Cultivating Healthy Communities Through Food and Education

Green Mountain Farm-to-School
Annual Report
2013-2014
A Letter from the Executive Director and Chair of the Board

Dear Friends:

At GMFTS we bring good food to kids and support local farms. This work is especially important in the Northeast Kingdom of Vermont, where one in four children are food insecure. We know that changing the way kids eat and think about food improves their health, their environment, and their future.

Over the last six years, thanks to your support, we’ve made extraordinary progress towards these goals. This year we planted 25 school gardens, partnered with 43 farmers, educated 5,000 kids, facilitated the sale of food reaching over 15,000 people, and launched a statewide marketing campaign. We also completed a strategic planning process to position GMFTS for future growth.

Our work to date has had a tremendous impact on education and nutrition in schools. It has also helped us understand that these schools are part of an interconnected system surrounding our children and spanning families, businesses, farms, distributors, and the broader community. Over the past year, while continuing to deepen our school-based work, we have developed a comprehensive place-based approach to transform the food system in the Northeast Kingdom. We’re building new supply chains between farms and consumers; providing support and training for schools, farms, and institutions to market, sell, and serve their food; and working with community stakeholders from hospitals to chefs to grocery store owners.

And our effect is rippling far beyond kids and schools. We see senior centers ordering more kale, families cooking healthy meals together, and neighbors gathering for fresh summer picnics. Through our work, we’re building community.

Our work would not be possible without the generosity and efforts of our many partners and friends in the community. We are excited to share our successes in this Annual Report and look forward to continuing our work with you in the coming year.

Sincerely,

Katherine Sims
Founder and Executive Director

Julie Poulin
Board Chair

2013-2014 Staff

Katherine Sims, Founder and Executive Director
Catherine Cusack, Program Director
Jessie Griffen, Local Food Program Director
Deb Hamilton, Office Manager and Bookkeeper
Kristy Scott, Customer Sales and Office Assistant
Meghan Stotko, Lunchbox Manager
Whitney Brooks, AmeriCorps Farm-to-School Coordinator
Althea Brown, AmeriCorps Farm-to-School Coordinator
Karina French, AmeriCorps Farm-to-School Coordinator
Emma Helversen, AmeriCorps Farm-to-School Coordinator
Rebecca Mitchell, AmeriCorps Farm-to-School Coordinator
Lauren Sopher, AmeriCorps Harvest of the Month Coordinator
Chloe Hayes, Intern
Jada Wensman, Intern
Adele Woodmansee, Intern

2013-2014 Board of Directors

Amy Crank
Lisa Daigle-Farney
Robert Kern, Treasurer
Anne Lazor
Jana Lovejoy
Julie Poulin, Incoming Board Chair
Katherine Sims, Founder and Executive Director
David Stackpole, Chair emeritus
Dean Vervoort
Steve Wright
Holly Wyllie, Secretary
GMFTS Uses Three Strategies to Increase Demand for Local Food

**We do work ourselves**
- Farm-to-School
- Farm Direct
- Harvest of the Month

**We train and support others in their work**
- Farm-to-School
- Farm Direct
- Harvest of the Month

**We provide resources for others to use**
- Farm-to-School
- Harvest of the Month

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<th>In Schools</th>
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Program Launch Timeline

- Farm-to-School Program 2008
- Farm Direct 2009
- Harvest of the Month 2010
- The Lunchbox 2011
- Harvest of the Month 2012
2013-2014 Program Partners

- Farm Direct (read more about this program on page 6)
- Farm to School (read more about this program on page 4)
- Harvest of the Month (read more about this program on page 7)
- Lunchbox (read more about this program on page 8)
Over the last year, we deepened our commitment to quality by expanding our workshop offering, increasing the number of interactions we had with each kid, strengthening our evaluations, and building capacity within the schools we serve, and all while continuing to serve 4,315 kids.

