

CUESA 2012 annual report



CUESA



CULTIVATING A HEALTHY
FOOD SYSTEM

www.cuesa.org

Dear Friends,

2012 has been a year of growing and diversifying the community that benefits from our work in cultivating a healthy food system and operating the Ferry Plaza Farmers Market. We have enhanced our existing education programs, created new ones, and expanded our role in advocating for good food policy.

This summer we launched Foodwise Kids, a free culinary program serving grade-school students from public schools throughout San Francisco. You can read more about this popular program inside. We also introduced Foodwise Tours for our market shoppers. During these free lunchtime tours, CUESA's market chef gives the inside scoop on the season's best offerings, highlights one of the market's sellers, and shares pointers for enjoying the harvest at home.

We expanded Schoolyard to Market—our school gardening and youth entrepreneurship program—to include a third high school, June Jordan School for Equity. Students learn to grow produce and nursery plants to sell at the farmers market. They get active in the garden, try new fruits and vegetables, learn about nutrition, and visit local farms, emerging with the ability and confidence to grow their own food and make wiser food choices.

In our first major food policy campaign, CUESA joined more than 3,800 other organizations, farms, and professionals in endorsing California Proposition 37, which would have required labeling of genetically engineered foods. We brought together farmers, collaborated with like-minded organizations, and mobilized you, our supporters. While the proposition did not pass, the campaign marked the beginning of a major shift in consumer consciousness.

To increase the visibility of our Saturday market education programs, we recently created a new education hub called the CUESA Classroom. This February you'll find our popular cooking demonstrations out in the market among the seller stands. We've also introduced new Discovery Stations, where visitors of all ages can learn about sustainable agriculture through games, interactive displays, and informative handouts.

Looking ahead, we will continue our work advocating for sound local food policy. We plan to deepen and extend our work with the Foodwise Kids program, so that teachers can continue this important learning back in their classrooms. We also plan to increase customer services during the Saturday market with an information kiosk in the back plaza.

Next spring marks the 20th anniversary of the Ferry Plaza Farmers Market. We hope you will join us on May 18, 2013, for a special birthday celebration as we honor the farmers, chefs, city planners, and community members who helped create and establish our beloved market. We have so much to be proud of over the last 20 years, and our work has only just begun!

Thank you for your partnership in cultivating a healthy food system.

Sincerely,

Dave Stockdale



COUNTING ON



232 Number of cards turned in for the quarterly raffle of our new Seasonal Shopper Rewards program



373 Members in CUESA's Chef Shopping program



PROFILE of a CUESA Program:

Foodwise Kids

This fall we launched Foodwise Kids, a new school field trip program that utilizes the Ferry Plaza Farmers Market as a classroom for nutrition education. Each two-hour class consists of an interactive farmers market learning activity followed by a hands-on cooking lesson in the CUESA Kitchen using fresh market produce. Since September, 396 elementary school students (first through fifth grade) from 18 schools have participated in Foodwise Kids. The program is offered to public elementary schools and has served mostly low-income students thus far.

The program begins with a comparative produce tasting and an introduction to California's growing seasons, sustainability, and the benefits of farmers markets. Students then break up into groups for a market scavenger hunt in which they meet farmers and ask questions about where and how their food is grown. Each group purchases produce (with market tokens provided by CUESA) to

bring back to the kitchen for their cooking class. They taste new fruits and vegetables, learn basic cooking skills such as how to safely use a knife, and gain confidence preparing a dish from scratch. "When we empower a child to make decisions about their food, we see them choosing healthful options," says CUESA's Market Chef Elianna Friedman, who oversees the program.

The response from teachers, parents, and students has been overwhelmingly positive. "For the kids and the parents, it was one of the best field trips they've ever gone on," said Bonnie Tse, a first-grade teacher at Gordon J. Lau Elementary School in Chinatown, "and one of the best for me to take my own kids on, as well."

Our schedule is already booked for the spring 2013 semester. Pending funding, we hope to expand the program to twice a week in the 2013-14 school year, so that we can offer this exciting program to more students.

136:4,244

Number of volunteers and interns, and hours they donated



27 Number of unusual produce varieties featured in the biodiversity games at our Discovery Station



CUESA

A SNAPSHOT OF OUR PROGRAMS AND FARMERS MARKETS IN 2012

186

Number of people who attended a farm tour



103

Number of crops grown by public high school students participating in Schoolyard to Market



4:0

Number of farmers bringing pasture-raised eggs to the market vs. those bringing factory-farmed eggs



25

Percentage of sellers who rely on the Ferry Plaza Farmers Market for more than 50% of their farm's revenue



106:7,361

Numbers of educational videos and views on CUESA's YouTube Channel (www.youtube.com/cuesasf)



32:5.98 million

Number of Ferry Plaza Farmers Market farmers and food artisans who officially endorsed Proposition 37, and number of California voters who agreed



38

Heritage breed animals raised by our sellers for meat, eggs, and dairy products



396

Number of students who have participated in the Foodwise Kids program



PROFILE of a CUESA Volunteer:

Melanie Bourgeois



Ten years ago I started a journey toward becoming more healthy and losing weight. In the process I learned a lot about food, nutrition, fitness, and cooking. I shed 70 pounds with the help of Weight Watchers and eventually became one of their leaders. Making nutritious food more exciting is now a passion of mine. I learned about CUESA while researching food production and sustainable farming. I found their mission to be a great match with both my personal and professional interests. Volunteering at the Info Booth, I can talk to the farmers and share recipe ideas with the community of foodies that shops at the market.

