



2013

ZENGER *farm*

ANNUAL REPORT

zengerfarm.org



Dear Friends,

“Normally I don’t like carrots, but your carrots are delicious! I think it has to do with the dirt.”

There may be some truth to this young summer camper’s observation - we do have really good dirt - but what makes Zenger Farm so special goes beyond soil. We provide fertile ground and wide open spaces for learning and inspiration, but it is our community of supporters, partners and program participants who have helped Zenger Farm grow and thrive.

From preschoolers who pull their first potato from the soil to families who gather in the kitchen to cook a nourishing meal together to the next generation of farmers who learn the nuts and bolts of small-scale farming on our land, Zenger Farm is a hub for healthy food and community connection. 2013 was our most prolific year in our fifteen year history. We’re excited to share our stories from the fields and kitchen in the following pages.

We saw over 8,000 student and teacher visits this year, where youth and adults alike learned about healthy food and farms. Our cooking education program brought together 800 kids and 950 adults who learned how to cook healthy meals on a budget. As this program has developed, we have noticed that it has grown beyond skill-building. Participants are strengthening their community ties as well. Families are eating meals together and are forming shopping clubs. Participants go on to join our Community Chefs program where they lead their own cooking workshops. Mary, a West Powellhurst Elementary administrator recently wrote, “Thank you so much for putting on a fantastic evening for our families. I truly appreciate your time putting on such a great evening filled with learning, community and delicious food!”

In addition to educating youth and families, Zenger Farm provides access to good food for those who need it most. Each year, we offer 30 families the option to pay for their Community Supported Agriculture (CSA) share using SNAP funds. “My health has changed dramatically since I’ve been involved in Zenger Farm Shares. I’ve been thrilled to introduce a variety of new vegetables to my daughter and grandchildren during the first two years. They loved it so much they purchased a share of their own this year.” says one of our members. Our CSA model was so successful that this year we took it nationwide, teaching over 500 CSA farmers from coast to coast how to accept SNAP using Zenger Farm Shares as a guide.

Now we’re ready to do more. Many of you have been with us every step of the way, helping us raise \$1.6 million toward our \$1.9 million goal to build a new facility on the farm. We are thrilled to announce that this summer we will break ground on the Urban Grange. Complete with a commercial kitchen, classroom and community space, the Urban Grange will provide the infrastructure needed to educate more students and families, provide access to healthy food to more Portlanders, stimulate the local economy through our kitchen incubator program for emerging food businesses, and provide a gathering place for all Portlanders who care deeply about food, farming and community. Please join us in celebrating these successes and all that is to come. **See you on the farm!**



Jill Kuehler
Executive Director



Michele Mather
Board Chair

ZENGER FARM IS A WORKING
URBAN FARM THAT MODELS,
PROMOTES AND EDUCATES ABOUT
SUSTAINABLE FOOD SYSTEMS,
ENVIRONMENTAL STEWARDSHIP,
COMMUNITY DEVELOPMENT AND
ACCESS TO GOOD FOOD FOR ALL.

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2013 HIGHLIGHTS

8,000 STUDENTS AND TEACHERS learned about healthy food and farms



WE LAUNCHED FOOD SCOUTS, a healthy eating club for youth at Lents International Farmers Market

We raised 75% of our \$1.9 million goal to BUILD THE URBAN GRANGE

500 CSA FARMERS FROM COAST TO COAST learned how to accept SNAP for CSA shares through our training program



800 adults and 950 youth participated in our HEALTHY EATING ON A BUDGET workshops



WE MATCHED \$11,500 SNAP dollars for East Portland families at Lents International Farmers Market

850 David Douglas School District 5TH GRADERS participated in FARM SCHOOL



We grew 24,000 pounds of PRODUCE FOR PORTLANDERS

950 VOLUNTEERS contributed 7,500 hours in the fields and in the classroom



THE IMPORTANCE OF PLACE : ZENGER FARM URBAN GRANGE

Food is powerful. It brings people together. It builds community.

Historically — and in parts of our world still today — grange halls were gathering places for rural folk to break bread, support one another in times of need, and celebrate the bounty of the land. With this as our guiding vision, the Zenger Farm Urban Grange will be a hub for healthy food and community connection.

When children experience first-hand the sowing and tending of fruits and vegetables, they're more likely to make life-long healthy choices. When we enjoy produce freshly plucked from the garden, prepare and share a meal with neighbors, or spend a day outside working the land to feed ourselves, our loved ones, and our community — we understand that ready access to healthy food benefits everyone, that it is a basic right. Our world changes, and as a result, the world at large does too. The Zenger Farm Urban Grange is soon to be the place where this potential is realized.



A new **multi-purpose classroom** space that will double our capacity to educate and train eager students and interns, serve as a community event venue, and create a new income stream from rentals.

A **commercial kitchen** that will equip individuals and emerging businesses with a certified facility to process their products; a service that promotes economic growth in our community.

Work space, which is currently non-existent, for staff and volunteers who deliver high-quality education. This will help us teach better, more efficiently and more effectively.



