

# 2010 ANNUAL REPORT



## Dear Friends,

The Center for Urban Education about Sustainable Agriculture (CUESA) is a small organization with big goals. Not only do we run the Ferry Plaza Farmers Market, one of the most high-profile markets in the nation, but through our many programs we're also fostering a community that values the connection between individual food choices and the health of local farms, local communities, and the planet. As we enter our 17th year, we thought we'd make it easier for our supporters to learn a bit more about what we do. So here it is—our very first annual report.

The 2009-2010 fiscal year was a busy one for CUESA. We re-imagined our Thursday market to include a mix of farms and street food vendors (using local farm products), and it developed a strong following. We also banned the use of plastic produce bags in the markets as part of our larger Waste Wise initiative; although the shift caused some initial anxiety for shoppers and sellers, everyone quickly adapted, and the results are impressive (see inside). And, in addition to offering farm tours, evening lectures, in-market demonstrations and festivals, and creating an informative weekly e-letter, this past year we significantly increased the number of our hands-on cooking, food crafting and preservation classes. We were also honored to be co-hosts and co-organizers of the bi-annual International Public Markets Conference, which brought together our peers from 40 states and 13 nations.

What's next? In early 2011 we will begin *Schoolyard to Market*, a pilot youth entrepreneurship program that will give students from two local high school garden programs the opportunity to sell their produce at the Ferry Plaza Farmers Market. Students will learn directly from local farmers, school garden coordinators and other experts, perform hands-on work in the garden, and take field trips to local farms.

We will also begin to explore and expand our role in food policy advocacy. Our goal is to participate in policy discussions at the grassroots level in order to build a more sustainable food system.

This spring we will be launching an enhanced interactive website with more content, improved usability, and better search functions. We are also creating a new online market application and sustainability self-assessment tool for our market sellers, which will help us better evaluate practices, as well as measure and report progress.

As always, there's more going on than we have room to tell you about here, so follow our progress at [www.cuesa.org](http://www.cuesa.org) and on Facebook and Twitter. Building a better local food system isn't easy; that's why we're extra thankful for your participation and support throughout the year.



Sincerely,  
**Dave Stockdale**  
*CUESA Executive Director*

# Counting on CUESA:

A snapshot of our programs and farmers markets from April 2009 through March 2010



**116**

Number of free cooking demonstrations presented during our farmers markets



**8**

Number of farms and food businesses visited on CUESA tours



**29**

Percent of farmers who rely on our markets for more than 1/3 of their farm's income

**109 & 51**

Average distance (in miles) to market for farms and artisan food vendors



**1,500+**

Number of varieties of produce sold at our market

**1,100,000**

Estimated number of plastic produce bags used annually in the market prior to May 2009

**0**

Number of bags used after May 2009



**1,500**

Estimated number of students visiting our markets



**15**

Number of low-cost, hands-on culinary classes



**7:12:5**

Ratio of full time staff to part time staff to interns working at CUESA

# Counting on CUESA: A snapshot of our programs and farmers markets from April 2009 through March 2010



**9,350**

Number of subscribers to our weekly e-letter

**475**

Number of seasonal recipes on the CUESA website

**20,000+**

Average number of monthly visits to the CUESA website

**3,300**

Hours donated by volunteers



**77% 13% 10%**

Percentage of our market's waste going to compost, recycling and landfill since our Waste Wise initiative began



**550**

Average acreage of a vegetable farm in California

**78**

Average acreage of the vegetable farms selling in our market



**3,900**

Number of berries consumed at the free annual Berry Festival



**75 & 29**

Number of farms and artisan food vendors selling at our farmers markets

## PROFILE OF A CUESA VOLUNTEER:

**FLORA GEE**



I enjoy shopping at the farmers market, and dropped by the CUESA office to purchase tickets to the Sunday Supper in 2008. Since I was retiring the following spring and planned to stay active, I was also looking for volunteer opportunities. I wanted to be a part of the bustling local food scene in a setting that was welcoming. I like the chance to play a small part in helping CUESA educate the public about sustainable agriculture. I love the people, the purpose, and the feel of the place!

