

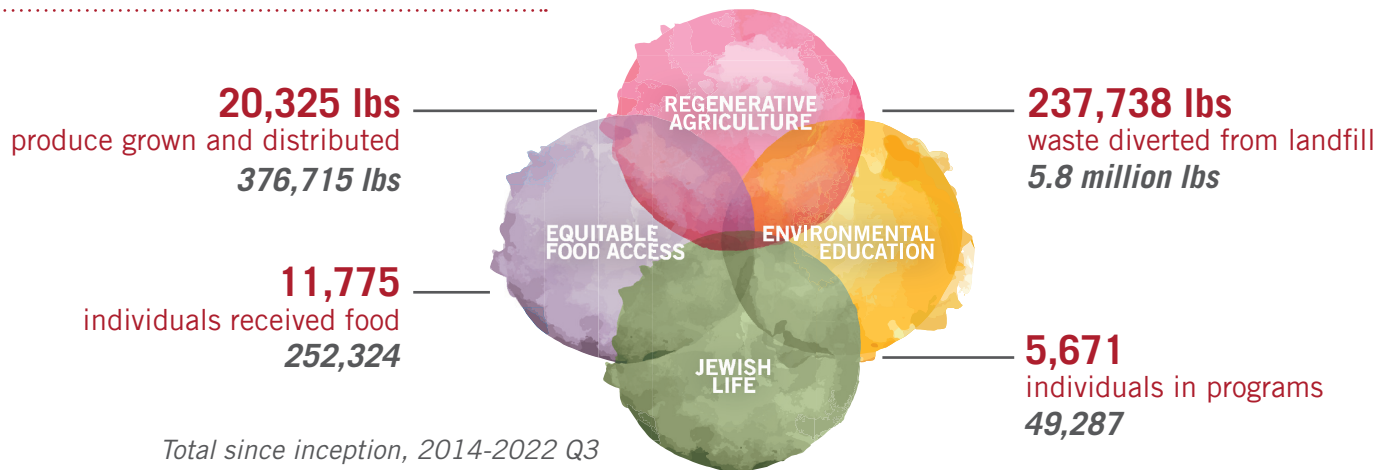


COASTAL ROOTS FARM

FY22 QUARTER 3 IMPACT REPORT

APRIL-JUNE 2022

QUARTER 3 IMPACT AT A GLANCE



Gathering UNDER THE STARS

In Quarter 3, we kicked off our [2nd Annual Farm Film and Music Series](#) featuring inspiring documentary films, local musicians, and meaningful dialogue around equitable food systems, environmental justice, and caring for the planet.

Together with over 100 community members, we watched the documentary film “Gather” under the stars. During the sunset before the film we enjoyed live acoustic music followed by traditional Kumeyaay birdsinging and presentation by Kumeyaay community partners from Campo Kumeyaay Nation and Iipay Nation of Santa Ysabel, sharing connections about the land, seed saving, and the importance of food sovereignty.

The **theme of “Gather”** will continue to guide our programmatic year as we join with community members of all backgrounds to learn about agriculture, climate, and Jewish tradition.





LEARNING AND PLAYING

Q3 PROGRAMS BY THE NUMBERS

2,694
STUDENTS

at 51 School and
Group Visits

219
CAMPERS

and CITs in 8 Farm
Camp pods

253
VOLUNTEERS

and interns across
614 hours

820
EXPLORERS

at 17 Nature Play
days

590
GUESTS

at 21 community
programs

275
VISITORS

at 14 private events
and birthday parties

44% received scholarship!

SCHOOLS AND GROUPS GALORE

This quarter, the Farm welcomed the largest-ever number of students to the Farm in a single quarter for School and Group Visits, our field trip program. Quarter 3 represents a **94% increase compared to the same timeframe last year**, includes district-wide partnerships with Carlsbad Unified and Escondido Union School Districts, a partnership with San Marcos Promise, and other local schools, and represents the Farm's increased visibility as a valuable field trip destination.



JEWISH HOLIDAY EVENTS

This quarter, we marked Passover and Shavuot in a way only a Jewish Community Farm can: with inclusive family programs reaching 100+ people of all backgrounds as we engage with Jewish culture and enjoy seasonal food symbolic of the holiday growing right on the Farm!

