



2012

ZENGER *farm*

ANNUAL REPORT

zengerfarm.org



Jill Kuehler,
Executive Director

Dear Friends,

Cheers to Zenger Farm's 13th outstanding year of providing food and farming education. In 1994, a group of community members stood on the Zenger property in the rain. Their vista was one of 16-acres of overgrown farm fields and a dilapidated farmhouse. They took it all in, and they allowed themselves to dream: "What if the farm fields grew abundant with fruits and vegetables? What if the farmhouse became a community gathering and learning space? What if school children came here to see where healthy food comes from?" Though hopeful, I doubt anyone shivering in the rain that day imagined a time would come when those dreams would be realized to the extent they are today.

Today, we're more than 16-acres of healthy land preserved in the heart of a city. We're a thriving food center where every year over 5,000 students walk the fields during field trips and summer camps, 1,000 families participate in workshops about healthy eating on a budget, and nearly 1,000 diverse neighborhood residents shop at our farmers market, the Lents International Farmers Market (LIFM).

After college, I spent two years as a Peace Corps Volunteer in Guatemala, where I provided health education in rural schools. I taught hundreds of lessons on basic hygiene and healthy lifestyles, but the moment that stuck with me the most was a meal that was provided in my honor on my last day at the school, Pajomel. All of the meal's ingredients came from the school garden we'd built together. I left that day knowing the garden would continue to provide food, education and empowerment to students for years to come. I brought that experience home with me and I am so honored to work at Zenger Farm, where I get to see sparks of inspiration go off for kids every day as they get their hands in the dirt and experience where good food comes from.

And it's not just kids. Zenger Farm offered Healthy Eating on a Budget workshops to over 1,000 families in 2012. At these workshops, parents worked alongside their children. Together, they learned to prepare simple meals on a limited budget. As 12-year old Amaya says, "It's really nice to learn how to cook on a budget, and to cook with not very many ingredients but make something really yummy out of it. It's fun to learn how to cook as a family. Since me and my mom have been taking classes, it's been an improvement in our eating and our time together as a family."

This year, we're taking the best of what we've learned on the farm statewide. Zenger Farm Shares, our Community Supported Agriculture (CSA) program, is one of the first in Oregon to accept SNAP (formerly Food Stamps) as payment for shares. In 2013, we'll take our knowledge to CSA farmers across the state so that they too can learn how to accept SNAP for CSA shares. And this is only the beginning. Requests come from all over the world to take our model to other corners of the globe. Thank you for helping Zenger Farm become a model for farm-based education worldwide.

Jill Kuehler

Executive Director



A LETTER FROM MICHELE MATHER, BOARD CHAIR



Imagine a child's sense of wonder awakened and encouraged after spending a day digging potatoes. Imagine a mother's personal power restored after learning how to nourish her family on a limited budget. Imagine enjoying the bounty of a sustainably-raised harvest with neighbors and family. Imagine learning about farming and education in creative collaboration with passionate staff and volunteers. All of this, and more, happens at Zenger Farm.

Food is often the center of community - whether gathering in celebration, to share a late- summer harvest or joining at the table as a family. You may believe, like I do, that a positive connection to food is the building block for strong, healthy and thriving communities. All too often, especially here close

to Zenger Farm, that positive connection has either not been established, or has been lost. At Zenger Farm, that connection has the potential to come alive.

Growing up in Montana, I saw first-hand how rural and urban communities were inextricably linked. I was called to Zenger Farm by a longing to share my understanding of this symbiotic relationship—without dedication to the care and respect of land and animals, urban populations cannot thrive. People cannot thrive.

Many of us moved to Portland to experience the vision this region holds - open space, wild space, and the opportunity to forge connections with our neighbors who also value these things. Zenger Farm is a shining example of this vision, stewarded by world-class talent and leadership and over 400 volunteers who give it their all, every season of the year. **The best in each of us flourishes at the Farm. Come be a part of the growth!**

Michele Mather, Board Chair

A special thank you to the passionate individuals who preserve, maintain and advocate for this incredible place. The transformation that happens here is magical, and is a direct result of your support!

OUR MISSION

AT ZENGER FARM, WE BELIEVE NOURISHMENT IS A BASIC HUMAN RIGHT. WE'RE A WORKING FARM IN THE HEART OF THE CITY THAT MODELS, PROMOTES AND EDUCATES ABOUT SUSTAINABLE FOOD SYSTEMS, ENVIRONMENTAL STEWARDSHIP, AND COMMUNITY DEVELOPMENT, SO THAT WE MAY ALL BE WELL FED.

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“We view Zenger Farm as an education-based platform to help reverse the alarming trend in public health and close the disparity in health and wellness between socioeconomic classes in our community.”