During the 2013-14 school year, students in our 28 partner schools participated in a wide range of programs and activities, including:

- Students learn about rutabaga during a plant part lesson plan in the classroom - **534 in-class workshops**
- Students visit a local farm and help harvest rutabaga - **30 field trips to farms**
- Students plant rutabaga in the school garden - **25 school gardens**
- Students work in the kitchen to help prepare rutabaga in two different ways: raw rutabaga sticks and roasted root vegetables - **92 taste tests**
- Students collect rutabaga peelings and compost the scraps on-site - **11 schools composting**
- Students conduct a rutabaga taste test in the cafeteria and gather feedback about the recipe
- Students design a marketing campaign for rutabaga during an after-school program - **215 after-school programs**
- Students eat rutabaga regularly as a part of their school meal program - **18 schools purchase local products from Farm Direct**
- Students strengthen community through events - **11 harvest festivals**
Training the Next Generation of Leaders

In the six years since GMFTS was founded, we have hosted 28 AmeriCorps members for a year of public service in school food systems as a part of our Farm-to-School Program. Many have gone on to forge careers in sustainable agriculture, food, and education. In a recent survey of former GMFTS AmeriCorps members:

- 85% of respondents feel that their experience at GMFTS influenced their career choices
- 100% of respondents are currently involved in agriculture, food service, or education either personally or professionally in efforts ranging from Assistant Chef at a Preschool to production manager at a farm to preschool teacher.

Emily Mehr
Preschool teacher at nature-based preschool

Andy Testo
“I greatly look forward to sharing what I learned and experienced at GMFTS with the FTS community here and to help advance the mission as a whole.”

Caitlin Lorenc
“From my experience at GMFTS, I am committed to beginning a non-profit, educational farm.”

Emily Rose
Event and Outreach Coordinator at Heifer Farm.

Will Carmines
Production Manager at Piedmont Biofarm

Julie (Jack) Cardinal
“My interest in the relationship between food and health inspired me to pursue a career in nursing.”

Anya Gedrath-Smith
“I have vivid memories of working in the school gardens in the summer months, and feeling so accomplished while watching those gardens grow. I remember thinking that I wanted agricultural work to always be a part of my life’s work.”

Khristopher Flack
Assistant Chef at a Preschool

Taylor Burt
Nutrition Masters Student

Emily Rose
Event and Outreach Coordinator at Heifer Farm.

Will Carmines
Production Manager at Piedmont Biofarm

Julie (Jack) Cardinal
“My interest in the relationship between food and health inspired me to pursue a career in nursing.”

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Farm Direct: Delivering food from local farms to our communities

Farm Direct is a regional food hub distributing local food to schools, institutions, and other sales outlets in northern Vermont.

43 producers selling:
- Dairy
- Meat & Poultry
- Fruits and Vegetables
- Grains & Beans
- Baked Goods

Participating farmers, on average, experienced a 278% increase in sales

Total Sales

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Purchased by 115 customers:
- 59 Schools & Universities
- 1 Hospital
- 2 Correctional Facilities
- 10 Senior Meal Sites
- 12 Retail Grocers
- 13 Restaurants
- 7 Buying Clubs
- 11 Other

“We took a bit of a risk this year and grew more kale than we had a market for hoping that we could sell it somewhere. Last week we received a GMFD order that seemed to fall out of the sky: 21 cases of kale. We were ecstatic to learn that this demand for local vegetables was coming from area schools. GMFD made it so easy.”

— Mary Skovsted, Joe’s Brook Farm
Vermont Harvest of the Month: Promoting seasonal foods in Vermont’s classrooms, cafeterias, and communities

Vermont Harvest of the Month is a statewide campaign that promotes a different Vermont-grown crop each month and provides ready-to-use materials for classrooms, cafeterias, and communities.

During the 2013-2014 school year, 303 schools, retailers, and others signed on to the Harvest of the Month campaign. 62% of survey respondents reported increasing their consumption or purchase of local foods as a result of the program.

“Being a Food Service Director requires a lot and time is too short to create new materials from scratch. The HOM materials are beautiful, professional, and just what I need for a successful Farm to School Program.”
— Erika Dolan, Food Service Director, Waterbury/Duxbury School District

The great thing about Harvest of the Month is that it provides ready-made content, every month, that I can pop into a newsletter, use in social media posts, and place alongside products in the store. Best of all, the HOM posters and logos are beautiful! Promoting Farm-to-School at the retail level has enriched our customers’ shopping experience.
— Kristina Israel, Marketing & Education Director, Putney Food Co-op

Explore our website and download monthly posters, flyers, recipes, and retail ads.

