

2014

ZENGER *farm*

ANNUAL REPORT

zengerfarm.org



Dear Friends,

Fifteen years ago, Zenger Farm was founded. The farmhouse was condemned and covered in graffiti. Not one paid staff position existed. What did exist was a committed board of directors with a grand vision. That year, they helped 200 students visit the farm. Lacking adequate shelter from the weather, the children often gathered under tarps to stay dry. But together those students and that board infused the land with life again.

Zenger Farm has grown from its humble start and is now a national leader in farm-based education and healthy food access. Last year, 8,300 students and teachers visited the farm on field trips, 2,223 under-served East Portland youth and adults participated in cooking workshops, Lents International Farmers Market completed its 8th season – serving 1,300 shoppers and 20 vendors weekly, 60 families became members of our CSA and 30 of them paid for their shares with SNAP (formerly Food Stamps), and we launched a new Urban Farm Home School Program.

Education about, and access to, healthy food for Portland families remains central to our mission. Innovative programs such as Healthy Rewards which matches every \$10 spent in SNAP at Lents International Farmers Market, Food Scouts which empowers youth with \$2 each week to spend on produce at our farmers market, and our SNAP for CSA program bring good food to those who need it most while serving as national models for healthy food access.

Each year, we learn from existing programs and develop innovative ways to better serve our community. In 2015, we will partner with a local county clinic that serves a low-income community to pilot the country’s first Prescription CSA program, truly looking at food as medicine.

Two years ago, we launched a \$2.3 million campaign to build a new facility at Zenger Farm, the Urban Grange. Opening in June 2015, this new hub for healthy food and community will double our capacity, strengthen our programs and create infrastructure for new services. It will serve as a base for our farm camps, field trips and workshops and will allow us to launch a new Community Kitchen program and offer a much needed community gathering space.

We have surpassed our original dreams of 15 years ago, but there is more work to do. The creation of a healthy and equitable food system is no small feat. We invite you to continue to be a part of our future.



A handwritten signature in black ink, appearing to read 'Jill Kuehler'.

Jill Kuehler
Executive Director

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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2014 HIGHLIGHTS



We began construction on our new facility,
the **URBAN GRANGE**

1,730 David Douglas School District
5TH GRADERS participated in
FARM SCHOOL



2,223 individuals participated in
HEALTHY EATING ON A BUDGET
workshops and demonstrations

314 CHILDREN BECAME FOOD SCOUTS
at Lents International Farmers Market

8,300 STUDENTS AND TEACHERS
visited the farm during field trips



WE MATCHED \$13,799 in SNAP funds for underserved
families at Lents International Farmers Market

290 VOLUNTEERS contributed
8,500 hours in the field and classroom





CULTIVATING COMMUNITY

In 2014, more than 2,000 Zenger Farm neighbors prepared and shared nutritious meals and cultivated confidence, cooperation and a sense of belonging as participants in our community cooking workshops and demonstrations. We know that strong peer support networks positively influence health, and are especially meaningful in our diverse neighborhood. Unfortunately, families often have few opportunities to spend time with each other and in their community. Our workshops address these challenges by creating opportunities to get to know neighbors, spend time with family in a meaningful way and learn about other cultures. Participants become empowered to make healthy changes in their lives and to support healthy food access within their communities, often becoming leaders of future workshops.

To encourage community leadership and increase our capacity to involve diverse communities in our programs, we launched a Community Chef program with support from the East Portland Action Plan in 2014. Community Chefs share food traditions from their countries of origin, including Mexico, El Salvador, Russia, the Philippines and Bhutan, through cooking demonstrations and workshops.

Inspired by the success of our workshops, demonstrations and Community Chef program, we crafted a vision for a comprehensive Community Kitchen program which will be housed in the Urban Grange. Community members and past participants played an integral role in the conceptual development of the Community Kitchen which will provide workshops on cooking, preserving and enjoying nutritious, local foods on a limited budget and will be home base for our Community Chef program.

EDUCATION INNOVATION

Education has always been at the core of Zenger Farm's work, and 2014 was marked by the introduction of several new programs.

Our Farm Camps program experienced its biggest summer yet, with 227 campers exploring our fields and wetlands, and learning how to prepare nutritious food using farm produce. This year's summer Farm Camp included a new partnership with Momentum Alliance, an organization focused on empowering youth leadership. During a two-week camp, young leaders learned about the importance of nutrition and healthy food systems. This year, we also extended our camp education throughout the seasons by offering Winter Camp and Spring Break Camp.

