

The **Urban Tree Connection** of Philadelphia, PA received **\$89,654** to develop a mixed-income community-supported agriculture (CSA) program on an urban farm located in the heart of the neighborhood which provided needed production skills to community members to grow their own food, and helped purchase CSA and market supplies.

[Final Report FY10](#)

PERFORMANCE PROGRESS REPORT SF-PPR

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| 1. Federal Agency and Organization Element to Which Report is Submitted | 2. Federal Grant or Other Identifying Number Assigned by Federal Agency | 3a. DUNS Number | |
| | | 3b. EIN | |
| 4. Recipient Organization (Name and complete address including zip code) | | 5. Recipient Identifying Number or Account Number | |
| 6. Project/Grant Period Start Date: <i>(Month, Day, Year)</i> End Date: <i>(Month, Day, Year)</i> | | 7. Reporting Period End Date <i>(Month, Day, Year)</i> | 8. Final Report? <input type="checkbox"/> Yes <input type="checkbox"/> No |
| | | 9. Report Frequency <input type="checkbox"/> <i>annual</i> <input type="checkbox"/> <i>semi-annual</i> <input type="checkbox"/> <i>quarterly</i> <input type="checkbox"/> <i>other</i> <i>(If other, describe: _____)</i> _____ | |
| 10. Performance Narrative <i>(attach performance narrative as instructed by the awarding Federal Agency)</i> | | | |
| 11. Other Attachments <i>(attach other documents as needed or as instructed by the awarding Federal Agency)</i> | | | |
| 12. Certification: I certify to the best of my knowledge and belief that this report is correct and complete for performance of activities for the purposes set forth in the award documents. | | | |
| 12a. Typed or Printed Name and Title of Authorized Certifying Official | | 12c. Telephone <i>(area code, number and extension)</i> | |
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| 12b. Signature of Authorized Certifying Official | | 12e. Date Report Submitted <i>(Month, Day, Year)</i> | |
| | | 13. Agency use only | |

FEDERAL FINANCIAL REPORT

(Follow form instructions)

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| 1. Federal Agency and Organizational Element to Which Report is Submitted | | 2. Federal Grant or Other Identifying Number Assigned by Federal Agency (To report multiple grants, use FFR Attachment) | | | Page | 1 | of | |
| pages | | | | | | | | |
| 3. Recipient Organization (Name and complete address including Zip code) | | | | | | | | |
| 4a. DUNS Number | | 4b. EIN | | 5. Recipient Account Number or Identifying Number (To report multiple grants, use FFR Attachment) | | 6. Report Type <input type="checkbox"/> Quarterly <input type="checkbox"/> Semi-Annual <input type="checkbox"/> Annual <input type="checkbox"/> Final | | 7. Basis of Accounting <input type="checkbox"/> Cash <input type="checkbox"/> Accrual |
| 8. Project/Grant Period From: (Month, Day, Year) | | | | To: (Month, Day, Year) | | 9. Reporting Period End Date (Month, Day, Year) | | |
| 10. Transactions | | | | | | | Cumulative | |
| <i>(Use lines a-c for single or multiple grant reporting)</i> | | | | | | | | |
| Federal Cash (To report multiple grants, also use FFR Attachment): | | | | | | | | |
| a. Cash Receipts | | | | | | | | |
| b. Cash Disbursements | | | | | | | | |
| c. Cash on Hand (line a minus b) | | | | | | | | |
| <i>(Use lines d-o for single grant reporting)</i> | | | | | | | | |
| Federal Expenditures and Unobligated Balance: | | | | | | | | |
| d. Total Federal funds authorized | | | | | | | | |
| e. Federal share of expenditures | | | | | | | | |
| f. Federal share of unliquidated obligations | | | | | | | | |
| g. Total Federal share (sum of lines e and f) | | | | | | | | |
| h. Unobligated balance of Federal funds (line d minus g) | | | | | | | | |
| Recipient Share: | | | | | | | | |
| i. Total recipient share required | | | | | | | | |
| j. Recipient share of expenditures | | | | | | | | |
| k. Remaining recipient share to be provided (line i minus j) | | | | | | | | |
| Program Income: | | | | | | | | |
| l. Total Federal program income earned | | | | | | | | |
| m. Program income expended in accordance with the deduction alternative | | | | | | | | |
| n. Program income expended in accordance with the addition alternative | | | | | | | | |
| o. Unexpended program income (line l minus line m or line n) | | | | | | | | |
| 11. Indirect Expense | | a. Type | b. Rate | c. Period From | Period To | d. Base | e. Amount Charged | f. Federal Share |
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| | | | | | | | g. Totals: | |
| 12. Remarks: Attach any explanations deemed necessary or information required by Federal sponsoring agency in compliance with governing legislation: | | | | | | | | |
| 13. Certification: By signing this report, I certify that it is true, complete, and accurate to the best of my knowledge. I am aware that any false, fictitious, or fraudulent information may subject me to criminal, civil, or administrative penalties. (U.S. Code, Title 18, Section 1001) | | | | | | | | |
| a. Typed or Printed Name and Title of Authorized Certifying Official | | | | | | c. Telephone (Area code, number and extension) | | |
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| b. Signature of Authorized Certifying Official | | | | | | e. Date Report Submitted (Month, Day, Year) | | |
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Standard Form 425
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Paperwork Burden Statement

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Farmer's Market Promotion Program
Final Performance Progress Report Narrative

December 31, 2012

Activities and Milestones



This report fulfills the final reporting requirements for Urban Tree Connection's two-year USDA AMS Farmers Market Promotion Program Grant. The shaded boxes below contain original grant language for our stated outcomes, as well as bullets from the April 2012 progress report. Text outside of the boxes reflects our progress since April 2012.