Dan and Kelly Klock, Owners of Bridgetown Natural Foods

2012 HIGHLIGHTS

We're now **ONE OF THE LARGEST EDUCATIONAL FARMS** in the **NATION**, with nearly **7,000 students** visiting annually



446 VOLUNTEERS contributed over **6,400 hours** in the fields and in the classroom



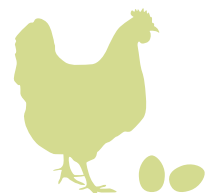
We **MATCHED \$11,500 SNAP DOLLARS** for **322 East Portland families** through our **Healthy Rewards program** at the **Lents International Farmers Market (LIFM)**

40 households participated in **ZENGER FARM SHARES (CSA)**, **20 of whom were SNAP participants**

We doubled our LIFM crowd count numbers to a weekly average of **920 SHOPPERS**



1,184 adults and 946 youth participated in our **HEALTHY EATING ON A BUDGET** program



287 community members (including emerging farmers!) participated in worm composting, garden design, fruit tree pruning, bee keeping and farmer training **WORKSHOPS ON THE FARM**

We grew **19,000 pounds** of **PRODUCE FOR PORTLANDERS**

EDUCATING CHILDREN

FARM SCHOOL

In 2009, Farm School began as a program for a few 5th grade classrooms in the David Douglas School District, where many students don't have the resources to eat well. For too many of them, their most nutritious meal is the one they will eat at school, where 82% of them receive free or reduced priced lunch. In Farm School, students visit the farm three times during the school year and receive a classroom visit from farm educators in the winter.

By 2012, Farm School was making a significant positive impact in students' lives. So much so, that the District asked us to extend the program to all 28 5th grade classrooms. This year, from seed to harvest, 860 5th grade students will receive hands-on learning about what good food is. They will learn that it comes from good soil, which can be anywhere, even in the city.

This unique partnership is providing underserved students with the education, tools and support they need to eat well today, to make healthy choices throughout their lives, and to become the educated and vital community members our world needs.

“Zenger Farm has a very interesting way of teaching you things, a way you probably can’t find anywhere else! I love learning about respecting the animals they have on their land, how to pick the plants and learning about the honeybees... it just makes you feel good.”

Shayla, Summer Camp scholarship recipient



SUMMER CAMPER GETS COOKING: SHAYLA’S STORY



FOOD CREATES CONNECTION

Even as a very young child, ten-year old Shayla felt deeply connected with nature. Ever since she was old enough to plant a seed or pour a watering can, she was doing it. As a budding gardener and chef living near Zenger Farm, Shayla was excited to discover Zenger’s summer camps a few years ago. It was at Cooking Camp that she began to explore the connection between land and plate in the kitchen. She’s especially proud of her unique dip creations which often involve surprising herb combinations: “I like to mix cinnamon and dill with some other spices and yogurt. It makes the best dip I’ve ever had. Way better than that processed onion dip that you buy in the store.”

FOOD BUILDS COMMUNITY

Food inspires sharing. Last year, circumstances suddenly changed, and Shayla and her mom, Suzy, found themselves needing to move to a new home in the heart of city, without a garden. Shayla grew what

she could in a few containers, but it was a far cry from her abundant backyard. At a critical juncture in life, when so many things were changing and becoming lost, Shayla and her mom knew that returning to Zenger Farm Camp was more important than ever, so they applied for a scholarship.

This past summer, Shayla found herself back at Zenger, sharing what she loves most with others. For her, it isn’t just one thing. It’s walking freely in open fields; picking crunchy sweet peas with fellow campers by her side; gazing at the wetland’s wild birds swirling overhead; and spending quiet moments under the gentle boughs of the farm’s giant cedar. What started as a reconnection to the land has strengthened her sense of belonging. She’s discovered a community of people who share her passion for healthy food and farms.

FOOD BRINGS PEOPLE TOGETHER

That’s how Shayla met Kevin, one of the owners of Pine State Biscuits. Learning of Shayla’s interest in cooking, Kevin invited her to his restaurant to explore the ins and outs of a professional kitchen. Shayla scratch-baked pie, made biscuits, plated dishes and greeted customers. According to Kevin, “thanks to the skills, ethic and passion Shayla has grown at Zenger Farm, in a few years I’ll have either an amazing member of my team, or some serious competition!”

"We see that we're a part of a passionate community of farmers who work tirelessly throughout the seasons to create healthy land, people and communities."

Robert Ericksen, Farm Intern



GROWING THE NEXT GENERATION OF FARMERS



FARM INTERN SPOTLIGHT, ROBERT ERICKSEN

With one hand outstretched to wave and the other grasping a vegetable recently discovered—and deemed delicious—a child on a farm field trip calls to you, "Thank you, farmer!". That just makes your day.

