2016-2017
ANNUAL REPORT
CULTIVATING HEALTHY COMMUNITIES THROUGH FOOD AND EDUCATION
INTRODUCTION

A LETTER FROM THE ACTING EXECUTIVE DIRECTOR AND BOARD CHAIR

Dear Friends,

This spring, Green Mountain Farm-to-School turns a decade old! As we reflect on the past ten years, we are reminded of our successes; growing from a single school garden to a leader in the national farm-to-school and local food movements.

We are reminded of how important it is that every child has access to healthy food and the contributions we have made.

Over the last ten years, we've distributed over $1.4 M in local food via Green Mountain Farm Direct, facilitated the production of over 21,000 pounds of produce for cafeterias from school gardens, conducted over 4,200 school workshops with students, provided over 6,000 free summer lunches to children from the Lunchbox food truck, and reached over 31,700 students.

We are so proud of what we've done thus far! Now is the time to look ahead and plan for the next ten years.

Currently, we are focused on implementing our 2018-2021 strategic plan*. This plan provides a path forward to building a local food system in Vermont that promotes environmental stewardship, creates a sustainable local economy, and nurtures the health and well-being of our children and community.

Through holistic, high-quality and high-impact programming, strong community partnerships, strategic communication, effective engagement with employees and board of directors, along with financial strength and stability we believe we can meet our goals and build the Vermont we dream about - one where all children enjoy healthy, local food and farms thrive.

This annual report provides a snapshot of the successes of the last year and serves as an inspiration for future growth and collaboration with the community in the year to come. Thank you all for your generous support.

Sincerely,

Hope Colburn  
Board Chair

Catherine Cusack  
Acting Executive Director*

* Learn more about our strategic plan on page 11!

* We’d like to thank James Hafferman for serving as Executive Director of Green Mountain Farm-to-School through April 2018. We welcome in Catherine Cusack as the Acting Executive Director as GMFTS enters into a new chapter of development. In July, 2018, our Board of Directors will determine next steps.

2016-2017 Staff

James Hafferman, Executive Director  
Catherine Cusack, Assistant Director  
Maire Folan, Farm-to-School Program Manager  
Edifice Jengo, Finance Coordinator  
Kendall Lambert, Consumer Education and Food Access Coordinator  
Amrita Parry, Farm Direct Coordinator  
Shane Rogers, Communication and Development Coordinator  
AmeriCorps Farm-to-School Coordinators:  
Meg Steward  
Jeyna Diallo  
Caroline Aubry  
Herb Page  
Carolyn Richards  
Aude Girin  
Natalie Bekkouche  
2016 Summer Intern

2016-2017 Board of Directors

Hope Colburn - Board Chair  
Merlin Backus - Treasurer  
Sarah Baughman - Secretary  
Steve Breault  
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Amy Crank  
Dr. Robert Kern  
Colleen Moore de Ortiz  
Dr. Thomas Moseley  
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Dr. Kathie Sims  
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Steve Wright  
Holly Wylie
FARM-TO-SCHOOL

Changing the way kids eat and think about food.

Farm-to-School partners with schools throughout the Northeast Kingdom to increase healthy, local foods in the cafeteria and provide experiential learning through school gardens, on-farm field trips, and nutrition and agriculture lessons.

In 2016-2017, 6 AmeriCorps members, serving through the Lyndon Economic opportunity AmeriCorps Program (LEAP), engaged with 2,067 students through hands on learning to increase knowledge of healthy, local foods. AmeriCorps Farm-to-School Coordinators conducted 431 educational workshops in the classroom, and took students on 27 farm field trips.

Schools supported the local economy and made local food accessible to students by purchasing over $170,000 in local food from Green Mountain Farm Direct.

Our school gardens produced over 2,200 LBS of food for school cafeterias. 128 Taste-tests introduced students to new foods.

70% of our schools integrated compost food scraps into science lessons then fed product back into the gardens.
"The Kids are all that matter because they are the next generation."

"I think most of us that are in the local food movement would say that the kids are all that matters because they’re the next generation. And for me, it’s not only that I am interested in the health of the kids, but I am interested in changing habits over time."

Pete Johnson
Pete’s Greens | Craftsbury, VT

Farm-to-School strengthens the connections communities have to fresh, healthy, local food by engaging students in hands-on education and empowering families and educators to make healthy food choices.

Tell us what Farm-to-School means to your community at www.facebook.com/Greenmountainfarmtoschool
Fresh. Local. Direct.