Urban Tree Connection's Two-Year FMPP Goals

Goal #1 - Develop and strengthen a sustainable, local food system in West Philadelphia by partnering with farmers, building bridges between youth and the wider community, and creating access points to the food production pipeline

Goal #2 - Expand food access for low-income residents in West Philadelphia

Goal #3 - Increase capacity of community residents to provide for the food needs of their neighborhood



The shaded boxes below contain excerpts of the FMPP grant language that describes Urban Tree Connection's target outcomes, and the progress made through April 2012.

1. Increase the number of local farmers and community members supporting food security by engaging:

a) 16 families in the CSA program in year 1, 32 families in year 2;

From the April 2012 Report:

Progress 10/2011 – 4/2012:

- *To date, we have engaged 35 families in coming to our farmers market stands.*

Challenges:

- *Community members are much more receptive to the idea of visiting our neighborhood farmers market each week, rather than participate in a year-long CSA, even with help. The CSA has become a way in which to sustain our efforts to feed the poorest members of the Haddington community. We are targeting our wealthier clients to purchase CSA shares, and to subsidize families whose income keeps them from purchasing our produce. There are also significant educational and cultural barriers keeping people from realizing the nutritional value of fresh vegetables and cooking fresh vegetables.*

Progress 4/2012 – 12/2012

Over the 2012 growing season, Neighborhood Foods sold 69 CSA shares (29 full shares, 31 half shares, and 9 full subsidized shares), and have recorded 45 families and 353 individual clients (for whom family status is unknown) who visited our farmers market stands. These numbers do not include the unrecorded clients served at the Rittenhouse, Cliveden and Wyck farmer's markets, nor the 10 resident and 8 UTC staff work shares.

The Neighborhood Foods CSA was very successful in its first year of operations. With a target number of 50 shares to sell, 69 shares were sold to both low-income and high-income customers. We engaged community members to help on harvest days in exchange for produce. We have plans to expand the work-share program greatly in the near future. Most of the feedback from the CSA was quite positive, with many people showing interest for 2013. Our CSA generated \$28,000 which was used to help pay farmer's salaries.

The Founders Group:

When Neighborhood Foods began in 2010, the Founders Group was formed to guide its growth and establish its core values and purpose. Since then, the Founders Group has served as a community advisory group responsible for coordinating Neighborhood Foods' work in the community and making sure Neighborhood Foods maintains its core values. The group had an excellent 2012 season taking sole responsibility of managing the community farmers market, which was previously carried out by Urban Tree Connection. With UTC's support, they bought produce in much larger quantities and more varieties, and sold it for about \$1/lb.



Haddington residents and Founders Group members, Joanne Williams, Anita Harris, Lisa Barkley and Joann Manuel managing the neighborhood farm stand on a Saturday morning. Joann Manuel also serves on the UTC Board of Directors, and Lisa works part-time in the UTC office.



The Founder's Group also helped facilitate cooking classes, which ran bi-weekly from June until August. The cooking classes were small and personal, normally ranging from 5-15 people in attendance. The Founders Group also helped to produce three events: a Mother's Day Flower Sale, a Summer Block Party, and a Fall Harvest Party. Each event was very successful, with the block party drawing the most neighborhood residents. Next year, they plan to run a summer concert series in the Memorial Garden.

- *We will also diversify our product selection with fruits and vegetables that are impractical to grow in the city, and items that we do not yet produce, yet are always in high demand. This includes apples, peaches, nectarines, strawberries, watermelons, corn, and plums.*

Part of the financial success of our CSA was due to purchasing produce from local area farms in order to supplement urban-farmed produce. This allowed us to specialize in growing produce which is at once practical for this region and highly marketable, such as hard-to-find ethnic and heirloom varieties in addition to popular standards, while reaching economies of scale in our marketing, accounting, and overhead as compared with growing all of our produce internally. Our customers were quite excited about supporting the urban farm due to the overwhelmingly positive impact it has on their community, and because they understand that all of the profit is reinvested in our food access programs for the neighborhood.



Chapeau de Frade peppers: popular at both our high-end Rittenhouse Square Market, and the Neighborhood Foods farm

Moving Forward:

Our next goal is to double the size of our CSA. We are also in the process of organizing Neighborhood Foods as a producers' cooperative, so the farmers will own the revenue streams they are helping to build.

b) 3 local farmers at the farmers market in year 1, 5 farmers in year 2;

Progress 10/2011 – 4/2012:

- *We have not yet found new farmers for this season, but are actively looking.*

Challenges:

- *The House of Umoja no longer employs Jamal & Colon to maintain their garden, and they are unable to grow and sell us their produce.*

Progress 4/2012 – 12/2012

Our Rittenhouse Square farm stand sales increased steadily all season long. This was largely due to the hiring of Jamal Bell, a local resident (formerly employed by the House of Umoja), who has a retail back-ground and is a skilled organizer and sales person. Neighborhood Foods became known on the square for its heirloom varieties, on which we will expand in 2013. This farmers market stand basically breaks even after paying for the labor, but it increased our visibility around the city and served as a convenient drop-off location for about 15 of our CSA shares. It also expands employment opportunities within Neighborhood Foods. In 2013, we will open another Saturday market to make operations even more efficient. This year, two teens from the summer program assisted Mr. Bell at the market. These teens have been engaged in UTC programs for about 9 years, are farmers-in-training, and represent the change we hope to create in the city. Both of the teens grew up in the Haddington Homes, a public housing development in West-Philadelphia and were initially intimidated by how different they were from their customers. They also felt judged by customers who treated them differently based on how they spoke. However, both young gentlemen handled the adversity phenomenally well and excelled at running the farmers market.



Mu'min and Qu'dair, two veterans from UTC's children's garden club and VeggieKids teen programs helped to run the Rittenhouse Square Farmers Market stand.

