADVOCACY WORK

As we recap what the Bounty was able to accomplish this year, we have to recognize that this year was unlike any year in our recent history. As a farm-based community food security project, the Bounty offers a unique perspective to advocacy efforts. We drive for organizational, institutional, and governmental policy that benefits both low-income consumers and food producers with a systems lens toward strengthening our local food system.



- Advocated on county, state, and national level to keep farmers markets open and considered essential for our communities.
- Along with 30 community organizations, we continued to push local, county, state and regional agencies to incorporate our local food producers in disaster management plans and reimbursement initiatives for more comprehensive and long-standing recovery and resilience.
- Advocated for Regional Food Coordinator Model along with other proposed changes to County Emergency Operations model to County Supervisors, Department Heads within Sonoma County Services and other key stakeholders



THANK YOU TO OUR FUNDERS!

Grant Funders:

- California Nutrition Incentive Program and Ecology Center
- End World Hunger 2030
- Multiplier and Interfaith Sustainable Food Coalition
- Petaluma Healthcare District
- UC Davis
- USDA Farmers' Market Promotion Program and UC Cooperative Extension



Sponsorship (Event and Programmatic):

- Acre Pizza
- Baker Creek Seeds
- Clover Sonoma
- Coaction Institute
- Fishman Supply
- Friedman's Home Improvement
- Grab n Grow
- Hydro Farm
- Lagunitas
- Lisa Krieshok Design
- Petaluma Coffee & Tea
- Petaluma Healthcare District
- Petaluma Poultry
- Petaluma Seed Bank
- Petaluma Valley Rotary
- Swallowtail Garden Seeds

Donations:



- Sonoma Family Meal
- The Martinelli Family

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