Green Mountain Farm Direct links regional food producers with schools, grocery stores, hospitals, and institutions in the Northeast Kingdom and beyond. Together, we are strengthening the local food system by selling and distributing fresh, Vermont food.

In FY 2017, Green Mountain Farm Direct sold $373,801 worth of product from 33 producer partners to over 100 Northeast Kingdom schools, grocery stores, hospitals, and other institutions.

Green Mountain Farm Direct created and distributed marketing material for 24 producer partners, helping to promote and sell more local food in the community.

Vegetable sales grew 20% over FY 2016.

"IT’S EASY TO GROW STUFF, THE HARD PART IF FIGURING OUT THE OUTLET"

Molly Willard of Willow Brook Farm in Peacham, VT
The Green Mountain Farm Direct Effect

Started in 2006, Sharon and Greg “Smitty” Smith, have grown Smitty’s Farm from 2,000 berry plants to over 35,000 today. They grow raspberries, black berries, and blueberries on 11 acres of land in Newport, VT.

For Smitty and Sharon, it’s about more than just the farm; it’s also about sharing their love for the land and food with the community.

Smitty’s berries can be found across the Northeast Kingdom. While Smitty’s Farm does distribute directly, they also work with Green Mountain Farm Direct. They say their relationship with Green Mountain Farm Direct has helped their business tremendously. “It has a further reach,” says Smitty. “It’s the distribution feature, that can move (the berries) around.”

“WITH GREEN MOUNTAIN FARM DIRECT, WE HAVE FURTHER REACH - IT’S THE DISTRIBUTION FEATURE THAT CAN MOVE THE BERRIES AROUND.”

Greg ‘Smitty’ Smith, Smitty’s Farm, Newport, VT

How does Green Mountain Farm Direct Support GMFTS Programming?

Five regional grocery stores participating in the Fresh Fruit and Vegetable Coupon Program committed to selling producer partners products to customers.

Over 2,000 lbs of December’s Vermont Harvest of the Month - squash - was sold to Northeast Kingdom institutions through Farm Direct.

65 schools in the Northeast Kingdom participating in farm-to-school purchased regional, Vermont food for their school lunches.

The Lunchbox prominently sourced and featured six producer partners in it’s free, healthy lunches served to kids over the summer.
VERMONT HARVEST OF THE MONTH

Be a part of the Harvest.

Vermont Harvest of the Month (VTHOM) is changing the way Vermonters eat and think about food. VTHOM is guiding the community through a year of cooking, eating, and exploring Vermont’s local and available harvest.

Each year, stakeholders take the VTHOM pledge in commitment to local, seasonal eating.

Retailer taste-tests and cooking demonstrations with local food coupled with marketing material aim to promote and increase sales.

Ready-to-go, free, teaching materials and resources make it easy for educators to integrate VTHOM into classroom learning, teaching kids about local foods.

VTHOM saw a 47% growth in sales of VTHOM crops through GMFD in FY 2017.

Who took the pledge in 2017?

168 Schools and educational institutions,

4 healthcare providers,

7 retailers and restaurants,

13 non-profit organizations.

06
2017 Harvest of the Month Crops!

January: Milk
February: Cabbage
March: Maple Syrup
April: Carrots
May: Radishes
June: Mixed Greens
July: Cucumbers
August: Swiss Chard
September: Kale
October: Melons
November: Sweet Potatoes
December: Winter Squash

How does Harvest of the Month support GMFTS programming?

- VTHOM monthly posters and shelf tags help customers find fresh, Vermont-grown vegetables in their grocery stores.
- Partner schools feature a unique VTHOM dish each month in the cafeteria and conduct thousands of VTHOM taste tests each year with students.
- Thousands of pounds of VTHOM related product are provided to schools, businesses, and other institutions from Green Mountain Farm Direct farmers.
- VTHOM taste tests and monthly activities help continue the students’ nutrition and agriculture education in the summer months.
Feel good lunches for our kids and community.

The Lunchbox partners with communities throughout the Northeast Kingdom to serve free summer meals to children that feature locally-grown food and to provide food-based education during the summer months.

In 2017, the Lunchbox served more than 1,534 free meals to local children.

During summer meal service, the Lunchbox collaborated with 7 community organizations, to provide bike safety training, literacy awareness, and other health-related educational opportunities.

In addition to free kids meals, the Lunchbox sold 835 meals to adults, with all proceeds going to support the summer meals program. The Lunchbox purchased 60% of ingredients from local farms.
The Lunchbox in Action!