A third teen, a 5-year UTC program veteran from one of our gardens in North-Central Philadelphia, has also been training to be an urban farmer in our fields. If these three young men are so inclined, they will be offered management positions in marketing and other leadership roles in Neighborhood Foods CSA upon graduating from high-school.

Left to right: Bryant, Mary, Qu'dair, and "Q" show their muscle, to amuse Allyson.

Bryant has been attending UTC programs in North-Central Philadelphia since he was 10 years old, and Qu'dair has participated in our West Philly programs since he was about five years old. Now as program veterans, they are teen leaders on UTC farms, and often serve as our spokesmen for volunteer groups and have appeared in videos explaining our work to the outside world.



Q & Heem troubleshoot an irrigation line at the central production farm.

Quinzell (Q) McCall and Raheem (Heem) White were UTC farm apprentices last year. This year, they have earned a substantial raise in pay as they joined UTC's full-time farm staff:

Quinzell McCall

Over the 2012 growing season, Quinzell has taken on more crop responsibilities as Ryan's time (UTC's Farms Manager) was diverted to construction. In the second half of the 2012 growing season, Quinzell began to manage crop planting, disease and pest identification and management, and managing harvest for restaurants, the CSA, and markets. Quinzell also greatly augmented his construction skills building the last two high tunnels with Raheem. In the 2013 season, Quinzell will manage the Neighborhood Foods central production farm as Ryan will focus on bringing a new farm site online.

Raheem White

During 2012 Raheem has significantly expanded his role on the farm as well as garden management in Haddington. Halfway through the season, Raheem became the manager of garden maintenance, led CSA share packaging days, and expanded on his construction skills leading the construction of the last two high tunnels. In 2014, Raheem will manage our South Philadelphia production site while continuing to maintain the gardens.



Left: Heem and Q build our second high tunnel with skills they acquired last year under the guidance of Ryan Witmer, UTC's Farms Manager. The frame of a third waits its turn in the foreground. Right: Inspecting rows in their cozy, finished high tunnel.

Farmers Market Customers

Cliveden Farmers Market

The Cliveden farmers market is another low-income farmers market, located in Philadelphia's Germantown neighborhood. Since we have less distance to travel than the average farmer coming into the city, we are able to serve markets that do not have a high volume of sales or good profit margins because we do not have as much overhead. Cliveden Park is mostly populated by seniors. There is a high demand for farm fresh vegetables, although there are very few affordable options nearby. However, we leveraged our relationships with farmers from Lancaster, and picked up produce from them at markets in the city in order to negotiate a price that allowed us to make the produce affordable to our customers while still financially sustainable for ourselves.

We sold about 350 lbs of combined produce per week for approximately \$1.65/lb. Each week we collected about \$250-\$350 in Farmers Market Nutrition Program (FMNP) checks and about \$100-\$150 in cash. These markets are a great way for us to accomplish our social mission around food access and financial mission of self-sustainability.

Restaurants:

This year we worked with about nine different restaurants, but could not establish a consistent routine with any of them. Because we did not grow for many restaurants, our produce availability fluctuated consistently and we often did not have enough of what restaurants wanted. This year we are planning on growing for some restaurants and will also be reselling other local area produce to supplement items that we do not have. We are also developing an intricate delivery schedule that mirrors the drop-off locations of our CSA and our farmers markets, so we can continue to reduce overhead and increase profits.



Guests at Rembrandt's, a center city restaurant and Neighborhood Foods customer hosting a benefit dinner for UTC which featured produce supplied by Neighborhood Foods.

Data

| Distribution Channels | 2011 (21wks) | | | 2012 (35wks) | | |
|-----------------------|--------------|-----------------|-------|------------------|------------------|--------------|
| | lbs | Dollars | \$/lb | lbs | Dollars | Price per lb |
| Restaurant & Retail | 561 | 1,650.76 | 2.95 | 384.00 | 913.00 | 2.38 |
| Rittenhouse FM | 902 | 3,226.75 | 3.60 | 1,079.00 | 3,815.00 | 3.50 |
| Cliveden FM | | | | 3,662.00 | 9,746.00 | 2.66 |
| Wyck FM | | | | 912.00 | 1,872.00 | 2.10 |
| Neighborhood FM | | | | 976.75 | 1,539.00 | 1.58 |
| CSA & Shares | 476 | 1,700.00 | 3.57 | 10,557.00 | 28,275.00 | 2.68 |
| Total | 1939 | 6,577.51 | | 17,570.75 | 46,160.00 | |

| Vendors | 5/21/11-9/27/11 (21wks) | | | 3/14/2012 - 11/6/2012 35 weeks | | |
|--------------------------|-------------------------|-----------------------------|-------|--------------------------------|----------------------------|--------------|
| | lbs | Dollars | \$/lb | lbs | Dollars | Price per lb |
| Seniors Delivery Service | 57 | - | - | 20 | 200.00 | - |
| Workshares & founders | 400 | - | - | 1058 | - | - |
| Staff/volunteers | 190 | - | - | 1983 | - | - |
| Neighborhood Market | 592.75 | 744.00 | 1.30 | 976.75 | 1,539.00 | 1.58 |
| Total | 1,239.75 | approx 63.5 lbs/week | | 4,017.75 | approx 118 lbs/week | |

c) 30 Veggie Kids in after school programs each year

2011 accomplishments:

- Over the course of their six-week season, several youth from our VeggieKids program had the opportunity to run a farm stand from which they sold 385 pounds and made \$420. The kids saved a portion of their money each week and reinvested it into other products to sell at market such as water bottles.
- The VeggieKids piloted a senior delivery program that we will institute fully in 2012. In 2011 we delivered 60 lbs of food to 9 different seniors over four weeks.

