

REPORT QUARTER 1



OCTOBER 2018 - DECEMBER 2018

THANK YOU!

Your support helps Coastal Roots Farm cultivate healthy, connected communities through sustainable agriculture, food justice, and generations of Jewish agricultural practices. Thank you for equipping us to provide healthy, nutritious food to our San Diego neighbors, a space for vibrant Jewish life, and opportunities to connect to the land and one another!

SINCE INCEPTION



129,845

Pounds of produce distributed



\$512,838

Value of produce distributed



29,849

Individuals directly served

2019 QUARTER 1



5,664

Pounds of produce distributed



\$24,054

Value of produce distributed



3,640

Individuals directly served

FARM STAND FINDINGS



Coastal Roots Farm launched the on-site Pay-What-You-Can Farm Stand in June 2016. In order to better understand the community we are serving as well as the impact of our work, the Farm surveyed its customers in December 2018.

We learned that:

Almost half of Farm Stand customers shop at Coastal Roots Farm because the pay-what-you-can system allows them to access produce they otherwise would not be able to afford.

Almost half of customers report the pay-what-you-can system allows them to eat more fresh produce than they would otherwise be able to eat.

At least one-third of customers experienced at least one symptom of food insecurity over the last year.

99% of our customers care that their food is grown organically and locally and see Coastal Roots Farm as an asset to the community.

“Not only is the Farm beautiful, but it is a place for young and old to work, volunteer, and enjoy all that it offers to the community. You have enriched us with your purpose and educational activities, and are a beacon for an agricultural movement of sustainability and innovation to the world.” – Farm Stand Customer





QUARTER 1 HIGHLIGHTS

FOOD JUSTICE

This quarter, we donated nearly 4,050 pounds of fresh, organic produce to: 28 Holocaust survivor families, 218 military families at Camp Pendleton, 274 low-income families at Vista Community Clinic, 25 low-income seniors at Mercy Housing's Cantabria Senior Home, and 325 pay-what-you-can Farm Stand customers. The Farm donated an additional 235 pounds of produce to our emergency food system partner, Community Resource Center in Encinitas. Since inception, the Farm has donated 70% of its harvests (nearly 91,300 pounds of fresh produce worth nearly \$334,200) to more than 113,000 food insecure individuals in North County.



FARM EDUCATION

In our first quarter, we welcomed groups from Pacific Ridge School, Teen Volunteers in Action, and Kitchens for Good for hands-on farm-based education. Kitchens for Good is a culinary apprenticeship program that works with previously incarcerated and other vulnerable populations. Each year, they visit the Farm for a day of learning, harvesting, and cooking. Our Farm team joined their cohort of students for a wonderful farm-to-table lunch.



AGRICULTURAL STEWARDSHIP

This quarter, we moved our chickens as part of our Deep Litter Composting practice, a system in which the chickens eat the green waste from our gardens and in turn replenish the soil that grows our vegetables. Jewish agricultural values remind us that the chickens do not belong to us, but that we care for them as they care for us. Soon we will welcome a new flock of 150 chickens in the Food Forest!



THANK YOU TO OUR RECENT FUNDERS

Bank of Southern California • Heller Foundation of San Diego • Hervey Family Foundation • The Scarano Family Foundation



THANK YOU TO OUR FARM FOUNDERS CIRCLE MEMBERS

Robert Brunst • Emily Einhorn • Robin & Leo Eisenberg • Jim Farley • Esther Fischer • Laura Galinson & Jodi Diamond • Heather Greene • Sharyn Goodson • Karen Helrich & Bert Edelstein • Ann & Richard Jaffe • Kelly & Michelle Huang • Jodie & Bob Kaplan • Susan & Bob Lapidus • Cheryl & Gary Levitt • Kaley & Josh Lichtman • Sylvia & Jaime Liwerant • Stacie and Todd Malkus • Ellen Marks • Ari Novy • Shirley & Harold Pidgeon • Naomi Rabkin z'l" • Leilani Rasmussen • Laurayna Ratner • Bernard Reiter • Vivien & Jeff Ressler • Lillian Scharlin • Charlene Seidle • Barbara & Larry Sherman • Jeffrey Solomon • Linda Sorkin & Lee Kaiser • Leo Spiegel • Andrea Stein & Jim Lewis • Bethany & Mark Stuckelman • Carole & Jerry Turk • Andrea Valji & Brett Roggenkamp • Jeff Vistica

Thanks to you, we surpassed our goal of raising \$25,000 during our End-of-Year Fundraising Campaign. Together, we fed 500 families fresh produce for an entire month. Your donation benefitted families who need it most. Thank you for giving these families a "fresh" start during the holiday season.