Did you know school meals can contribute as much as 50 percent of a child’s daily caloric intake during the school year?

During the summer, this source of nutrition is missing for many children. The Lunchbox aims to address this deficit.

For ten-weeks in the summer, the Lunchbox visits three different communities - Barton, Newport, and Island Pond - providing free lunches, engaging with families, and providing fun, hands-on food and nutrition education.

Green Mountain Farm-to-School partners with The Abbey Group, a Vermont food service company who is committed to supporting local farmers and communities, to bring the Lunchbox to towns throughout the Northeast Kingdom.
Fresh food for all Vermonters.

The Fresh Fruit & Vegetable Coupon Program makes accessing fresh fruit and vegetables easier for Vermonters.

In partnership with national non-profit, Wholesome Wave, the program is helping Vermonters enrolled in the Supplemental Nutrition Assistance Program (SNAP), or 3SquaresVT, stretch their food dollars, purchase fresh Vermont produce, and keep money in the local economy while supporting farmers in the area.

In 2017, 85% of the coupons were redeemed, totaling $27,705 of fresh food purchased from local retailers in the Northeast Kingdom.

50 taste tests and cooking demos at participating stores encouraged the sale of local, fresh produce.

Over 900 households participating in 3SquaresVT received coupons.

In 2018, $60,000 in fresh fruit and vegetable coupons are available to residents in the Northeast Kingdom.

Participating retailers

Kingdom Market | Island Pond, VT
Vista Foods | Newport, VT
Craftsbury General Store | Craftsbury, VT
C&C Supermarket | Barton, VT
Ray’s Market | Irasburg, VT
LOOKING AHEAD...

2018-2021 Strategic Plan

In October 2017, we convened with staff and our board of directors to develop a robust strategic plan to guide our work in the coming four years. With this plan in hand, our organization strives towards achieving our vision to build a local food system in Vermont that promotes environmental stewardship, creates a sustainable economy, and nurtures the health and wellbeing of our children and our community.

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

1. Deliver and continually improve a holistic set of high-quality, high-impact programs.

2. Strengthen and develop strategic and committed partnerships that can serve as a platform for the delivery of our mission and realization of our vision.

3. Articulate the entirety of what we do and powerfully communicate it to our stakeholders and community.

4. Enhance the health and effectiveness of the organization by supporting employees and developing board engagement.

5. Ensure long-term financial strength and stability.
Thank you to our 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, 2016, and June 30, 2017, as we seek to promote the health of Vermont’s children, farms, and communities.

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In appreciation of all that David Stackpole does for Farm to School
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Join our Legacy Society

Everybody can make a lasting and meaningful gift through their will.
When you include GMFTS in your will, your vision for a healthy local food system can live on forever in our work. Let us know your intentions and we will include you in our Legacy Society. To find out more, or to obtain a copy of our gift acceptance policies, please contact Catherine Cusack at 802 324 2044 or ccusack@gmfts.org

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!
Statement of Activity
July 1, 2016 - June 30, 2017

Revenue
Individual and Corporate: $269,075
Foundations and Grants: $192,296
Program Service Fees: $436,534
Events: $14,071
Total Revenue: $911,976

Summary Balance Sheet
As of June 30, 2017

Assets
Current Assets:
Checking/Savings..........................$ 39,322
Accounts Receivable......................$ 97,363
Vehicle and Equipment...................$ 12,491
Other Assets.................................$ 117,750
Total Current Assets.....................$ 265,926

Liabilities & Net Assets
Current Liabilities:
Accounts Payable..........................$ 16,857
Other Liabilities...........................$ 7,409
Total Current Liabilities...............$ 24,266
Total Net Assets.........................$ 241,660
Total Liabilities and Net Assets......$ 265,926

Expenses
Program Services: $714,485
Management and Administrative: $204,469
Total Expenses: $918,954

Vermont Farm-to-School, Inc., DBA Green Mountain Farm-to-School is a 501(c)(3) organization
JOIN US!

Help strengthen your community through food and education by becoming a supporter of Green Mountain Farm-to-School and its efforts to promote the health of Vermont’s children, farms, and communities. Gifts of all amounts are appreciated.

Please make checks payable to Green Mountain Farm-to-School and mail to:
Green Mountain Farm-to-School
115 2nd Street, Newport, VT 05855

or donate online at:
www.GreenMountainFarmtoSchool.org