PROFILE of CUESA Donors:

Elizabeth & Renée Charnas

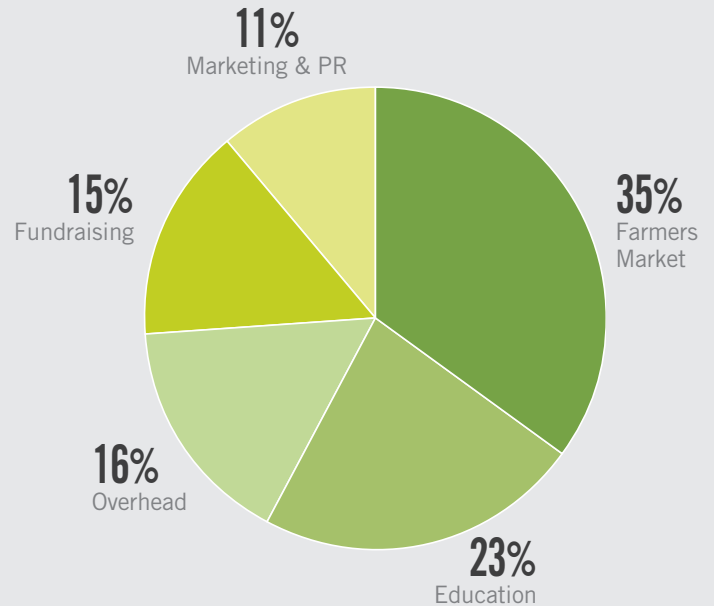
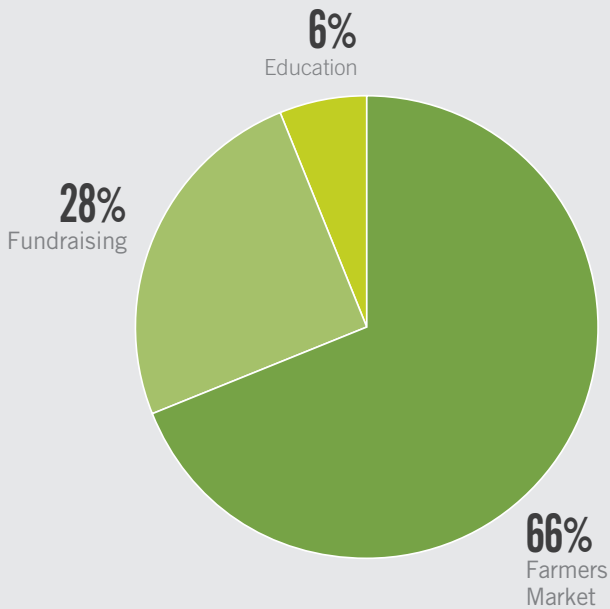


Renée: I've been concerned about city residents getting sustainably grown food from local farms since my children were very young. I donate to CUESA because their work in running the Ferry Plaza Farmers Market means amazing fruits and vegetables will continue to be available to my family, and because farmers are able to make a living in the process.

Elizabeth (her daughter): The farmers market is a weekly tradition for me. I jog down, do my grocery shopping, and see friends and family. As a kindergarten teacher, I bring my students and their parents for field trips. I give to CUESA because they share the bigger picture of what a sustainable food system means, from social justice to healthy eating to the GMO issue. And their events are always fun.

INCOME & EXPENSE

FOR FISCAL YEAR
APRIL 1, 2011 – MARCH 31, 2012



INCOME

Farmers Market	797,923	66%
Fundraising	343,421	28%
Education	76,611	6%

Total Income \$1,217,955

EXPENSE

Farmers Market	408,119	35%
Education	265,273	23%
Overhead	187,042	16%
Fundraising	174,090	15%
Marketing & PR	133,236	11%

Total Expense \$1,167,760

Net Income \$50,195

Overhead includes rent, parking, licenses, insurance, professional services, and management.

STAY IN TOUCH & GET INVOLVED

12,438

Number of subscribers to CUESA's weekly e-letter

26,000

Average number of monthly visitors to the CUESA website

8,679 & 7,804

Number of followers on Twitter and Facebook

25,993

Foursquare check-ins at the Ferry Plaza Farmers Market

CONNECT with us:

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