

JUST FOOD

LOCAL FOOD FOR ALL

ANNUAL REPORT

2006



JUST FOOD FOR NEW YORK FAMILIES, LOCAL FARMERS, BREAKFAST, THE BRONX, CHILDREN, COMMUNITY GARDENERS, FOOD PANTRIES, MANHATTAN, LUNCH, SENIORS, FARMERS' MARKETS, ECONOMIC DEVELOPMENT, BROOKLYN, CSAs, THE ENVIRONMENT, STATEN ISLAND, BETTER HEALTH, QUEENS, DINNER, SOUP KITCHENS **ALL.**

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CELEBRATING THE PAST, EMBRACING THE FUTURE

RUTH KATZ

Executive Director 2000-2006

I am very fortunate to be able to look back on my tenure at Just Food (Nov. 2000 –Sept. 2006) as such a gratifying, rewarding and enriching experience. Not only do I feel a great sense of accomplishment but also feel as if I made about a thousand lovely friends. With the help of our Community Partners and Donors we greatly strengthened our programs and effectiveness. From the mundane to the extraordinary, here's some of what we accomplished together:

Improved our bookkeeping systems and kept costs under control while growing programs. * Introduced donors to new concepts and programs. * Secured more affordable, larger office space to accommodate growing staff and tiny budget. * Expanded board diversity, areas of professional expertise and ability to reach new audiences. * Grew staff from 4 to 9, plus started AmeriCorps*VISTA program and more focused volunteer and internship program. * Grew budget from \$250,000 to \$650,000. * Expanded donor base from 20 to over 200. * Improved CSA training program and annual conference. Started more than 30 CSA programs in all 5 boroughs. Expanded and improved models for CSA structure to work for low-income community members. * Pioneered program to assist soup kitchens and schools to obtain locally-grown produce. * Multiplied reach of The City Farms program through Training of Trainers (TOT) approach. Developed 8 community-controlled farmers' markets, started beekeeping and chicken programs; and began Brooklyn's Bounty collaboration. * Community Food Education program evolved from occasional internship to permanent program with TOT component. * Published Veggie Tip Sheet Book and CSA in NYC, The City Farms, and City Chicken Toolkits. * Held largest ever Farm and Food Justice Summit, introducing concepts and organizing opportunities to new NYC audiences.

Finally, while always focused on NYC, we were invited to introduce our model programs to others from as near as Long Island and New Jersey to as far as Bosnia and Cameroon!

As one of the organization's founders, I'll probably keep using possessive words ("our organization" etc) when I speak of Just Food. But I am thrilled to see it in Jacquie's capable hands, thoroughly enjoyed working with her through the transition and am excited to see Just Food evolve through its next phase.

Many thanks to all who helped make the past six years an inspiring and productive period for Just Food!

Sincerely yours,

Ruth Katz, Former Executive Director
ruthlynnk@hotmail.com

JACQUIE BERGER

Executive Director 2006-

Becoming the Executive Director of Just Food has been for me both the beginning and the end of a journey. In 1996 I had the opportunity to volunteer for our Founder, Kathy Lawrence, and the experience of supporting her work gave my life and my career a direction. As a young environmentalist, seeing the connection between my daily food buying decisions and the protection of the natural world was tremendously empowering. In the face of an increasingly global food system, the accelerating loss of family farms, and disturbing trends in both individual and environmental health, Community Supported Agriculture gave consumers the ability to make their own markets and live their values, while providing the freshest organic produce for their families.

Coming back years later, I have found this simple methodology magnified, and the model of community-based change embodied in every program. This approach, which builds community capacity through leadership development, training, and technical support, has enabled Just Food to have an impact that defies our small size. We work in every borough, starting new programs and projects that, with limited organizational support, sustain themselves year after year.

Over the past decade, Just Food's programs have expanded dramatically, and the organization is now poised to make an impact of unprecedented breadth and depth. We are expanding our reach from soup kitchen to farm field, from urban lot to the family table. In the years ahead, we are committed to continuing to foster connections: giving thousands more New Yorkers access to local food, providing dozens of sustainable farmers with reliable markets, and linking skilled gardeners, cooks, and organizers with hundreds of willing learners. These programs, combined with a renewed emphasis on policy and advocacy work, are sowing the seeds for lasting environmental, economic, and social change.