“Giving Sam his own money to shop for himself was really empowering. He has his favorites, but he surprised us a few times by choosing something he hadn’t tried before like kale and kohlrabi.”

Food Scout parent, Jeff Simmons



EMPOWERING YOUTH



Food Scouts Explore Healthy Eating

We believe everyone deserves to be well nourished. Through Food Scouts, our new healthy eating club for kids at Lents International Farmers Market, children build a solid foundation for life-long health. In our first year, with support from Whole Foods Market, 280 children enrolled in the program, becoming active participants in the local food economy.

Food Scouts offers hands-on activities and purchasing power to participants, thereby empowering them to consider the critical role food plays in their wellbeing. Scouts receive \$2 in tokens weekly to spend on fresh fruit, vegetables and food-producing plants. Engaging activities encourage children to return throughout the season to learn new skills and to purchase produce such as blueberries, cucumbers, kale, carrots, potatoes, apples and pears.

Scouts earn prizes for participating in educational activities that focus on basic nutrition, cooking, food culture, and gardening.

By giving children the opportunity to learn and share food knowledge with their peers, our Food Scouts program nourishes young bodies and cultivates confidence, cooperation, and a sense of belonging.

Paula’s Story

My name is Paula Hernández. I have five children. I first got to know Zenger Farm a few years ago at a Healthy Eating on a Budget cooking workshop at Lent School. The workshop was very interesting and provided tools for nutrition that I did not know of. I come from the Latino community and our food habits are very different. I learned to cook fruits and vegetables that I did not know about. Zenger Farm really cares about and is very good at getting our children involved in preparing healthy food. They gave us lots of information about resources that they have through the farm. This program provides many tools to benefit our cultures economically and nutritionally. The program was so interesting and important to me, that I continued participating in the workshops and then became a volunteer. I’m still volunteering, not only to share with the Latino community, but also other cultures. I like to teach what I know to the community. My skills are cooking traditional dishes from Oaxaca, such as tortillas, quesadillas, tamales and moles.



Using everything I have learned and with the support of Zenger Farm, I now plan to start my own food business, using the commercial kitchen in the Urban Grange. I want to thank all the people who make the work of Zenger Farm possible through their economic and moral support. This farm has helped many families to learn about new opportunities.

Interview with Paula, and translation, provided by Prairie Hale, Community Involvement Coordinator, Zenger Farm

"Knowing the people who grow our food makes us appreciate our vegetables, fruits and flowers. The people connections make the food more delicious."

Joyce and Bill, Zenger Farm Shares Members



MODELING CHANGE



Zenger Farm Serves as a Local, Regional and National Model

We continue to explore innovative ways to address hunger in our community and craft programs that increase access to good food for everyone. Our **Zenger Farm Shares** and **Healthy Rewards** programs advocate for food justice locally and serve as models throughout the region and nation.

Last year at Zenger Farm, 50 families received a weekly box of healthy fruits, vegetables and grains as participants in Zenger Farm Shares, our CSA program. As a result of our model program, 30 underserved families were able to pay for a share of the harvest using SNAP funds. Our program has been so effective that we now educate farmers from coast to coast so that they can create similar programs in their own communities.

Last year, over 500 CSA were trained and used our "SNAP for CSA" guide to prepare their farms to accept SNAP. In 2013, \$100,000 SNAP dollars were spent at CSA farms in Oregon alone.

Our Healthy Rewards program increases the purchasing power of SNAP customers at Lents International Farmers Market by matching up to \$10 weekly. Now commonplace at most Portland-area farmers markets, our Healthy Rewards program was one of the first of its kind in when it began in 2008. By leveraging federal food assistance dollars, our nutrition incentive program helped SNAP customers

purchase an additional \$11,500 worth of produce from our market vendors last year.

The recently adopted USDA Farm Bill illustrates Zenger Farm's relevance to national food and farming policy. The Bill increased funding to programs that promote the growth of local food economies. Both CSA programs and Farmers Markets received additional funds and expanded access in the new Bill, highlighting the effectiveness of two of our most innovative programs.

"The Lents Farmers Market is a family bicycle destination, where we buy honeycomb and tamales from our neighbors. I've been fortunate to use SNAP dollars for this fresh food from Zenger Farm. Through Zenger Farm, I teach my children about food, healthy eating and sustainability. Zenger Farm provides us with life lessons in respectful living and service to the community. Zenger Farm is a stabilizing factor for my family and our community."