Progress 10/2011 – 4/2012:

- Over the winter, our Founders Group and UTC's VeggieKids program director and staff have honed plans for recruiting more teens for this program, teaching the kids to run their farm stand and manage the proceeds more effectively, introducing the seniors delivery program to more seniors face to face, and outlining the logistics of the seniors route itself.

Challenges:

- Neighborhood seniors feel safe in their isolation, and we're finding that it will take time and familiarity with our personnel, both adults and teens, to coax them to take advantage of the delivery of fresh produce, cooking classes, individualized diet plans and neighborhood socialization.
- To fully implement our vision for the teen VeggieKids program, and serve our target number of teens will take more funding than we currently have budgeted. To address this, we are actively seeking funding from other sources specifically for teen programs.

Moving Forward:

- We will implement plans developed by the Founders Group, program director and staff mentioned above.
- We'll fully implement and possibly expand the program pending the award of grants for which we have applied.

Progress 4/2012 – 12/2012

The VeggieKids program was originally conceived to be UTC's teen program. Our teens branded themselves, decided they had a base of knowledge from their years of experience in UTC's gardens and wanted to take on more responsibility. When our younger pre- and early- teens observed their work; the money they made, the responsibilities they assumed, and the admiration and respect they won from the adult community, it was impossible to deny this group the opportunity to be involved.



UTC seized this opportunity to mentor these younger children to mature through the VeggieKids program, but the age range created a challenge. Whereas the older teens were more focused, the pre- & early-teens had yet to assimilate behaviors associated with employment. Also this year, UTC was granted 25 slots for teens aged 14 – 18 in the Philadelphia Youth Network Program. These two factors came together in 2012 to determine the direction of our programs for middle-schoolers and teens. The first change is that we now have separate programs for those two age groups, and the second change is that our older teens decided that they were no longer "Kids." Consequently, our pre- and early- teen VeggieKids program is much smaller, and the numbers for this program don't compare with those from 2011, but taken as a whole, UTC programs for 11 – 19 year-olds had 33 enthusiastic participants, and were very productive, as described in the following paragraphs.



Veggie Kids

The Veggie Kids, a group of eight young entrepreneurs from the Pearl-Conestoga Gardens, grew produce, which they sold through a delivery service in their neighborhood. Their season ran from June – October, during which they sold about 120 lbs of produce at \$1 per bag and earned approximately \$200. Speaking for the group, three of the VeggieKids presented their project at a city-wide after-school event called *Lights On Afterschool*, and distributed samples of their produce while sharing their vision for a local, youth-led food system with representatives from across the city.

Moving Forward

In addition to their nine existing senior customers, the Veggie Kids explored the delivery of fruits and vegetables to several senior centers in the neighborhood. Having established relationships and laid the groundwork, they are planning to expand the scale and selection of the senior center deliveries for 2013.



Teen Program Summer (funded by PYN)

In 2012, UTC had its largest ever cohort of teen growers: 25 teens worked in the gardens for six weeks through Philadelphia Youth Network's WorkReady Program. These teens worked 20 hours each week alongside UTC staff and interns from Jefferson Medical School, Drexel University, and Bryn Mawr College. Through garden maintenance, selling produce at farmers markets, and lessons on the food system, the teens learned about how to become advocates for food justice.



The 25 member cohort was split into five teams, each with a specific focus that empowered the teens to assume leadership in completing a final project. At the end of every week, one group took a turn preparing lunch made from fresh produce from the farm for all of the program participants. The construction group, stationed mainly at UTC's main production farm, built an extension to the shed and began construction of a new high tunnel. The garden design group learned about the spatial and social dynamics of developing a community garden, culminating in a garden master plan of their own design. The eco-remediation group learned about wetlands habitat restoration through landscaping work, water quality testing, and species identification in Philadelphia's Fairmount Park. At the end of the summer, this group of teen wetlands experts led all 25 teens and UTC staff through a day of interactive learning at the lake. Another crew of five teens learned about entrepreneurship through weekly business classes and managing farm stands twice-a-week at The Enterprise Center's Walnut Hill Community Garden. The social media team documented the summer program, taking photographs, videos, and writing posts for UTC's blog. Scribe Video Center led a day-long filmmaking workshop where five of the teens created their own "video postcards," short films written, directed, and filmed by the teens. The summer teen program culminated in a big celebration at the Memorial Garden, planned by the social media team, which included live musical performances by neighbors, great food featuring produce from our farms, games for kids, and presentations by the teens about their work over the summer.



Fall program (funded by Merck)

Nine of the teens who participated in UTC's summer program continued to work with UTC two afternoons each week through an eight-week fall Youth Leadership Program. The fall cohort met weekly at the Enterprise Center, learning about business development, practicing their public speaking skills, and developing advocacy projects on issues ranging from bullying to senior food access to police brutality. The other afternoon, teens worked at UTC sites, putting their leadership skills into practice. One team worked at the farm, continuing high tunnel construction and helping with crop maintenance. Another team ran the Walnut Hill farm stand, applying the entrepreneurship skills from their business classes. The final team assisted with children's after school programs at the Pearl-Conestoga Gardens, mentoring the children and helping them prepare costumes, dances, and drum routines for the end-of-the-year Harvest Parade.



The Philadelphia Youth Network WorkReady Summer 2012 and fall Youth Leadership Program were also partially funded by :

Private Giving

Individuals Donors/Board..... \$8,000

Foundations

Merck Family Fund..... \$13,500
Harlon’s Fund of the Philadelphia Foundation \$7,000
Lincoln Financial Group Foundation..... \$12,500
Henrietta Tower Wurts Memorial..... \$3,000

Public Funding

Philadelphia Youth Network..... \$32,000
Philadelphia Department of Human Services..... \$20,000

Corporations

Starbucks Foundation..... \$10,000

Challenges:

Managing this group of 25 teens was much less challenging than we thought it would be, and our staff and administrators agree that it was a very successful summer. Although there’s never a shortage of eager summer college interns, our biggest challenge was waiting for the close of their academic year for them to arrive in Philadelphia to bring them up to speed before assigning them to programs.