A SOLD OUT SUMMER

Summer Farm Camp kicked off in Quarter 3 and runs for **11 weeks**. Our team of 19 camp counselors will touch the lives of **600 campers** grades Pre-K-5th who will explore the Farm and universally-meaningful Jewish values through cooking, crafts, science, singing, and more, quickly becoming part of our special "Farmily."



INTERNSHIP CURRICULUM EXPANSION

Quarter 3 marked the end of the Spring and start of the Summer Internship Program cohorts. Now, in addition to working with our education team, interns cross-pollinate with our team of farmers to learn how their newly acquired skills may be applied on a production scale.

*7 intern graduates have gone
on to join our team of staff!*



FARMING AND FEEDING

PRIORITIZING LOCAL SENIORS

For the last few years and until Quarter 3, Coastal Roots Farm has donated remaining produce from Farm Stand days to low-income seniors living at Mercy Housing Cantebria in Encinitas.

This quarter we have deepened our impact with these seniors by allocating food for at least two monthly in-person distributions complete with recipes, nutrition information, and storage tips. We are honored to reach these nearby community members in high need of fresh nutrient-dense produce.



FARM STAND FINDINGS

The Farm regularly evaluates how our pay-what-you-can Farm Stand supports the lives of customers. In Quarter 3, 11,775 individuals were served via the Farm Stand.



of Farm Stand customers relied on the pay-what-you-can option to feed themselves or their families.

"I'm a senior on fixed income. The Farm ensures I can eat nutritious, organic food. My health has improved since shopping here."

CARROTS, CARROTS, CARROTS

Carrots have long been among the community's favorite crops. In Quarter 3, thanks to farming improvements implemented in anticipation of the season, our team celebrated an increase in carrot yields. Strategies included:

- Improved timing of successions to ensure a steady supply
- Engaged volunteers for support with thinning carrots to ensure proper spacing
- Bulkied carrots for storage to ensure availability through lulls
- Improved fertility management resulting in fewer plant stress responses

Gardening Tip: Succession Planting

Succession planting, or staggering the planting of crops to ensure they mature at different intervals, increases availability of a crop throughout the season.

Did you know? Carrot Pants

The beloved, so-called "**carrot pants**" occur due to stress response during the growing process!





BECOMING YOUR FAVORITE VENUE

INTRODUCING THE COASTAL KITCHEN

Private events on the Farm are hosted in one of three unique venues (and are included as a benefit of our [Corporate Partnership program](#)). This quarter, **8 private events engaged 380 people** including a farm-to-fork dinner for the Dr. Bronner's team featuring freshly harvested Coastal Roots Farm ingredients prepared by Chef Christina Ng who inaugurated our brand new outdoor "Coastal Kitchen."



MANY HANDS MAKE LIGHT WORK

Corporate groups are increasingly partnering with the Farm as a way to give back while bonding with colleagues through impactful volunteer work. They work with our team on a variety of seasonal tasks from pruning plants to building out programmatic spaces. In Quarter 3, the Farm hosted **8 private volunteer groups** including for Audicy, Illumina, Naturally San Diego, ThinkPARALLAX, US Bank, and Vuori.



THANK YOU Q3 FUNDERS

Albertson's Company Foundation
Ellie Bucklin
Carlsbad Charitable Foundation
City of Encinitas
Clif Family Foundation
Coastal Community Foundation
Dr. Bronner's
David Felzer
Esther Fischer
Giaola Restaurant
Katharine Giesick
Warren Gorowitz
Kelly and Michelle Huang

Robert and Patricia Hughes
Carol Lazier
Leichtag Foundation
Ellen Marks
Military Spouse Association Camp
Pendleton
Naturally San Diego
Ed and Arlene Pelavin
Rancho Santa Fe Garden Club
Samantha Richter
Vladimir Rivera
Heidi Robson

San Diego Kiwanis Club Foundation
and the Kiwanis Club of San Diego
San Diego Women's Foundation
Sue and Ed Schaffzin
The Arthur P. Pratt and Jeanette G.
Pratt Memorial Fund
The Charles, Isle and Peter Dalebrook
Charitable Fund
US Bank
Kelsey Wadman
Pamela Yancey
Helen Zeldes

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