

COASTAL ROOTS FARM REPORT QUARTER ③



APRIL-JUNE 2020

CONTINUED COVID-19 RESPONSE

Since the COVID-19 pandemic began in March, Coastal Roots Farm has distributed more than 18,000 pounds of food (of which nearly 70% was donated) to more than 11,000 vulnerable community members.

Around 75% of our pay-what-you-can Farm Stand customers shared that the crisis has impacted their employment or income; 63% report unemployment; and more than half cannot easily access or afford fresh food. We take to heart our responsibility as a Jewish community farm and leverage our tradition's wisdom, land, and expertise to assist those in need, ensuring equitable access to fresh food regardless of ability to pay.



from March 16 to June 30
(12,617 pounds)



“I am on disability, but it’s barely enough to cover rent and food. I am high risk for COVID-19 complications because I already have lung issues. The Farm makes me feel safe and is the reason I can afford fresh, organic, healthy food. Thank you from the bottom of my heart!”

CELEBRATING NEW PARTNERSHIPS

In Quarter 3, the Farm expanded its Organic Food Distribution Program thanks to support from San Diego Food Funders at San Diego Grantmakers to reach homebound elder tribal families throughout San Diego County in partnership with San Diego American Indian Health Center as well Native American families of the Iipay Nation of Santa Ysabel.

Coastal Roots Farm honors North San Diego County as traditional lands of the Kumeyaay and Luiseño peoples, and is honored to nourish indigenous community members with organic produce, nutritional information, recipes, and more.

IMPACT AT A GLANCE: FY 2020 Q3 (APRIL-JUNE)

15,930 lbs
produce distributed

206,802 lbs

8,537
individuals received food

164,172

170,778 lbs
diverted from landfill

4.1 million lbs

593
individuals in programs

28,699

Since inception, 2014-2020 Q3

QUARTER 3 HIGHLIGHTS



NEW IN ENVIRONMENTAL AND JEWISH EDUCATION

FARM CAMP FUN

In Quarter 3, the Farm's leadership team explored the possibility of moving forward with a modified, on-site Summer Farm Camp.

Understanding the important service camp offers to the community, realizing the privilege of our beautiful outdoor venue, and equipped with updated Farm Camp health and safety protocols, the team decided to move forward.

In fewer than 48 hours after opening registration, all 7 sessions filled up. We look forward to a safe and spirited summer with our Farmers-in-Training in Quarter 4.



THE DIGITAL AGE

The Farm's Education Team continues to provide equitable access to environmental education and Jewish life experiences online through Virtual School and Group Visits, Facebook Live segments "Your Morning Scramble," "Garden Tip Tuesdays," and "Ready, Set, Grow," and other collaborative online programs.

This quarter, the Farm reached nearly 460 participants through Virtual School and Group Visits, more than 25,000 through Facebook Live, and more than 1,000 through other unique virtual programs.



GROUNDBREAKING NEWS

This quarter, we began the first phase of construction on our brand new Nature Play and Environmental Learning Space that will be adjacent to our Education Farm and Garden.

This new venue will soon be a hands-on, multi-sensory learning and discovery space for youth to explore and connect with the environment and was made possible with funding from an SDG&E Environmental Champions grant, Ann Hunter-Welborn and David Welborn, and the Sheryl and Bob Scarano Fund at the San Diego Foundation.



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