Having received the results of the Philadelphia Youth Network’s Summer 2012 Provider Performance Report (comprised of surveys completed by PYN admin, UTC staff & admin, and the teens regarding performance, satisfaction and outcomes) indicates that by all accounts, it was a productive, enjoyable and successful summer, and that there were no significant challenges. A few of the highlights reveal that 100% of participants were African American; 96% would recommend the program to a friend; 95% report that they feel they are better prepared for future employment; 87% report that their academic skills have improved due to participating in the program.



Moving Forward:

The Philadelphia Youth Network has renewed Urban Tree Connection’s contract for WorkReady Summer 2013, and we are excited to take on the new group of teens.



d) 50 community volunteers each year working on the farm sites, supporting the CSA and at the markets.

2011 accomplishments:

- *We had seven community members who worked 5-10 hours every week in return for fresh vegetables.*
- *We had over 80 different people come to our farmers market over the course of the year.*
- *We had over 120 community residents come to our harvest party. 90% of them were very familiar with us and knew someone from Neighborhood Foods.*
- *We estimate that about 80% of residents in a four-block radius of the farm know that it exists.*

Progress 10/2011 – 4/2012:

- *We have not yet had the opportunity to see what this year looks like, but much planning has gone into preparing the community for another summer of farmers markets and farm work.*
- *Flyers and calendars have been designed and printed, have been circulated at social gatherings, and will be distributed door-to-door by our teens in the coming weeks.*

Challenges:

- *There has been little interaction and communication among the different blocks in which we operate, which impedes the growth of our community farm stand, and our outreach efforts.*

Moving Forward

- *We are building connections between our different programs which take place in several gardens in different blocks, and cooking classes held in a few different locations. We believe that if we continue to link these groups together through the individual kids programs, as well as the adult programs we operate, we will have much more success. Continuing to implement health and nutrition programs and bringing more customers and vendors into our community farmers market will build an increasingly strong network among the residents in the neighborhood.*
- *Our Get Fit Club will take place at our Saturday markets. Offering a program that encourages consistent involvement and offers attractive benefits will help create a stronger network of community members invested in the farm. This will also help us with future marketing and work requirements at the farm.*

Progress 4/2012 – 12/2012

To date, we have 10 community members who worked regularly on our farms and farm stands in return for produce, but we consider them work shares. We also have residents who work sporadically on our farm as well as our scattered sites (some helping to run children's programs) and take home produce as well. We deem all of the above to be community volunteers, numbering 19. Although we continue to work toward our goal of 50 per year, we are proud to say that our goal for volunteer community participation is transforming into one of offering part-time employment opportunities for low-income teens, with preference given to residents of Haddington, as well as adult residents who can resolve issues involving money earned while receiving public assistance. In 2012, we employed 6 individuals. Additionally, we paid stipends to 5 residents, not including the PYN WorkReady teens.

As noted earlier, two young men who had worked with us for two years accepted full-time employment with us as of January, 2012. We will continue to find funding and use revenues from the farm sales to sustain this ongoing effort to employ and raise our CSA participants out of poverty.

Our events also helped to engage community, acquaint community members from our various programs to each other, and introduce other curious residents to our farms and programs. The Mission Philadelphia Thank You party was an event conceived, hosted and implemented by 10 resident families to thank that volunteer organization which has come to the neighborhood to fund and build a major project every year for 11 years.



Event attendees were not asked to sign in, so the numbers below represent our best conservative estimates for attendance.

Attendance for 2012 Events

| Event | Attendees |
|--------------------------------------|-----------|
| Mother's Day Flower Sale | 50 |
| Memorial Garden Block Party | 75 |
| Mission Philadelphia Thank you Party | 125 |
| Harvest Party | 120 |



Moving Forward:

We will continue to host events which bring the wider community together in neighborhood celebrations of fresh food, nutrition, ethnicity, culture, and the native skills and talents of its residents, all of which can be utilized to revitalize their community, make it steadily safer and ultimately so much more livable.

Lastly, it should be noted that this year, Urban Tree Connection was the beneficiary of 7,372 hours of volunteer service performed by 880 discreet volunteers from Service organizations, Universities, Faith-Based organizations, Corporations, K-12 schools and individual volunteers. 231 (26%) of these volunteers returned to repeat service at least once over the season. Twenty-one professional volunteers ranging from lawyers to web designers and poison ivy control donated 133 hours, for which their invoices would have totaled \$41,110. There were 859 non-professional volunteers who donated 7,239 hours valued at \$157,727 at the rate of \$21.79/hour for volunteer work established by Independent Sector, and the combined value totals \$198,837. This immense amount of service was of enormous value to us and the community we serve. This workforce was instrumental in building and maintaining our 10 existing gardens.



Left to Right: Volunteers from L.U.S.H Cosmetics, St. John's Community Services and Country Day School of the Sacred Heart.

Challenges:

Engaging more of the community is always a challenge, but we are inspired by the fact that this year we've had much more interest and active participation than we have ever had, mostly due to word of mouth, especially at the events.