Following in the footsteps of Kathy Lawrence and Ruth Katz is for me an incredible honor and a true privilege. Their vision, passion, and unwavering dedication shaped Just Food, fostered the development of a set of remarkably innovative and effective programs and attracted the energy of an unparalleled network of Board members, staff, supporters, and volunteers.

We appreciate the dedication of our supporters and hope you will continue to work with us to build a better food system for New York City.

In Health and Harvest,

Jacquie Berger
Executive Director

THE CITY FARMS

SUMMARY OF ACCOMPLISHMENTS

of community gardens: 35

of Trainers Involved: 14

of Community Workshops: 50+

Estimated # of community gardeners trained through workshops: 500

Total # of City Farms Markets: 9

of new City Farms Markets: 4

of chicken guides distributed: 50

Pounds of Honey Harvested: 365



La Familia Verde - Trainers, Market Pioneers, and City Farms affiliates since 2003



THE CITY FARMS' MARKETS

In 2006, 4 groups of dedicated community gardeners worked hard to establish farmers' markets in their neighborhoods. The addition of these new markets brought the total number in our network to 8: 5 in the Bronx, 1 in Harlem, 1 in Queens, and 1 in Brooklyn.

The market-development program was greatly enhanced this year by our new **4-week market-training program**. This training includes workshops on community out-

reach, farmer recruitment, laws and logistics, and information about accepting public benefits such as Food Stamps and Farmers Market Nutrition Program coupons.

These unique community-lead, garden-based markets bring fresh, affordable produce into the hands of more New Yorkers while providing a market for community gardeners and local farmers.

THE CITY FARMS

TRAINING OF TRAINERS

The community gardeners of NYC possess a vast and rich horticultural knowledge.

Through our Training of Trainers program, we connect these talented individuals with the skills they need to teach others so that they can pass their gifts on.

Through the Community Workshop Series, our Trainers

provide lessons to other gardeners on seed-starting, composting, canning and preserving, herbal medicines, extending the harvest and other topics. Together they make up an alternative agricultural extension service—one designed for and by the intrepid gardeners of NYC.

“Just Food is the glue that holds us together.”

- McKinley Hightower-Beyah, Just Food Trainer Since 2003



URBAN LIVESTOCK PROGRAM

Why not? City gardens provide great habitat for raising hens and bees, so we're lending a hand. In 2006, we produced The City Chicken: A Guide to Raising Hens for Eggs in New York City. This comprehensive guide, along with a series of workshops, is helping egg-lovers all over the city build coops, select the right breeds, and bring their product to market.

Bees are vital pollinators for community

gardens, and their honey makes a delicious and marketable product. We are also working closely with bee-keepers throughout the city to develop a new apprenticeship program. Our goal is to help gardeners learn how to raise bees safely and harvest honey, wax, and other products. *The livestock program is new this year, so stay tuned to see what all the buzz is about..*

CSA IN NYC

SUMMARY OF ACCOMPLISHMENTS

New CSA sites in 2006/Total CSA Sites in 2006: 7/41
 # NYC residents getting their food through CSA: 9,000-10,000
 # of low-income residents involved in CSA: 1,900
 # of core farmers: 16 from NY, NJ, CT and PA
 # of associate farmers: 20-30 farms provide meat, dairy, fruit and flowers
 Estimated total income of participating farmers: 1.3 million

What is Community Supported Agriculture? (CSA)

In a CSA, families purchase a share in a farmers' harvest before the growing season begins. In exchange for this upfront investment, the farmers makes weekly deliveries of an array of fresh, organic produce throughout the harvest season.

"Luckily, they'll all be eating their vegetables"

Carole Braden, Time Out New York

SUPPORTING FAMILY FARMS, SUPPORTING SUSTAINABLE PRACTICES

In 2006, one new farm passed through our Farmer Advisory Committee's extensive application process to join over 30 other local farms participating in our CSA in NYC program. More and more farmers are choosing to grow for CSA because CSA farmers enjoy a more stable, profitable market.