*Jennifer Dynes,
Zenger Farm Board Member*

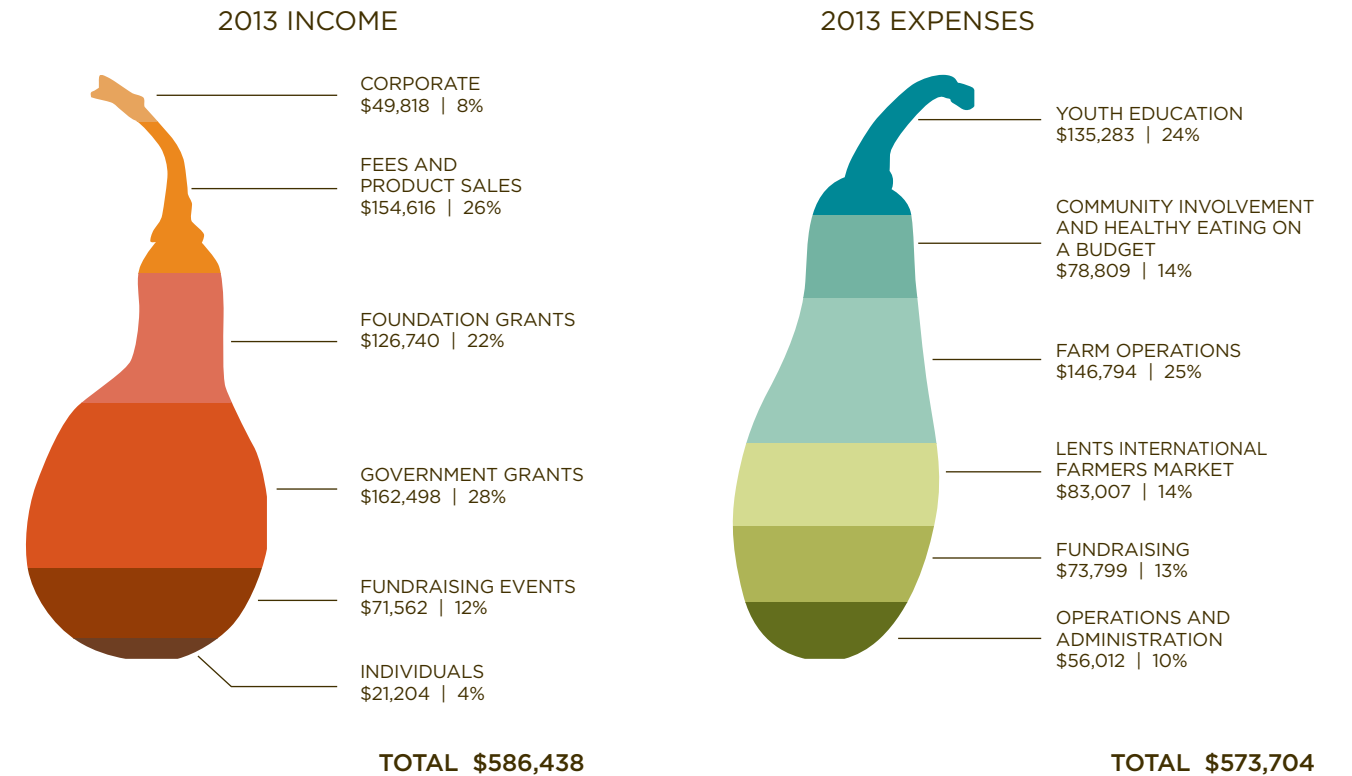


GROWING FOOD, FARMERS AND FACILITY IN 2014

Across the United States, especially in economically disadvantaged communities, nutrition education and healthy food options are limited. Diet-related diseases, such as obesity and childhood diabetes continue to rise. In an effort to reverse this trend, this year we will do the following:

- **Offer** two new camps: Winter Cooking Camp and Spring Break Farm Camp
- **Build** Portland's Hub for Healthy Food and Community Connection, the Urban Grange
- **Support** Oregon CSA farmers in accepting SNAP for CSA shares, ensuring twenty Oregon farmers accept SNAP and \$200,000 SNAP dollars are spent at CSA farms
- **Create** a Kitchen Incubator Program to provide commercial kitchen space to emerging food businesses
- **Launch** a "Prescription CSA" program in partnership with a local county clinic
- **Match** at least \$12,000 in SNAP funds at Lents International Farmers Market
- **Provide** 9,000 farm-based education experiences to youth and adults
- **Pilot** a farm education program to serve teenagers in partnership with Momentum Alliance

FINANCIAL INFORMATION



Financials do not include income and expenses associated with our capital campaign to build the Urban Grange.



OUR SUPPORTERS

We are grateful to the following organizations and individuals for their generous support over the past year.

GRANTS

City of Portland Bureau of Environmental Services
 Clif Bar Foundation
 Cooking With Kids Foundation
 East Multnomah Soil and Water Conservation District
 Energy Trust of Oregon
 Foundation for Sustainability and Innovation
 Gray Family Foundation
 J.W. & H.M. Goodman Family Charitable Foundation
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 Meyer Memorial Trust
 Nike Employee Grant Fund
 Oregon Community Foundation
 Oregon Department of Agriculture Specialty Crops grant program
 PGE Foundation
 Portland Development Commission
 United Natural Foods Inc. Foundation

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This report was prepared with great care. If errors have occurred, please contact Laleña Dolby, Director of Communications, lalena@zengerfarm.org.





11741 SE Foster Rd
Portland, OR 97266
503.282.4245

zengerfarm.org