

2011 Annual Report



Dear Friends,

2011 was another noteworthy year for the Center for Urban Education about Sustainable Agriculture (CUESA). In addition to operating the highly acclaimed Ferry Plaza Farmers Market and popular education programs, we introduced several new initiatives.

This fall, market sellers began using our online market application and sustainability self-assessment tool, which makes the annual application process faster and easier. It also enables us to understand our sellers' production practices (both individually and collectively) and track progress toward sustainability goals over time. For instance, with the click of a button we now know that 68% of our vegetable producers are growing heirloom varieties.

In the spring we overhauled our website, expanding its content and improving the experience of navigating through the site. For example, you can now easily learn about kale and what varieties are available at our market, print recipes that include kale, and find out which farmers sell kale in what months.

This year we began to play a role as advocates for good food policy. We wrote letters to the Governor and the EPA stating our opposition to the use of methyl iodide as a soil fumigant. And we joined dozens of other organizations in signing letters to our city and state leaders asking them to support healthy and sustainable food policy in the 2012 Farm Bill.

And of course, earlier this year we launched a successful pilot Schoolyard to Market program with two local high schools. You can read more about this exciting project inside.

As always, we continue to offer farm tours, evening lectures, cooking demonstrations, seasonal festivals, a weekly e-letter, and hands-on cooking and food preservation classes.

What's next? In early 2012 we will add a third school to our Schoolyard to Market program. We will continue to expand our role in advocacy—and we may ask you to add your voice in support of sustainable food systems. We will make it easier to shop in our markets by increasing our sellers' capacity to accept credit cards. And we will find new ways to support our sellers in their ongoing efforts to become more sustainable. In January, our board and staff will convene at a planning retreat to devise additional strategies for strengthening our markets and education programs for the next few years.

Thank you for your participation and support throughout the year.



Sincerely,
Dave Stockdale
Executive Director



PROFILE OF A CUESA PROGRAM: SCHOOLYARD TO MARKET

Schoolyard to Market is a new youth development and entrepreneurship program managed by CUESA in partnership with the San Francisco Green Schoolyard Alliance. In the pilot program, which was initiated in February 2011, students from John O'Connell High School and Life Learning Academy grew produce and organic vegetable seedlings in school gardens and sold them at the Ferry Plaza Farmers Market. They performed hands-on work in the garden, took field trips to the farmers market and to area farms, and gained valuable skills in the process.

Over the course of the semester, whole classes joined the endeavor. Students in a biology class raised seedlings. A health class studied the nutritional value of the produce being grown and prepared a feast from the fruits of their labor. An economics class learned about product marketing, and an art class created

attractive market signs. Students in a garden club weeded, watered and tended the crops. All these experiences culminated in students selling their produce at the farmers market.

It was exciting to share our knowledge of sustainable agriculture and our connections to the direct marketing system in order to create new opportunities for local youth. The students responded positively to the program. For example, one participant stated, "I like to know that the stuff I'm eating...it's healthy because I put it in there. I know I didn't do nothing to it and nobody else did nothing to it." Another student noted, "I won't always have to buy fruits and vegetables because I've learned the skills to grow them myself." We are currently completing the fall harvest with a new set of students at our first two schools, and we will be adding a third school to the program in January.

COUNTING ON CUESA: A SNAPSHOT OF OUR PROGRAMS AND FARMERS MARKETS FROM APRIL 2010 THROUGH MARCH 2011



67
Number of free cooking demos given during our farmers markets



17
Number of low-cost, hands-on culinary classes



80
Average number of people attending each evening lecture



544
Number of seasonal recipes on the CUESA website



93
Percent of students surveyed at John O'Connell High School who said they enjoy fresh fruits and vegetables more after participating in the Schoolyard to Market program



40
Pounds of goat cheese sampled during the farmers market Goat Festival



3,500+
Hours donated by volunteers



11,103
Total number of acres worked by farmers in our market



63 : 37
Percentage of acres owned versus leased by our farmers in the market



773
Total number of full-time staff working for the farms that sell in our market

PROFILE OF A CUESA VOLUNTEER:

JACOB BINDMAN



My family has always been committed to eating healthy and local food. I started volunteering in the CUESA kitchen when I was nine years old because I wanted to get behind the scenes. I'm now a freshman in high school and volunteer most Saturdays. There's a great community at the farmers market, and I like that I can be helpful to CUESA's market chef in the kitchen. One thing I've learned as a volunteer is that chefs pay attention to detail, and this makes all the difference for the consumer's experience. Healthy, local food is definitely important to me, and regardless of what I end up doing in the future, it will be a part of my life.