In addition to increasing the viability of family farms, the CSA in NYC program rewards farmers for using sustainable practices and supports those working to transition from conventional agriculture. By voting with their dollars, thousands of New York CSA members are choosing to support farmers who employ environmentally sustainable, humane, and fair growing practices.



FARMER ADVISORY COMMITTEE

JOHN AMEROSO
Cornell Cooperative Extension

MICK BESSIRE
Cornell Cooperative Extension

TED BLOMGREN
CSA Farmer, Windflower Farm

JODY BOLLUYT
CSA Farmer, Roxbury Farm

SCOTT CHASKEY
CSA Farmer, Quail Hill Farm

CHRIS KAPLAN-WALBRECT
CSA Farmer, Garden of Eve Farm

ZAID KURDIEH
CSA Farmer, New York

PAULA LUKATS
CSA in NYC Program Manager

FRESH FOOD FOR ALL

In order to ensure that *all* New Yorkers, even our city's most vulnerable residents have access to the most nutritious local produce, Just Food has created Fresh Food For All. Through this new *farm to food pantry* program, we are testing variations on the CSA model to serve emergency food providers in Harlem and the Bronx. In the coming year, with funding support from the New York State Hunger Prevention and Nutrition Assistance Program (HPNAP), new projects will be established and hundreds of low-income New Yorkers will have access to better food, cooking classes, and the opportunity to get to know their farmer.

CSA IN NYC

7 NEW CSAs IN 2006

Each new CSA has its own personality and it's own story. Here are the stories of the seven newest additions to the CSA in NYC scene:

Van Cortland Village, Bronx

The Van Cortlandt Park CSA was started at the Amalgamated Housing Cooperative on the initiative of a former South Bronx CSA member and resident of the Coop. He saw the need for better access to fresh produce and a logical connection between the community values of CSA and the tenets of Cooperative housing.

Prospect Heights, Brooklyn

The Prospect Heights CSA partnered with Namaskar, a health store on Vanderbilt Avenue, as its distribution site. The relationship provided Namaskar with a new potential customer base and the CSA with a great distribution site.

Columbus Circle, Manhattan

After learning about and promoting to others the benefits of eating fresh produce, a group of graduates of the Institute for Integrative Nutrition started the Columbus Circle CSA as a way to support access to healthy foods.

Midwood

The Brooklyn Seventh Day Adventist Church in Midwood began their CSA as a means of furthering their interest and effort to eat a healthy vegetarian diet in-keeping with their spiritual beliefs.

Carroll Gardens, Brooklyn

The Carroll Gardens CSA was started by a long time member of the Williamsburg CSA who didn't want to leave her farmers when she moved- so she organized a new CSA to bring them with her.

Jackson Heights

The Jackson Heights CSA is a vibrant new CSA that quickly developed a strong community component. In the midst of a very densely populated neighborhood, the distribution site is a large church garden with a playground where members gather to relax, enjoy some green space and let their children play while picking up their veggies.

Bedford-Stuyvesant, Brooklyn

The Bedford-Stuyvesant CSA, who distribute their vegetables each week under a beautiful magnolia tree in front of the Magnolia Tree Earth Center, is currently working with a farmer who is originally from the Dominican Republic.

CSA IN NYC PROGRAM CITY ADVISORY TEAM

KATHLEEN CROWELL

Midtown CSA, Former Coordinator

MAE WATSON GROTE

Clinton Hill CSA, Core Group Member

SALIMA JONES

East New York CSA, Core Group Member

DANA POINTS

Central Harlem CSA, Core Group Member

CHRISTINA SCHIAVONI

Chelsea CSA, Core Group Member

ROSA SMITH

Riverdale CSA, Core Group Member

FRANCIS TESSER

Chelsea CSA, Core Group Member

RICHARD THATER

Forest Hills CSA, Core Group Member

JACQUIE BERGER

Just Food, Executive Director

PAULA LUKATS

Just Food, CSA in NYC Program Manager



EDUCATION AND OUTREACH



Food brings people together. At farmers' markets, health fairs, CSA distribution sites, and other locations throughout the city Just Food's Community Food Educators celebrate the joy and simplicity of eating locally grown, simply prepared foods.