Last fall, we piloted an Urban Farm Home School Program in response to community interest in meeting the needs of home school families. We offered two sessions, which both sold out (48 spots!) almost immediately. The program is expanding in 2015 to offer spring and fall sessions.

Farm Operations welcomed three full-season farm interns, who learned all aspects of small scale urban farming, from preparing fields and planting seeds to taking the harvest to market. For the first time, we offered a short-season internship that gave three additional interns the opportunity to participate in hands-on field work throughout the summer. This shorter time commitment makes learning more accessible to individuals who are in the early stages of exploring farming as a career. In 2015, we will expand to include Fall and Spring Seasonal Internships.

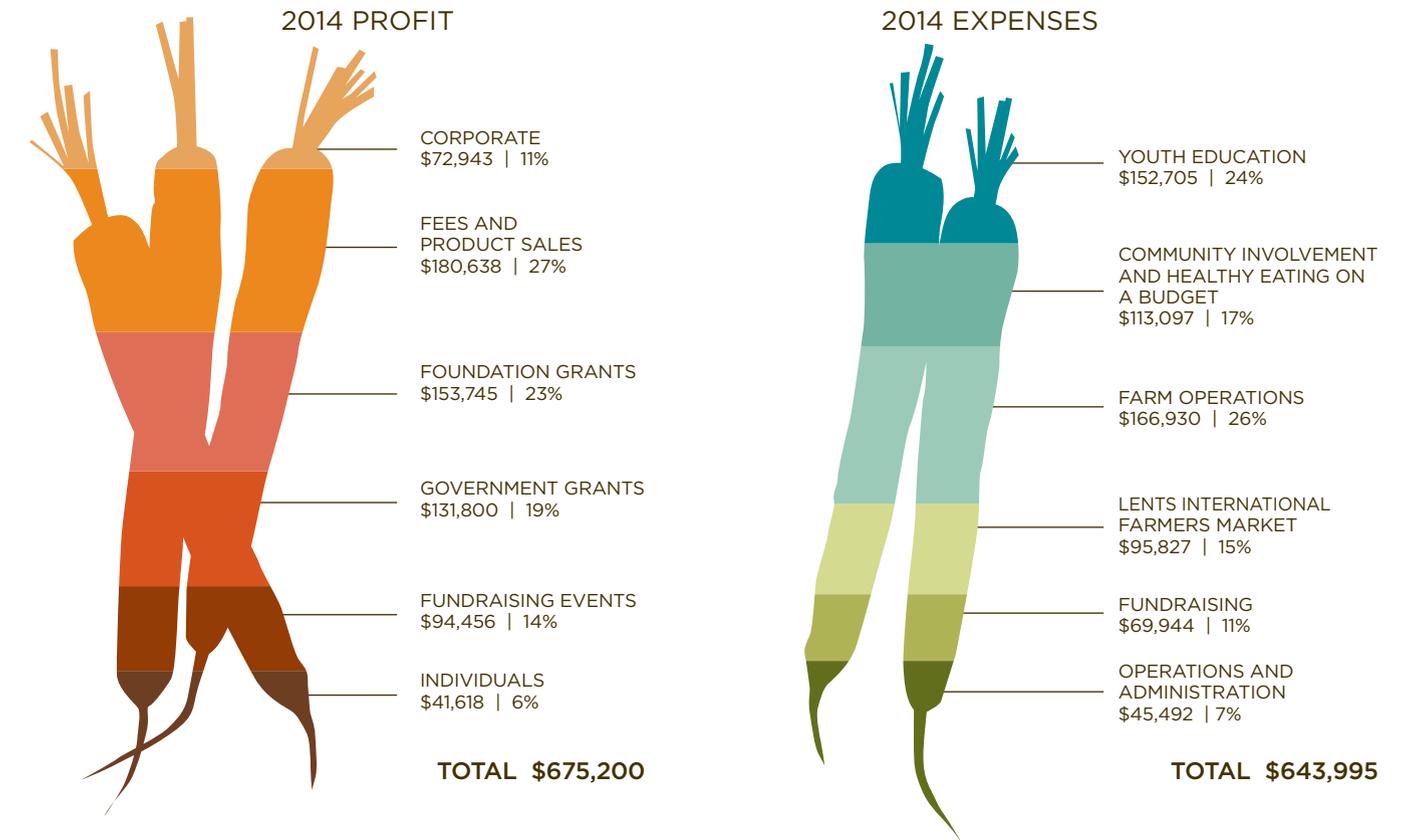


GROWING FOOD, FARMERS AND FACILITY IN 2015

We're looking forward to expanding our reach in 2015 through the following efforts:

- **Open** Portland's Hub for Healthy Food and Community, the Urban Grange
- **Expand** markets for Oregon CSA farmers by piloting CSA Partnerships for Health, a new program that connects CSA farms with employers, health clubs, faith-based organizations, and health care organizations. Zenger Farm will pilot a CSA Prescription program in partnership with the Multnomah County Health Department's Mid-County Clinic
- **Partner** with Hacienda CDC's Mercado to launch a Kitchen Incubator Program to provide commercial kitchen space to local emerging food businesses
- **Match** \$15,000 in SNAP funds at Lents International Farmers Market
- **Improve** organizational infrastructure with new administrative space, information technology and updated systems

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 this year:

GRANTS

An Advised Fund of
 The Oregon Community Foundation
 Blue Cross / Blue Shield of Oregon Fund
 of The Oregon Community Foundation
 City of Portland Bureau of
 Environmental Services
 The Collins Foundation
 Community Foundation for
 Southwest Washington
 Community Foundation of Jackson Hole
 East Multnomah Soil and Water
 Conservation District
 East Portland Action Plan
 Echo Fund of The Oregon
 Community Foundation
 Ecoworks Foundation
 Energy Trust of Oregon
 Finley Family Foundation
 Franklin High School
 Communicares Class
 Harbourton Foundation
 Hardy Plant Society of Oregon
 Hoover Family Foundation
 The Jackson Foundation
 The J.W. and H.M. Goodman Family
 Charitable Foundation
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 The Oregon Community Foundation
 Johnson Family Foundation

Lora L. and Martin N. Kelley Family
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 Meyer Memorial Trust
 MJ Murdock Charitable Trust
 Multnomah County
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 Oregon Department of Agriculture
 Specialty Crops Block grant program
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 The Safeway Foundation
 Staples Foundation
 United Natural Foods Inc. Foundation
 United States Department of Agriculture
 Community Foods Project
 United States Department of Agriculture
 Local Food Promotion Program
 United States Department of Agriculture
 Farmers Market Promotion Program

BUSINESSES

Anne Amie Vineyards
 Alma Chocolate LLC
 B&G Builders
 BCI Group, Inc.
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 Bob's Red Mill
 Bon Appétit Management Company
 Bridgetown Natural Foods
 Carman Ranch

Casa Bruno
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 Concentrates
 Cropp Co-op/Organic Valley
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 Flint Design
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 Naomi's Organic Farm Supply
 New Seasons Market
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 One Green World
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 Organic Valley
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 Path42 LLC

Perkins & Company
 Pine State Biscuits
 Plate and Pitchfork
 ¿Por Qué No? Taqueria
 Portland Cider Company
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 Sineann Winery
 Skyline Farm
 Soter Vineyards
 Springwater Community
 State Farm Insurance
 Stoller Family Estate
 Stumptown Coffee Roasters
 University of Portland
 Washington Trust Bank
 Whole Foods Market
 The Woodsman Tavern

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 Robert & Lori Agnew
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 Carrington Barrs & Christine Olson

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 Tonya Gettmann
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 Michele Mather & Cameron Shaw
 Annette Mattson & State
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 Al Solheim
 Ken & Marta Thrasher
 George & Carolyn Vogt
 Marty & Kristin Wall
 Joshua Weinstein
 Lynn Youngbar



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Staff

Bryan Allan, *Assistant Farm Manager*
 Sarah Broderick, *Lents International Farmers Market Manager*
 Laura Cerny, *Farm Educator*
 Sara Cogan, *Farm Manager*
 Laleña Dolby, *Communications Director*
 Prairie Hale, *Community Involvement Coordinator*
 Andrew Hogan, *Development Director*
 Jill Kuehler, *Executive Director*
 Joanne Morrissey, *Office Manager*
 Allison O'Sullivan, *Education Manager*
 David Perry, *Program Director*

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





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