



2011 Annual Report

CITY  **fruit**



CONTENT

INTRODUCTION	2
ORGANIZATION	3
BOARD AND STAFF	4
SUPPORTERS AND PARTNERS	5
HARVESTS	6
FRUIT DISTRIBUTION	8
COMMUNITY EDUCATION	10
STEWARDING TREES	12
COMMUNITY EVENTS	13
FRUIT TREE MAPPING	14
MEMBERSHIP	14
FUNDRAISING	15
FINANCIAL SUSTAINABILITY	16
MEDIA	17

Introduction

In 2011 Seattle fruit trees continued to produce thousands of pounds of fruit – while at the same time more and more people went hungry. Nearly 20 percent of the children living in Washington don't get enough to eat. City Fruit continues to connect the dots. The list of people willing to donate fruit from their backyard trees grew in 2011 – as did the list of organizations that wanted fruit for their clients. The vision that led to the creation of City Fruit in 2008 still drives us: a city in which fruit trees are protected as an important community resource.

While the community around us reeled in 2011, City Fruit remained steady. In fact, we grew. Specifically, we:

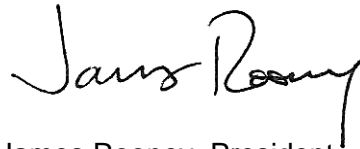
- have more members and more member benefits;
- doubled the income generated from our fruit, putting us well on the way toward a sustainable organization;
- expanded the orchard steward project from five city parks to nine;
- launched a new Web site;
- held 13 community-based fruit tree care classes;
- launched a series of cooking classes featuring Seattle chefs; and
- held a cider tasting fund-raiser to promote local cideries and raise funds for City Fruit.

Finally, we have made strides in solidifying City Fruit organizationally and financially. This report documents our activities and achievements in 2011 and looks forward to 2012. It is written in a spirit of transparency and openness. City Fruit wouldn't exist without the support of an extensive community of volunteers, donors and professionals who offer expertise on a *pro bono* basis. We want all of you to understand the positive impact you're having on our community.

Thank you,



Gail Savina, Director



James Rooney, President

Organization

MISSION AND GOALS

City Fruit promotes the cultivation of urban fruit in order to nourish people, build community and protect the climate. We help tree owners grow healthy fruit, provide assistance in harvesting and preserving fruit, promote the sharing of extra fruit and work to protect urban fruit trees. Our goals are:

Conserve fruit trees: Preserve fruit trees on public/private properties; document historical orchards; map fruit trees

Add to the urban tree canopy: Plant more fruit trees on public and private properties

Steward fruit trees: Improve the care of fruit trees and reduce the impact of fruit pests and diseases using non-toxic methods

Harvest urban fruit: Increase the amount of fruit harvested and promote the sustainable harvesting model

Reduce wasted fruit: Develop the capacity of people to preserve fruit, explore selling some fruit to make the harvest financially sustainable and effectively link those who have fruit with those who need it

Build community: Build and strengthen connections within community groups through the planting, stewardship, harvest and preservation of fruit

CONTACT US

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[@CityFruit](https://www.instagram.com/CityFruit)

[Facebook.com/cityfruit](https://www.facebook.com/cityfruit)

Board and Staff

BOARD OF DIRECTORS

James Rooney, *President*
Nancy Gohring, *Vice president*
Morgan Larsen, *Secretary*
Hazel Singer, *Treasurer*
Harriet Huber
Jen Mullen
Roseanne Reich
Diana Vergis-Vinh

STAFF

Gail Savina, *Executive Director*
Charles Rambo, *South Seattle Harvest Coordinator*
Holly Morris, *North Seattle Harvest Coordinator*
Ranito Simbagoye, *South Seattle Harvest Assistant*

ADVISOR

Don Ricks, Friends of Piper's Orchard

Supporters and Partners

NON PROFIT AND GOVERNMENT PARTNERS

Friends of Bradner Garden
Friends of Piper's Orchard
Public Health—Seattle & King County
Seattle Department of Parks & Recreation

Seattle Office of Sustainability and Environment
Seattle Tilth
Seattle Tree Fruit Society
Washington State Department of Natural Resources

FUNDERS

Puget Sound Energy Foundation
Seattle Department of Information and Technology
The Horizons Foundation
United Way of King County/Rainier Valley Eats!
2011 City Fruit Members
Donors & Event Participants

Microsoft, corporate match
Boeing, corporate match
Google, corporate match
Combined Charities, Washington State
Washington Dept of Natural Resources

COMMUNITY PARTNERS

Alpenfire Organic Hard Cider
Beecher's Handmade Cheese
Chefs: Marcee Clark, Amy Pennington, Laurie Pfalzer, Roxanne Viera
City People's Garden Store (Madison Park)
Dish It Up!
Finn River Farm and Cidery
Jackson Place Co-Housing

Phinney Ridge Lutheran Church
Santoro's Books
Snowdrift Cider
Tabitha Borchardt Graphic Design
The Green Bean
The Pantry at Delancey
Tieton Cider Works
Todd Vogel and Karen Hust

Harvests

TOTAL: 6,636 LBS.