As rates of childhood obesity and Type II diabetes skyrocket, these public cooking demonstrations combat the growing public health crisis by reconnecting people with the pleasures of cooking and eating well.

COMMUNITY FOOD EDUCATION



SUMMARY OF ACCOMPLISHMENTS

Cooking Demonstrations: 50
 Educators Trained: 10

FOOD JUSTICE

Since 1995, Just Food has been at the forefront of a movement to improve urban food security and stabilize the regional agricultural economy by bridging the gap and fostering dialog between the two. Through conferences, policy advocacy, and programs, Just Food has worked hard to create a more just, equitable and sustainable food system for all NYC residents.

In late 2006, with the support of the Booth

Ferris Foundation, Just Food was able to staff this program for the first time by hiring a Food Justice Coordinator. In 2007 Just Food will hold a Food Justice Summit to offer individuals and organizations from New York and the surrounding region an opportunity to network, learn, and form working groups to continue to organize, educate and advocate around food system issues.

OUR FRIENDS AND SUPPORTERS: INDIVIDUAL DONORS

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 Amy's Bread*
 Lily Auchincloss Foundation
 Balthazar Bakery*
 Barnett & Anne Berch Foundation
 Blue Hill Restaurant & Stone Barns*
 Booth Ferris Foundation
 Candle Cafe
 Christ & St. Stephen's Church
 Citizens for NYC
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 Con Edison
 Cornell University
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 Lawson Valentine Foundation
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 Lillian Goldman Charitable Trust
 Lily Films
 Karp Resources
 Ken Lin Charitable Trust
 Marbrook Foundation
 MAZON: A Jewish Response to Hunger
 Mertz Gilmore Foundation
 Migliorelli Farm
 Morningside Monthly Meeting of the Religious
 Society of Friends (Quakers)
 New World Foundation
 New York Botanical Garden*
 New York Community Trust (NYCT)
 New York State Department of Agriculture and Markets
 New York State Department of Health, Division of Nutrition
 Jessie Smith Noyes Foundation
 Norwich Meadow Farms
 Nutiva
 October Hill Foundation
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 Project for Public Spaces
 Prospect Heights CSA
 Rocking Horse Café Mexicano*
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 Time Out New York*
 Timberland
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 Williamsburg CSA
 Windflower Farm
 * in-kind donation

STAFF AND BOARD • 2006

STAFF

RUTH KATZ

Executive Director (through 8/22)

JACQUIE BERGER

Executive Director (beginning 8/22)

KATHLEEN MCTIGUE

The City Farms Program Manager

PAULA LUKATS

CSA in NYC Program Manager

SUSANNA MILLER

Grants & Communications Manager

JANE HODGE

The City Farms Market Manager

ELIZABETH JOHNSON

Community Food Education Program Coordinator

CARA FRAVER

Fresh Food For All Program Coordinator

SARA KATZ

Administrative Assistant

MARGIE DAVIS

Bookkeeper

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PUBLICATIONS

The following resources were developed by Just Food staff and are available for purchase through our website or distributed to program participants in NYC:

CSA TOOLKIT

Everything you wanted to know about starting a CSA project in NYC can be found in this guide. Just Food has gathered experiences and lessons learned since 1996 by 30 CSA groups that it has helped to start and compiled them here in this easy-to-follow book. The Toolkit features a chronological series of Tipsheets corresponding with Just Food's CSA in NYC Start-up Workshop Series and outlines important steps of organizing, including recruiting members, making CSA accessible to people of all income levels, applying to accept Food Stamps, and conducting a cooking demonstration, along with lots of sample materials, and a resource list for learning more.