It's true, you can learn just about anything from books, even about farming. Information you can't pick up there, you can probably find on the Internet, but I think the more organic way to learn a trade and a craft like farming, is from someone who's been doing it for a while—someone who loves it. That's why Zenger Farm's Farm Internship Program is vital to the creation of the next generation of farmers.

The greater part of Zenger's Farm Internship Program provides rugged, hands-on education about the gritty mechanics and financials of operating a small, organic farm. From seeding to the sales table, Zenger Farm Interns are an integral part of the decisions and actions that put healthy produce on Portlanders' plates.

In the classroom setting, we receive detailed education on everything from choosing the right irrigation system to understanding what factors contribute to healthy soil. When not in the Zenger fields or classroom, we tour regional farms, where we're able to consider a variety of farming models while getting acquainted with our peers. We see that we're a part of a passionate community of farmers who work tirelessly throughout the seasons to create healthy land, people and communities.

CULTIVATING COMMUNITY

Zenger Farm Shares and SNAP

Launched in 2011, Zenger Farm Shares was one of the first Community Supported Agriculture programs (CSAs) in Oregon to accept SNAP (formerly Food Stamps). While the traditional CSA model supports farmers by assisting with the upfront costs of farming, that same upfront capital investment is often a barrier for households on limited incomes. To address this barrier, Zenger Farm Share SNAP participants have the option of paying for their farm share weekly using their SNAP benefits. In our pilot year, ten of our 20 shares were reserved for SNAP participants, meaning that ten households enjoyed greater access to fresh, local produce, grown close to home.

We spent 2012 fine-tuning our model, and are excited to increase our membership to 50 in 2013, while still reserving 20 shares for SNAP participants. In an effort to encourage greater SNAP member participation in CSAs throughout the state, we've also created a training guide for CSA farmers, as well as a listing of CSA farms in Oregon that accept SNAP: OregonSNAPCSA.com. With the tools provided in this website, an increasing number of Oregonians will have better access to fresh, local food by joining a nearby CSA farm that accepts SNAP payments. Look for the guide to be rolled out in March of 2013 at the OSU Small Farm's Conference.

"I just wanted to extend a heartfelt thank you to the Zenger crew. This was the first CSA that Ben and I have been a part of and we couldn't be more grateful and appreciative for how amazing it was and how much it exceeded our expectations. We tried veggies we had never had, fell in love with Romano beans and parsnips, tried and failed to like fennel, and learned to make delicious new dishes. Y'all are doing a great thing over there. Zenger is an asset to the community. Thank you for an amazing season and keep up the good work. We will see you this Friday and next season as well!"

*Kari Westerman,
Zenger Farm Shares Participant*



OUR VOLUNTEERS



With a staff of ten, and so much work to be done, we rely on the generosity of more than 400 volunteers each year to deliver our year-round programming. From helping children fall in love with the outdoors and food, to tending crops, to setting up our farmers market, volunteers are essential partners in our work. Margret Harburg is one of the 400+ who helps Zenger Farm thrive. Last year, she received the Ulrich Zenger Award, in honor of the original owner of the farm, Ulrich Zenger, and his son, Ulrich Zenger Jr., for being the year's most dedicated volunteer.

VOLUNTEER SPOTLIGHT: Margret Harburg

I began volunteering at Zenger farm three years ago to lead children on farm field trips. When urban children visit the farm for the first time, many of them act as if they are returning to a place they had forgotten. They smile as they breathe in fresh air, excite at seeing the chickens (and all creatures), and awe at the hundreds of vegetables growing in the fields. For them, a walk through the fields is more than a fun adventure. It is a learning opportunity that connects them to nature and awakens and cultivates their desire to care for the Earth. Fostering this connection is important work to me as an environmental studies student soon to graduate from Portland State University.

Last year, I immersed myself in every season at the farm. When field trips ended, I helped give children more in-depth experiences during our week-long summer camps. From March to Thanksgiving, I led our Friday farm work parties and tours. In the fall, I joined a volunteer team to make our annual Farm to Table dinner and fundraiser one of our best yet. On Sundays, I frequently helped out at our farmers market, the Lents International Farmers Market. Part-way through the market season I transitioned from working as a volunteer to a paid staff member. My paid work was a natural extension of my volunteerism.

In 2012 at LIFM, we increased our SNAP match program, Healthy Rewards, from \$5 to \$10 per customer to meet the neighborhood's growing need. Mid-way through the season, demand for the match program exceeded available funds. The program meant so much to the community. I knew that I needed to do everything in my power to see it continue. So, I donated my first paycheck to it! It was the least I could do for such a great place and an honorable cause. After all, everyone deserves access to healthy food!