- 2. Expand awareness of high quality food and local production, and enhance local supplies by:**
- a) *developing the new, highly visible Polselli farm site that will produce 8,000 pounds of produce each growing season.*

2011 accomplishments:

- *Last year we produced 4,598 lbs of produce.*
- *We built a rain-water catchment system to be connected to our irrigation system.*

Progress 10/2011 – 4/2012:

- *Over the warm winter, we completed construction of our 90x20 foot high tunnel which will allow us to extend our growing season and increase production.*
- *We have finished constructing the rainwater harvest system to be used for irrigating our crop rows with the help of two local African-American youth which we trained and hired last year.*
- *We have completed building out all of our growing rows on the farm.*
- *We germinated enough crops to plant out our farms and supply the farm stands with early spring crops, and three weeks ago, many of these young plants were transferred to the high tunnel.*
- *The early spring also prompted several volunteer groups to contact our Volunteer Coordinator much earlier than previous years. Consequently, our soils are prepared, and the gardens are ready for spring planting as soon as the weather permits.*

Challenges:

- *We anticipate a learning curve with our new high tunnel and rainwater harvest irrigation system, but it's too early in the season to encounter farming challenges for this season.*

Moving Forward

- *We are in the process of constructing a pavilion at the farm that will be used as a washing and packaging station for our CSA, as well as a space to hold community events and classes.*
- *We are considering a second high tunnel.*
- *We have also refined our crop selections to grow only vegetables that produce high yields on an urban farm. We have also put extensive planning into increasing the efficiency of our rotation cycles as well as inter-planting in order to increase production per sq. foot.*
- *We are very confident we will reach the 8,000 lb number this year.*

Progress 4/2012 – 12/2012

Over the 2012 growing season, our scattered-site farms, collectively referred to as Neighborhood Foods produced 9,189 lbs of fresh produce:

| | |
|--|--|
| Lbs of harvest central production Farm | 7119.96 |
| Lbs of harvest Annex | 613.4 |
| Lbs of harvest Novick Brothers | 981 |
| Lbs of harvest Pearl Street | 474.75 |
| Lbs of harvest LeMoyne's Garden | pilot, built late in season – harvest not recorded |
| Lbs of harvest Memorial Garden | pilot, built late in season – harvest not recorded |
| Total Recorded Harvest: | 9,189 lbs |



Neighborhood Foods understands that in order to make its enterprise sustainable and realize its goal for creating jobs for low-income residents, as well as its larger goal for becoming a replicable model, it needs to expand its markets to include restaurants and grocers, but this requires more product, which in turn requires more land for site expansion, and infrastructure upgrades.

What follows is how Urban Tree Connection / Neighborhood Foods has addressed these issues to date:

Moving Forward: Site Expansion

Merion Avenue

Situated on 3.5 post industrial acres, on a dense urban block, this site could easily become a model for urban agriculture, particularly as a showcase for other eastern cities. Because of its size, the potential of this site is extraordinary. It will not just be an asset to the block; it will be an asset to our city. Hydroponics, container growing, or a hybrid of both will most likely comprise the growing techniques on this site. Partnering with the Community Design Collaborative and Merion Avenue residents, this space will be designed for optimum communal use as well as production. Ryan and Dylan are registered to attend *Growing Power*, a training workshop in Milwaukee to explore cutting-edge design options for our Merion Avenue site.



Novick Brothers

Gary Novick of Novick Brothers contacted UTC to develop 1.4 acres of underutilized land adjacent to their warehouse headquarters. This development has the potential to model private-to-non-profit partnerships in Philadelphia. The farm design is ongoing but we're doing so with fidelity to key principles. 1) Production: since the site is not adjacent to any neighborhood this allows us to produce quantities that can be directed back to UTC neighborhoods. 2) Education: An onsite kitchen provides opportunity for cooking demonstrations. 3) Innovation: If done well, the farm and warehouse can symbiotically be of benefit to each another. Three projects we're analyzing are: utilizing waste heat from warehouse coolers to power greenhouses, trapping and irrigating with warehouse water runoff, and revert the site's low lands back to wetlands to exhibit ecological diversity to school groups.



College of Wooster Alumni volunteers.

Lemoyne's Garden

Lemoyne's Garden was built out this past year by a series of volunteer groups, mostly led by our Volunteer Coordinator, Sue Witte. Vanguard volunteers dedicated time over two weekends. They built and filled 3 of the four growing beds. A third volunteer group, the College of Wooster Alumni, built and filled the final bed. The final volunteer group was Lush Cosmetics who topped off the beds. This site will function similarly to that of the Annex, (an existing small lot farm site with raised-beds) providing more growing space for the farm.

Memorial Garden

Memorial Garden received two major upgrades this year: a performance stage and a community garden. The stage was in response to community requests to create public space for events and performances. This stage has now been used multiple times including performances by Philadelphia Youth Network teens, staging volunteers, block parties, and band performances.

The community garden was built by Drexel students who devoted their entire spring break to a week of service. They installed a fence, built 12 garden beds, and began filling them with soil. The following week, Johnson and Johnson filled the remaining beds and put finishing touches on the fence. One month later, the PYN teens painted and named the beds to be distributed to the community for personal growing spaces.



Moving Forward: Infrastructure Projects



Rainwater Harvest System

This project was completed in the early spring. We attached 7 rooftop downspouts to flow through a rain filtration garden and into a 4,000 gallon reservoir which irrigated the farm throughout the year. We captured and utilized nearly 10,000 gallons of water. Next year, we will modify our irrigation methods to utilize this water more effectively, and add a collection system which would capture water runoff from our high tunnels.

High Tunnels

Three high tunnels were installed this year: one 80' and two 48' giving us 176' of tunnel space. High tunnels are an asset to any farming operation because it grants the farmer greater control over temperature, moisture, and extends the growing season. The effect of this is higher quality produce and more of it. It's also essential for the stability of our small farms; since margins are tight, winter production is essential. We've turned to high tunnels as a low cost solution to winter production, which in turn means winter employment for our farm help. This winter will be our first winter utilizing high tunnels.