Harvest of the Month (HOM) is a collaboration between Green Mountain Farm-to-School, Food Connects, and Vital Communities.
The Lunchbox Food Truck: Serving local food to our community

The Lunchbox is a summer meal program and mobile learning kitchen that brings locally-grown food and food-based education to communities in the Northeast Kingdom.

By serving communities with 50% or more of students qualifying for free and reduced price lunch, GMFTS provides free summer meals for kids 18 and under through the USDA Child Nutrition Program and keeps kids healthy when school is out.

Note: This summer’s Lunchbox program straddles the 2013-14 and 2014-15 fiscal years. We are excited to share early successes from summer 2014 here, and look forward to including full data in next year’s annual report.

The Lunchbox Caters: All proceeds from special events support our free summer meal program for kids during the summer.

1,334 free meals to kids
24 food tastings, attended by 469 individuals
74% of food tasting participants gave the recipe a thumbs up

Purchased 67% of ingredients from 35 local farms

74% of food tasting participants gave the recipe a thumbs up

“Today I learned to always try new healthy foods”
— Student, Newport

“Loved the sample and demonstration, can’t wait to make this at home! I think it’s just perfect!”
— Parent, Newport
Green Mountain Farm to School has seen remarkable growth since 2005, when we planted our first school garden program at one elementary school. We are now a multi-program regional organization reaching over 10,000 children with deep partnerships at 30+ schools, 60 farms, and many other community institutions.

After our many successes and the rapid increase in the scale and scope of our work, we realized it was time to reflect on our strengths and challenges while planning for our future growth. In 2014, GMFTS's board and staff leadership underwent a strategic planning process in which we took stock of the organization, developed a thoughtful shared vision for the organization's future, and began to pursue the infrastructure and support we need to strengthen and sustain our work.

Our strategic plan identified four high level goals for the next three years:

**Goal 1** - We deliver strong and high-quality programs

**Goal 2** - The organization is thriving financially

**Goal 3** - GMFTS has a high profile in the communities we serve and our partners appreciate our work.

**Goal 4** - We have an effective organizational structure and a healthy workplace.

Funding for the GMFTS strategic plan was provided by the Vermont Housing and Conversation Board Farm & Forest Viability Program.

To read the full plan and objectives visit GreenMountainFarmtoSchool.org
Supporters

We are thankful to our community of new and long-time friends who have generously supported Green Mountain Farm-to-School between July 1, 2013 and June 30, 2014 as we seek to promote the health of Vermont’s children, farms and communities.

Major Funders ($2,000+)

The Abbey Group
Anonymous
Area Agency on Aging for Northeastern Vermont
Delmer R. Barrows Charitable Fund
Ben & Jerry’s Foundation
Community National Bank
D&S Distributing
Food Connects
Green Mountain United Way
Jay Peak Resort
Newport City Renaissance Corporation
North Country Hospital
Northeast Kingdom Community Action
Northeast Kingdom Fund of the Vermont Community Foundation
Northeast Kingdom Waste Management District

Jeff and Tracy Poulin
Peter and Diana Poulin
Poulin Grain Inc.
Poulin Lumber Inc.
Charles and Violet Schafer
Katherine and Nathaniel Sims
Stony Point Foundation
USDA Agricultural Marketing Service
USDA Rural Development
Vermont Agency of Agriculture, Food & Markets
Vermont Community Foundation
Vermont FEED
Vermont Housing and Conversation Board

Contributors

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All About Home
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Anonymous (10)
Apple Ledge Farm
Jean and Nick Arcangeli
Kate Ash
Audiocarve
Emily Austin
Shawn and Kathryn Austin
B & D Builders, Inc.
Kim and Dan Backus
Merlin Backus and Rebecca Velazquez
Irene E. Badger
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Caroline and Thomas Bailey

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Judy and Gerry Ballinger
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Fran and Ben Batchelder
Sarah and Matthew Baughman
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Conrad Bellavance
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Derrick Boulay
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Brault’s Market, LLC
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Butterworks Farm
Cabot Creamery
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Megan Camp and Alec Webb
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Chaput Family Farms
Christensen-Dunn Early Foundations Fund
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Nancy and Bill Cook
Jacques and Pauline Couture
Couture’s Maple Shop/B&B
Craftsbury General Store
Grace Crane
Amy and Andy Cran
Christine and JD Ross Crowe
Donald Dahlin, DDS
Conrad and Connie Daigle
Jennifer and Eric Daigle
Lisa Daigle-Farney and Mike Farney
Richard Del Favero
Derby Village Store
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Leighton Detora
Ilene Douglas
Francie and John Downing