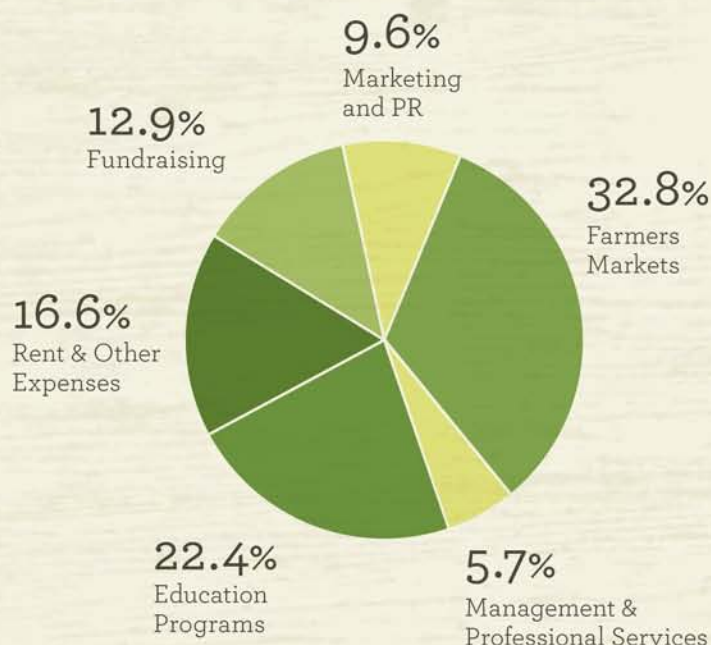
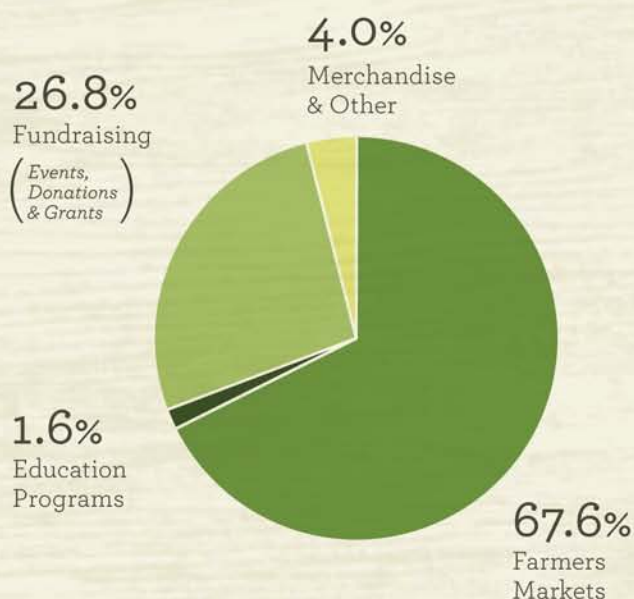
PROFILE OF A CUESA DONOR:

MARIANNE ROCCA



Every year, we learn more about the tremendous health benefits and environmental advantages of eating fresh, pesticide-free, and organic food. I consider myself incredibly fortunate to be able to provide my family with some of the most nutritious and delicious local foods available from the Ferry Plaza Farmers Market. Even our eleven-month-old granddaughter loves that tender spinach. There is a wonderful community at the market. This is why I feel strongly about supporting CUESA in its mission to promote sustainable agriculture and healthy eating, and in particular, its efforts to reach out to school-age children, through my direct donations and by attending their fundraising events.

INCOME & EXPENSE FOR FISCAL YEAR ENDING MARCH 31, 2011



INCOME

Farmers Markets	694,296	67.6%
Fundraising	274,875	26.8%
Merchandise & Other	41,181	4.0%
Education Programs	16,656	1.6%

Total Income 1,027,008

EXPENSE

Farmers Markets	332,464	32.8%
Education Programs	225,266	22.4%
Rent & Other Expenses	168,357	16.6%
Fundraising	131,115	12.9%
Marketing & PR	97,585	9.6%
Management & Professional Services	57,470	5.7%

Total Expenses 1,012,257

NET INCOME 14,751

STAYING IN TOUCH

11,150

Number of subscribers to the free weekly e-letter

5,602 & 3,851

Number of Twitter and Facebook followers

27,717

Average number of monthly visits to the CUESA website

16,721

Foursquare check-ins at the Ferry Plaza Farmers Market

Connect with us at

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www.cuesa.org