Shed Extension

During the bustle of summer harvests and multiple markets, it soon became evident the shed was not big enough for all of our operations. To correct this we built an extension, created a construction crew of high school students from the Philadelphia Youth Network's WorkReady Program, and supervised their progress as it went up. Neighborhood Foods farmer's markets now have a home that can accommodate all of its tools and materials.



Washing & Education Pavilion

The Pavilion was completed this November. Jamal Belle and Ryan Witmer finished the roof just in time for Sandy to test their skills, and thankfully it held. This structure will host all washing, packaging and prepping of produce for distribution. It will also double as a facility for nutrition, cooking and education classes.

b) supporting “community farmers” with technical assistance to increase production at existing farm and garden sites.

2011 accomplishments:

- *Our two young African-American men have completed their first year of training on our central farm production site.*

Progress 10/2011 – 4/2012:

- *Our farmers, Raheem (Heem) White and Quinzell (Q) McCall have made excellent progress, inspiring the confidence of their supervisor enough to have earned a raise in pay.*

Challenges:

- *Youth from low-income backgrounds sometimes find it difficult to understand how to be an employee. Our young men work very hard, have conscientiously learned their skills and show up consistently, but don’t always understand the need to give adequate notice when they need to take time off. They also have difficulty understanding why their employer needs to take payroll taxes out of their paycheck.*

Moving Forward

- *We will continue to train our two farmers (Heem & Q) and build on their farming skills.*
- *This season, Heem & Q will manage their own satellite farm for Neighborhood Foods.*
- *We will continue to work with our youth to hone their job skills and behaviors.*
- *We are actively seeking a representative from a local bank or other organization to teach our youth about financial literacy.*
- *We will approach two other neighborhood farmers, Joann Williams & Anita Dunbar to manage our farm annex site, (another satellite site).*
- *We will continue to look for other seasoned potential farmers to work our satellite sites.*

Progress and Challenges 4/2012 – 12/2012



Our two full-time staff farmers, “Q” & “Heem,” now fully participate in staff meetings to evaluate our 2012 growing season, draft site plans, determine crop selection, upgrades and time-tables for the 2013 season. They have also built two high tunnels on their own, and attended a workshop for utilizing high tunnels. Over the summer, Q trained to manage our current central production site in 2013 so that our Farm Manager, Ryan Witmer could build out our new sites. Ryan has since determined that although Q will take on this responsibility as planned, he would still need some oversight and support. The most likely candidate for this job will be Jamal Bell. In 2013, Heem will train to manage the Novick Brothers site to become its manager in 2014.

The Farm Annex: Having gotten a late start due to the allocation of volunteers for building the Farm Annex, Joanne Williams and Anita Dunbar managed the annex with a modicum of success this year, but with the assistance of the rest of the Founder’s Group, have made plans for getting a good head start next year.

Financial Literacy: It’s been inexplicably difficult to find a representative from a local bank who would follow through on promises to provide lessons in Financial Literacy appropriate to our youth, but we now have a promising lead: Steve Haman from Citizens Bank has offered such a workshop, and is conferring with our staff to tailor the workshop to our youth.

3. Provide additional outreach and education via community farmer educators by: a) offering technical assistance to 2 schools in the Haddington community

2011 accomplishments:

- We made arrangements with Universal Daroff Charter School to deliver after-school programs for 8th graders to teach them farming techniques at our Pearl Street satellite farm site.

Progress 10/2011 – 4/2012:

- › Urban Tree Connection farm staff is working with the City Year /afterschool program at Universal Daroff Charter School bringing 10 -15 8th graders to the Pearl Street satellite farm site training them in farming techniques.
- › We are also working with 14 Delaware Valley Charter High School students who come in groups of 4 - 5 to the central production farm several times a week as we train them in farm production.

Challenges:

- › These programs began this growing season, and we have not yet experienced any challenges associated with them.

Moving Forward

- › We are in the process of developing a very comprehensive learning curriculum for children in our programs. This curriculum includes topics in farming, the environment, (including some of the more technical aspects of rainwater harvesting and permeable surfaces, air quality, alternative energies and the impact of green spaces on urban neighborhoods), the life sciences, food security and health and nutrition.

Progress 4/2012 – 12/2012, and Moving Forward

DVCHS: With UTC's assistance, 9 of the 14 Delaware Valley Charter High School students applied for work in the Philadelphia Youth Network WorkReady Summer program, and were recruited into slots working our farms in 2012. Those nine teens continued to work with us through the fall in our Youth Leadership Program.



Curriculum: Urban Tree Connection has utilized the talents of two consecutive Americorps Philly Fellows: honors university graduates who, in partnership with seasoned UTC program staff, have researched and created curricula for our youth programs. They have procured a library of books and store of educational materials through a grant from the Department of Environmental Protection, and will begin the process of beta-testing the curricula in 2013.



2012 Initiative: In the spring of 2012, our Executive Director, Skip Wiener, was honored to present his views on urban agriculture as part of a select team of experts discussing the future of urban sustainability at Drexel University's Urban Sustainability Institute retreat. Subsequently, he taught a spring/summer course: a comprehensive exploration of Urban Agriculture with 23 students at Drexel University, and has been invited to teach this course again in 2013. Skip is also a participant on Drexel's panel for developing Philadelphia's first Urban Agriculture major, and it is widely believed that it will be the first such major in any American university.

In addition to his work at Drexel University, Skip has lectured on urban agriculture for 35 students at Temple University and 18 students at Messiah College in 2012.

Final Comments:

In 2010, Urban Tree Connection struggled to fulfill its dream of creating a working urban farm from an abandoned brownfields, previously owned by a construction company. This field was surrounded 360 degrees by homes on a full city block of Philadelphia, and was the site of drug deals, prostitution, stripped cars and two conflagrations that seriously threatened the homes and lives of the residents there. This field was deemed “undevelopable.” With the help and resources of the Philadelphia Department of Commerce Sustainable Development Office, and the expertise of Drexel University’s Department of Civil, Architectural and Environmental Engineering, we were able to remediate the field and safely grow produce, but we had yet to realize our larger vision of creating a food production and distribution system based in and serving our low-income neighborhood.