Dick Dreissigacker and Judy Geer
Eden Ice Cider
Spud and Kitty Edwards
David Edwards and Karen Gallas
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Jay Landscape and Tree Service
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George and Westy Lovejoy
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Daniel Maclure
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Desrochers
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Newport Naturals Market and Café
Beth and Kris Norris
Northeast Kingdom Learning
Services, Inc.
Northpoint Chrysler Dodge Jeep Ram
Nancy and Helm Nottermann
Kathleen O’Reilly
Organic Valley New England
Origin Design + Communications, LTD.
Jon and Kathryn Osborne
Liza and John Paoneesa
Passumpsic Savings Bank
Adrien Patenaude
Bill and Martha Peck
Barry Pelzner and Debby Pollack
Emma Pelzner and Kushal Dave
Andrew and Ernestine Pepin
Molly Perkins and Jeff Kirkman
Patricia Perl
Pete's Greens, Inc.
Tom and Donna Petit
Linda and Joe Phelan
Jamie and Jess Philippe
Barbara and Benjamin Phinney
Nancy and Rayner Pike
Yvette Pollack
Dave Potter and Marian Woodford-Potter
Gaston and Joyce Poulin
Cory and Julie Poulin
Bob and Ellie Primeau
Dexter Randall
Red Sky Trading Post
Thomas and Katie Reen
RE/MAX Kingdom
Paul and Maria Renzoni
RG Gosselin, Inc.
Chris and Amy Rickman
Ellie Nina Roberts
Rotary Club of Newport
Oscar and Sarah Round
Jan and Mary Jane Rozendaal
Joe Rubano
Laural and Tim Ruggles
Janet Savage
Paige Savage
Patricia Sears and Steve Mason
Hope Seddon
Anne Segal
Katherine Sims and Jeff Fellinger
Katherine and Nathanial Sims
Larry Sisson
Christiane Skinner
Nancy and Rod Skinner
Lizbeth Snell and John Snell, Jr
Snug Valley Farm
Jon Somes
Sopher Family
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Spring Hill Angus, LLC
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St. Albans Cooperative
David Stackpole
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John and Claudette Stark
Dwurd and Lorraine Starr
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Andy and Kakki Stenger
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Sarah Waring
Earl Washburn
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Richard and Kathy White
Katie and Sheb White
Phillip White
Sarah White
Brenda and Gil Wierschke
Wild Branch Solutions, Inc.
Ethan and Anne Winter
Enid Womack
Rick and Fran Woodward
Steve and Brooke Wright
Daniel and Becky Ann Wright
Allen and Kathleen Yale
Yorkie Farm Credit
In Honor of:
Berry Creek Farm
Grace Crane
CMO-104
Tom Liu
Milah Winter Guild
Christine Crowe and JD Ross
Pete Johnson and Eloise Girard
Nancy and Rayner Pike
Lizbeth and John Snell, Jr
Roger Bailey
Sharon Moffat
Katherine Sims and Jeff Fellinger
Mark Knot
Jack Lazor
Anonymous
Andy Paoneesa and Meghan Stoku
Lisa and John Paoneesa
Katherine Sims
Heidi Sims Fiske
David Stackpole
Marie and Sam Bartlett
Kate and Thomas Reen
In Memory of:
Robertus Carr
Hank and Jean Macler
Dip Davis
Anonymous
Napoleon Diette
Conrad and Connie Danke
Gilbert & Florence Flint
Jim and Barb Flint
Louise Marsh
Emily Austin
George Nelson
Heidi Brown
Agnes O’Reilly
Kathleen O’Reilly
Dr. Brent Tatum
North Country Hospital
In-Kind Gifts
Apple Ledge Farm
Beneficent
Roy Barnett
The Bee's Knees
Bella Doni Pottery
Conrad Bellavance
Berry Creek Farm
Big Jay Tavern
Bonnieview Farm
Boyden Valley Winery
Brault's Market, LLC
Brown Dog Bistro
Katelyn Burke
Burke Mountain Confectionery
Burton Hill Earthworks
Butterworks Farm
Charles Capaldi
Cellars at Jasper Hill
Champlain Orchards, Inc.
Couture's Maple Shop / B&B
Craftsbury General Store
Craftsbury Outdoor Center
Deep Mountain Maple
Alyssa Delabruere
Eden Ice Cider Company
Bill Falconer
Farm at VYCC
Jeff Fellinger
William and Donna Fellinger
Elizabeth Ferry
Foote Brook Farm
Freedom Physical Therapy
Freeze Dry Inc.
Doug Gimler
High Mowing Seeds
The Inn
Jay Peak Resort
Jay Village Inn
Jed's Maple / Northeast Kingdom
Mustard
Jocelyn and Cinta's Bakeshop
Jon Somes Salon
Robert and Cindy Kern
Kingdom Brewing
Kingdom Creamery of Vermont
Lago Trattoria
Le Belvedere
Muddy Waters Pottery
Neighborhood Greens
Tim Newcomb
North Derby Berry Farm
Northern Star Cruises
Northwoods Apiaries
On Vermont Time
Parker Pic Co.
Adrien Patenaude
Peace of Earth Farm
Peak Organic
Pete's Greens, Inc.
Poulin Lumber Inc.
Amy Rickman
Ridgehill Nursey
Ellie Nina Roberts
Kristy Scott
Nathaniel and Katherine Sims
Software Innovations
Spring Hill Angus, LLC
Sterling College
Strafford Organic Creamery
Sweet Rowen Farmstead
Tangletown Farm
Andy Tetreault
The Farm Between
The Maine Potato Lady
Vermont Beef Jerky Co.
Vermont Compass Company
Vermont Cranberry Company
Vermont Peanut Butter Company
Vermont Smoke and Cure
Vermont Soy
Vermont Switchel
Dean and Pam Veroort
VT Peanut Butter Co.
Wayside Restaurant and Bakery
Wild Branch Solutions, Inc.
Bill Williams
Dave Young
The accuracy of this listing is very important to us. Please let us know if you can’t find your name or if you are listed incorrectly so that we can correct our records. Thank you!
Financial Report