2011 proved a challenging year for growing fruit in Seattle (34% less fruit harvested than in 2010). Because of the cold, wet spring there were poor plum, pear and Asian pear crops, which typically make up a sizeable portion of our harvests. On the other hand, Italian plums, apples and figs did well.

PHINNEY/GREENWOOD

2,034 lbs., 33 sites

Cost per lb.: \$1.01

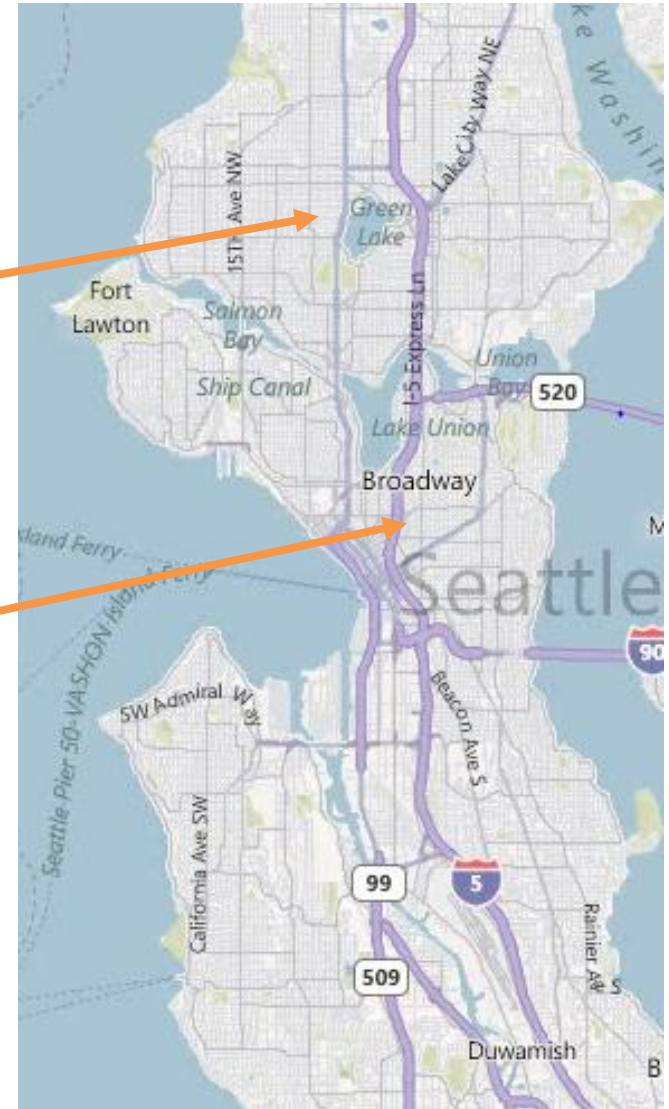
Harvesting was done by neighborhood volunteers. We added 17 new households in 2011, for a total of 84 sites. Fruit was harvested from 33 of these.