The Farmer’s Market Promotion Program has catapulted our ability to fully develop that farm and create a sustainable food production and distribution system by funding the launch of our CSA, farmers markets, neighborhood produce stand, and enable us to conceptualize a Neighborhood Foods Producer’s Co-op.

FMPP Deliverables: Over the two year grant period, funding from the Farmers Market Promotion Program has enabled Urban Tree Connection to:

- ▶ Build our production infrastructure at the central & satellite production sites
- ▶ Build our distribution infrastructure supplying 3 farmers market stands, the Neighborhood Foods produce stand, 69 CSA member shares and 4 restaurants
- ▶ Train the Founders Group and community residents to take over community produce distribution
- ▶ Incubate inter-generational delivery programs in Haddington
- ▶ Start training 25 neighborhood teens to operate these production and distribution systems
- ▶ Provide employment for 11 community residents: 2 Full-time 5 Part-time, and 4 residents who accepted stipends of \$100 per month to run the Neighborhood Foods market, events and programs
- ▶ Deliver Health & Nutrition information in association with our food access system while piloting techniques to reduce diet-related conditions among our low-income clients.
- ▶ Initiate a community conversation about a producers and buyers co-op
- ▶ Because FMPP supported both our production capability & low income distribution system, we have been approached by three Philadelphia institutions asking us to convert their under-utilized land to farm production for low-income food access. These institutions include a for-profit, a church, (referred to us by Sacred Places), and an academic institution.
- ▶ Gain a city-wide reputation that has enabled UTC to teach an Urban Agriculture course at Drexel University, and the likely development of the first Urban Agriculture major in the nation.



Although it took the work and contributions of many, many individuals to build this food production and access system, the USDA Farmer’s Market Promotion Program grant was an essential factor in successfully building a solid foundation for this very promising enterprise to provide access to fresh food while revitalizing our community.



Neighborhood Foods 2012 Harvest

Total Harvest to date: **9,141 LBS**

| Total Harvest: All Farms | | Apples | Arugula | Basil | Beets | Beet Greens | Bell Pepper, Green | Bell Pepper, Red | Blueberries | Cabbage | Carrot | Collards | Cucumber | Eggplant | Eggplant, Japanese | Garlic | Garlic Scapes | Green Bean | Hot Pepper | Jalapeno | Kale | Lettuce, Mesclun Mix | Lettuce, Red Sail | Melon | Mint | Mustard | Okra | Onion | Onion, Spring | Pak Choi | Potato | Radish | Snap Pea | Spinach | Squash | String Beans | Sweet Potato | Swiss Chard | Tomatoes, Cherry | Tomatoes, Slicers | Turnip | Zucchini | | | | | |
|--------------------------|--------|--------|---------|--------|---------|-------------|--------------------|------------------|-------------|---------|--------|----------|----------|----------|--------------------|--------|---------------|------------|------------|----------|--------|----------------------|-------------------|-------|-------|---------|-------|-------|---------------|----------|--------|--------|----------|---------|--------|--------------|--------------|-------------|------------------|-------------------|--------|----------|------|------|------|--|--|
| 27.00 | 282.75 | 231.42 | 1379.50 | 4.00 | 760.40 | 14.50 | 9.00 | 15.00 | 580.50 | 638.00 | 332.43 | 168.10 | 2.00 | 111.00 | 13.50 | 425.00 | 26.00 | 3.75 | 754.30 | 605.52 | 24.00 | 38.00 | 3.50 | 47.00 | 16.14 | 71.50 | 55.00 | 10.00 | 95.00 | 203.00 | 11.00 | 153.30 | 98.00 | 183.10 | 40.00 | 587.26 | 109.53 | 786.86 | 2.00 | 223.25 | | | | | | | |
| Central Farm Harvest | | 27.00 | 222.75 | 156.42 | 1336.00 | 4.00 | 499.40 | 14.50 | 9.00 | 8.00 | 531.50 | 590.00 | 208.43 | 154.10 | 2.00 | 111.00 | 13.50 | 373.00 | 26.00 | 0.00 | 560.80 | 501.52 | 0.00 | 38.00 | 3.50 | 3.00 | 16.14 | 39.50 | 55.00 | 0.00 | 95.00 | 102.00 | 0.00 | 153.30 | 37.00 | 80.10 | 40.00 | 237.26 | 46.53 | 701.46 | 2.00 | 73.25 | | | | | |
| 7071.96 lbs | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Annex Harvest | | 0.00 | 0.00 | 0.00 | 15.50 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 22.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 143.50 | 34.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | | | |
| 613.40 lbs | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Pearl Street Harvest | | 0.00 | 0.00 | 0.00 | 28.00 | 0.00 | 0.00 | 0.00 | 0.00 | 7.00 | 12.00 | 48.00 | 9.00 | 14.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 3.75 | 50.00 | 0.00 | 24.00 | 0.00 | 0.00 | 0.00 | 44.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | | |
| 474.75 lbs | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Novick Harvest | | 0.00 | 60.00 | 75.00 | 0.00 | 0.00 | 261.00 | 0.00 | 0.00 | 0.00 | 15.00 | 0.00 | 115.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 70.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | | |
| 981.00 lbs | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Jam | | | | | | | | | | | | | | | | | | | | | | Pesto | | | | | | | | | | | | | | | | | | | | | | | | | |
| 24.00 lbs | | | | | | | | | | | | | | | | | | | | | | 24.00 lbs | | | | | | | | | | | | | | | | | | | | | | | | | |