STATEMENT OF ACTIVITY
July 1, 2013 - June 30, 2014

REVENUE
Individual and Corporate .............. $63,873
Foundations and Grants .............. $273,624
Program Service Fees .............. $72,990
Events .................................. $20,861
In-Kind Contributions .............. $11,725
Total Revenue ......................... $443,073

EXPENSES
Program Services ...................... $343,840
Management and General .............. $27,567
Development .......................... $11,952
Total Expenses ....................... $383,359

SUMMARY BALANCE SHEET
As of June 30, 2013

ASSETS
Current Assets
Checking/Savings .................. $74,024
Accounts Receivable ............... $1,855
Vehicle and Equipment ............. $38,070
Other Assets ......................... $401
Total Current Assets .............. $114,350

LIABILITIES & EQUITY
Current Liabilities
Accounts Payable .................. $5,308
Total Current Liabilities ........ $5,308
Total Net Assets .......................... $109,042
Total Liabilities & Net Assets ....... $114,350

Net Asset Distribution
- Individual and Corporate 14%
- Foundations and Grants 62%
- Program Service Fees 16%
- Events 5%
- In-Kind Contributions 3%

Net Asset Expenditure
- Program Services 90%
- Development 3%
- Management and General 7%

Total Contributions

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Total Assets

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This report was printed in Vermont with soy-based inks on recycled paper containing 30% post-consumer recycled fiber.
You’ll probably want every restaurant in the galaxy to have roasted parsnips with honey glaze!”
— 4th Grade student

Invest in our children’s future by becoming a supporter of Green Mountain Farm-to-School and our efforts to promote the health and well-being of Vermont’s children, farms and communities. Gifts of all amounts are appreciated.

Make checks payable to Green Mountain Farm-to-School and mail to:
Green Mountain Farm-to-School
194 Main Street, Suite 301
Newport, VT 05855

or donate online at www.greenmountainfarmtoschool.org.