CITY FARMS TOOLKIT

Information was gathered from various sources throughout New York City, State and beyond to create this comprehensive guide to urban agriculture in NYC. The City Farms Toolkit is comprised of over 70 tipsheets touching on everything from planting calendars to soil care to season extension. This toolkit also contains a resources directory linking community gardeners to over 100 relevant agencies and organizations. Although this toolkit was developed specifically for city farmers in New York, most elements are useful to hobby gardeners, urban farmers and organic growers everywhere.

VEGGIE TIPSHEETS BINDER

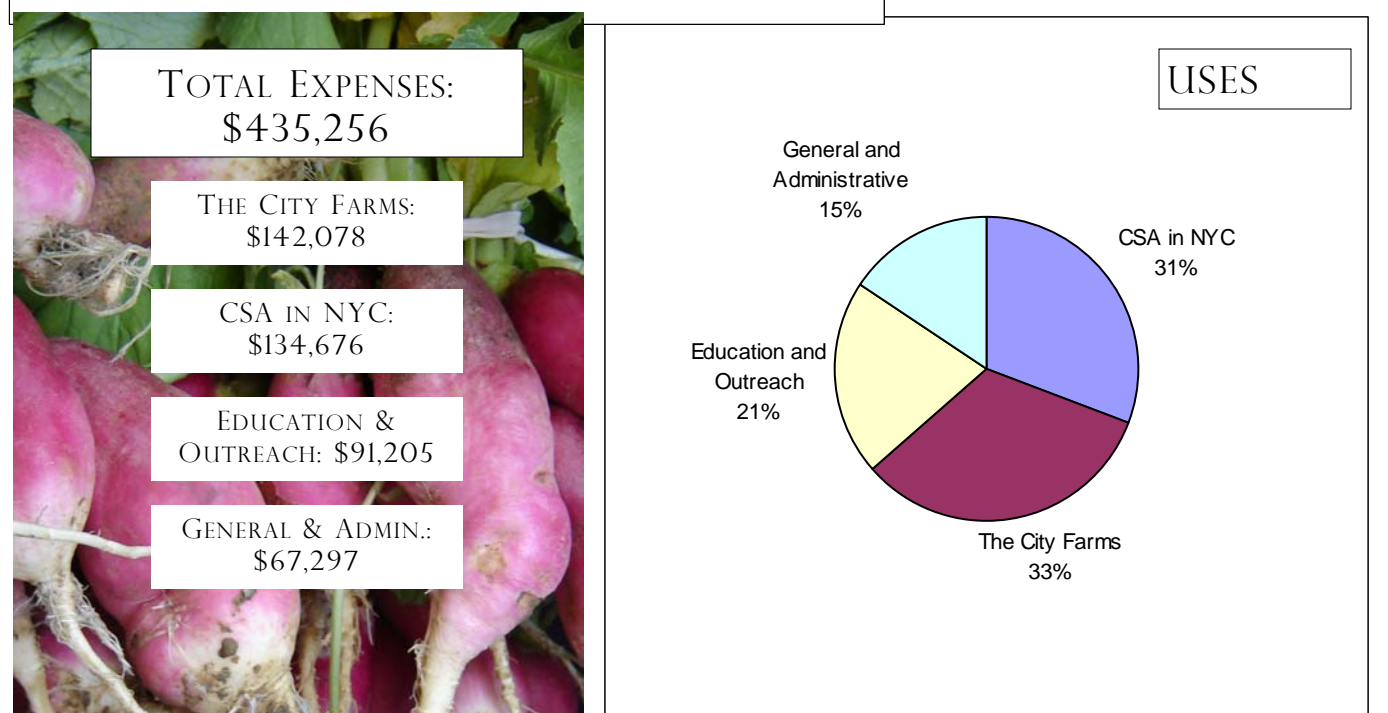
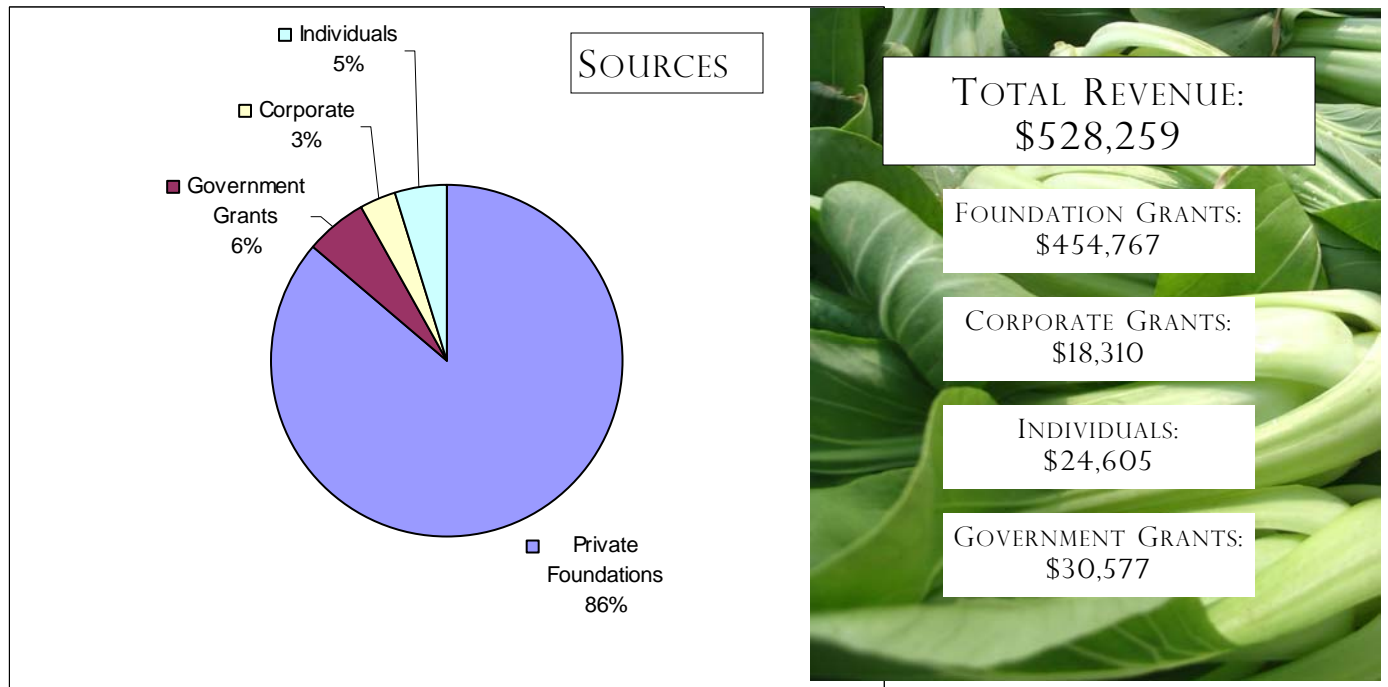
With the joy of being a community gardener or a CSA member comes the assortment of our region's fresh fruits and vegetables. Sometimes we have more produce than we know what to do with or we find a new and unfamiliar vegetable in our CSA share. Just Food's Veggie Tipsheets will give you new creative ways to prepare the season's bounty with a variety of recipes, storage tips and nutritional information. Enjoy!

THE CITY CHICKEN GUIDE

The City Chicken Guide provides information about the benefits of chickens, advice about how to talk to your neighbors about your new hens, the city, state and federal regulations and codes you should know, instructions on coop building and selecting the right hens for your needs, and information about how to care for your chickens. The guide also provides a list of resources and important contacts.

FINANCIAL POSITION

JUST FOOD BUDGET 2006: SOURCES AND USES



JUST [JÜST] adj. *morally upright and good*

FOOD [FÜD] n. *something that nourishes or sustains*

JUST FOOD def.

- ◇ *Quality, nutritious produce that is available physically and financially to all people.*
- ◇ *Grown using agricultural practices that conserve natural resources.*
- ◇ *Eaten close to the source, so that both nutrients and economic value stay intact.*
- ◇ *Ensures fair wages for the farmers and farm workers who grown them.*
- ◇ *Supports family health, thriving communities, and the development of a sustainable local food system for all New Yorkers.*



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