## PROFILE OF A CUESA DONOR:

**CHRISTY MOHAN**



We choose to give to CUESA because we want to secure a healthy future for our children. We believe in buying locally grown food, and we understand the work CUESA does to make this possible. Cooking from the market is also so inspirational; it helps us to stay mindful of the seasons and the bounty of the Bay Area.

# Statement of Financial Position as of March 31, 2010

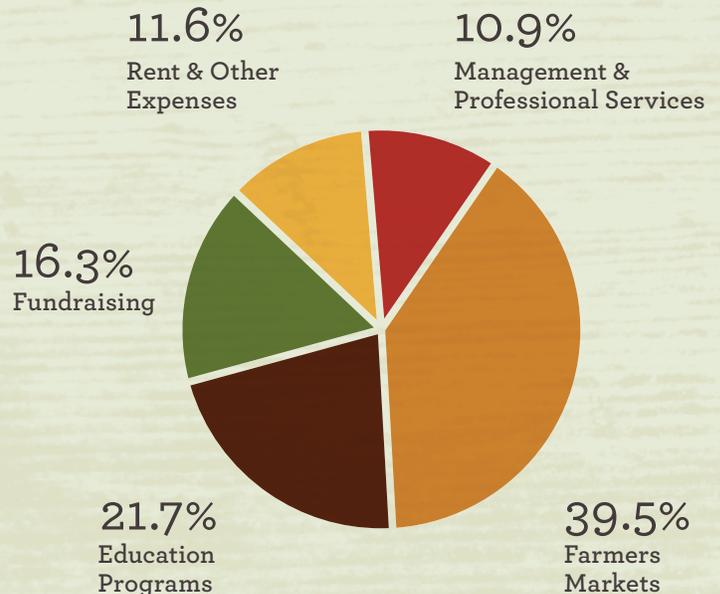
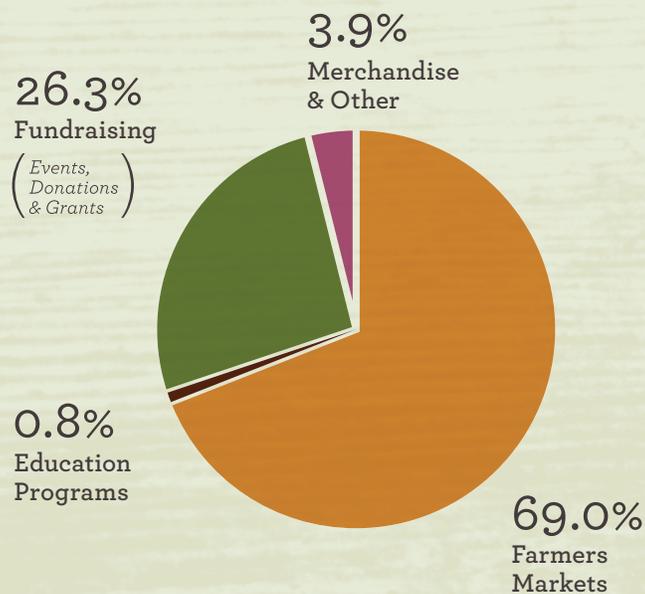
## ASSETS

Checking/Savings	425,070.96
Accounts Receivable	117,079.85
Other Current Assets	35,667.76
Fixed Assets	195,565.84
Other Assets	4,125.00
<b>TOTAL ASSETS</b>	<b>777,509.41</b>

## LIABILITIES & EQUITY

Accounts Payable	55,262.99
Credit Cards	1,924.07
Other Current Liabilities	87,681.71
Equity	632,640.64
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>777,509.41</b>

# Income & Expense for Fiscal Year Ending March 31, 2010



## INCOME

Farmers Markets	679,462	69.0%
Education Programs	7,928	0.8%
Fundraising	258,390	26.3%
Merchandise & Other	38,338	3.9%
<b>Total Income</b>	<b>984,117</b>	

## EXPENSE

Farmers Markets	376,032	39.5%
Education Programs	205,983	21.7%
Fundraising	154,832	16.3%
Rent & Other Expenses	110,802	11.6%
Management & Professional Services	103,826	10.9%
<b>Total Expense</b>	<b>951,475</b>	

## NET INCOME

**32,642**