FOSTERING FOOD, FARMERS AND FACILITY IN 2013

The need for access to healthy food, open space, and farm-based education in our community is greater than ever. To address this need, in 2013 we'll do the following:

- **Increase** Zenger Farm Shares membership to 50 shares, reserving 20 shares for SNAP participants
- **Inspire** 860 neighborhood 5th graders with Farm School's hands-on learning curriculum
- **Match** at least 11,500 in SNAP dollars at the Lents International Farmers Market (LIFM)
- **Launch** Zenger Farm Food Scouts, a healthy eating club for young shoppers at LIFM
- **Train** another 600 families in Healthy Eating on a Budget workshops
- **Grow** Summer Camp to include new camps, *Fruitopia* and *Farm Party*
- **Design and raise funds** for the Zenger Farm Urban Grange, a new facility that will include a multi-purpose classroom, a commercial kitchen and work space
- **Educate** 50 Oregon CSA farmers on how to accept SNAP as payment for CSA shares

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.





2012 SUPPORTERS

As a non-profit organization we are grateful for the support from numerous individual donors, as well as the following sponsors and grantors.

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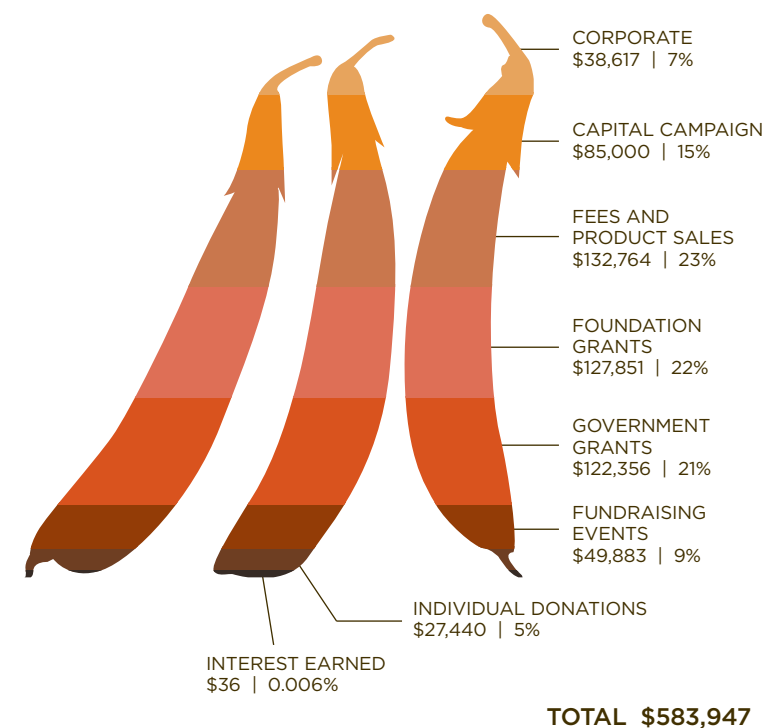
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Grant Support

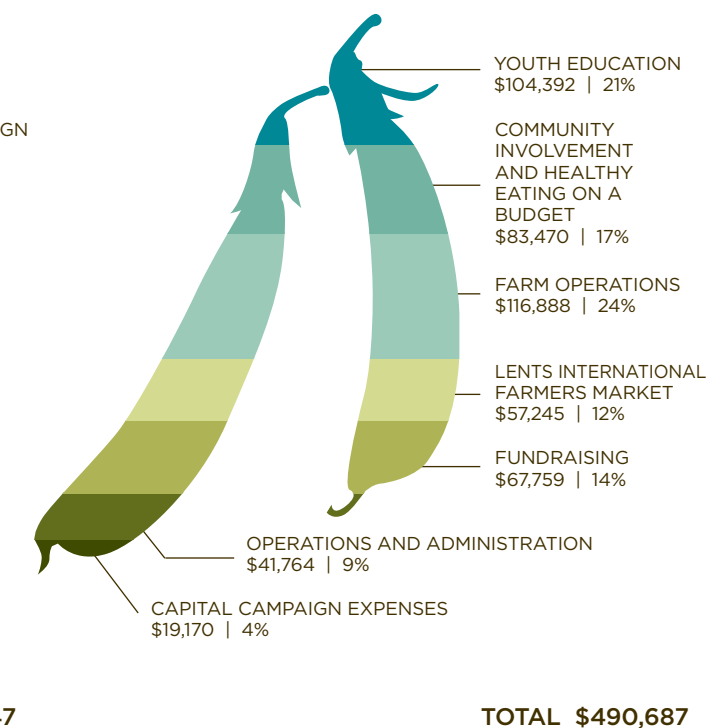
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 USDA Community Food Projects
 USDA Farmers Market Promotion
 Program grant

FINANCIAL INFORMATION

2012 PROFIT



2012 EXPENSES



Revenue in excess of expenses: \$93,259. Net income is from grant sources that will support 2012 programming and Zenger Farm's Urban Grange capital campaign.



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