SOUTH SEATTLE

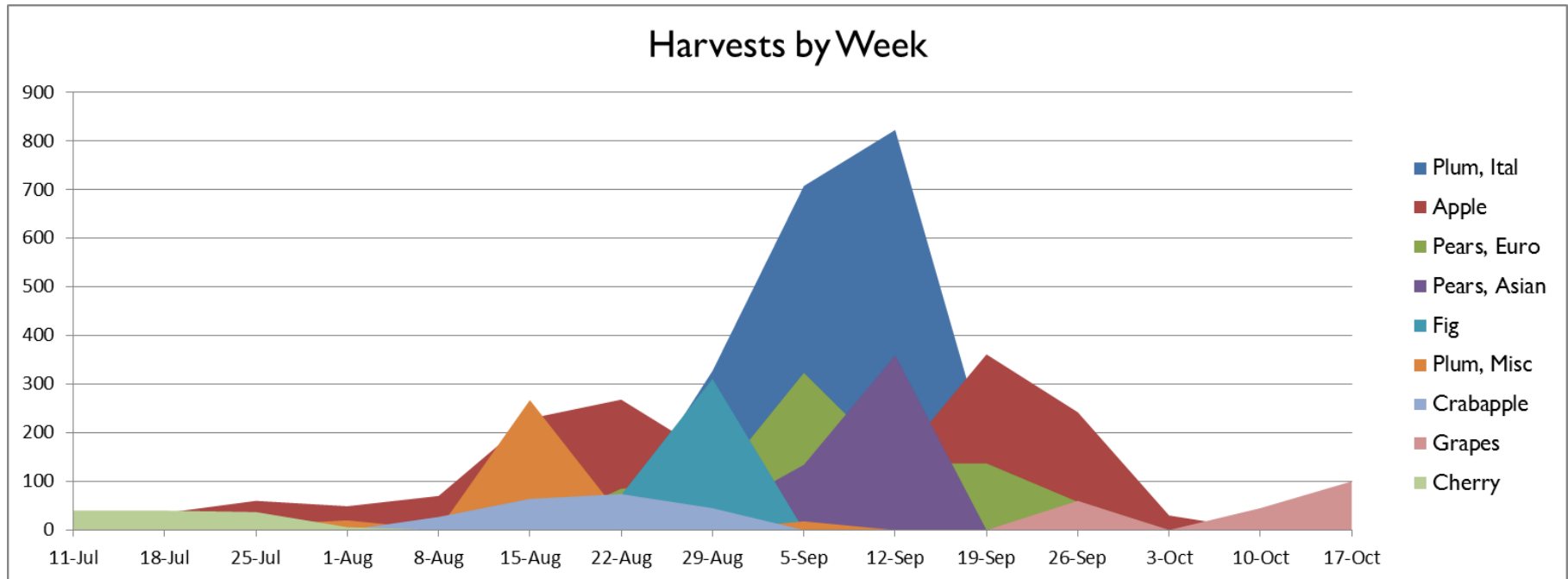
4,602 lbs., 47 sites

Cost per lb.: \$0.80

We hired a coordinator and two fruit pickers, a college student and a Burundian refugee, to harvest most of the fruit. Neighborhood volunteers harvested the rest. We have a total of 102 sites in south Seattle; in 2011 we harvested fruit from 47 of these sites.



HARVEST TOTALS



City Fruit board members James Rooney & Nancy Gohring harvesting crabapples.



Fruit Distribution

DONATIONS

City Fruit donated more than 5,000 pounds of fruit to organizations serving those who couldn't otherwise afford to buy local produce. This is a much needed boost of fresh fruit to these organizations. Just listen to what they say about it:



"I remember walking through the crowd of homeless/near homeless vets with a box of the plums and having a vet say to me, 'Hey! Can I get a few more of those Italian plums?' They are delicious'."

*Paula Rhyne, organizer,
Veteran's Stand Down*

"We all love it . . . and appreciate the extra nutrition that can be hard to find sometimes in homeless food services."

Rachel, Mary's Place

2011 Donation Sites

- Ballard Food Bank
- Beacon Avenue Food Bank
- Broadview Women's Shelter
- Central Area Senior Center
- Community Psychiatric Clinic
- Denise Louie Daycare
- Dorothy Day House
- Empowering Youth & Families
- Esperanza Senior Housing
- Greenwood Food Bank
- Greenwood Senior Center
- Jefferson Community Center
- John Muir School
- Jubilee Women's Center
- Mary's Place
- Noel House
- Peter Claver Senior Housing
- Rainier Valley Food Bank
- Silvercrest Senior Housing
- St. Mary's Food Bank
- St. Martin de Porres Men's Shelter
- Southeast Seattle Senior Center
- St. Cloud's Homeless Meals Program
- University District Teen Feed
- Veteran's Stand Down
- Vietnamese Snr. Assoc. at Garfield Comm. Cntr.
- WIC program at Columbia Health Center

SALES

In order to create a harvest program that sustains itself from year to year we sell a portion of the harvest. City Fruit explored options for selling fruit in 2010 and expanded on these in 2011. This year we sold 600 pounds of fruit, or approximately 10 percent of the harvest, to restaurants and others. Earnings from fruit sales were \$1,400 – one quarter of our total harvesting costs. We will continue to improve on this in coming years.

Fruit sold to restaurants and others is typically not suitable for donation, either because it is extremely perishable (figs) or esoteric (quince). We focus on selling fruit that is less suitable for donation.

The following restaurants purchased City Fruit fruit and featured it on their menus and in their products (*Fig bar at the Dahlia Workshop, right*):

- Bar del Corso, Beacon Hill
- Cuoco (Tom Douglas), Belltown
- Dahlia Workshop (Tom Douglas), Belltown
- DeLuxe Foods (artisan jams)
- emmer & rye, Queen Anne
- Le Gourmand, Ballard
- Molly Moon Homemade Ice Cream



FRUIT DRYING

A significant portion (~10 percent) of the fruit we harvest is not suitable for donation or sale. Typically, we have composted this fruit. In 2011 we formed a partnership with two entrepreneurs who have started a fruit-drying business called Pro-Produce. In 2011, City Fruit donated approximately 350 pounds of fruit not suitable for direct meals programs to Pro-Produce. This venture processed the fruit and dried the edible portion, donating the dried product back to food banks and other organizations.

Community Education

CLASSES

City Fruit offered nineteen classes on fruit tree care and preparation of fruit to the community. Topics included pruning, permaculture, espalier, fruit in containers, young tree care, pest management, canning and jam making.

In October we launched *Beyond the Canning Jar*, a fall cooking series that featured both traditional and unique ways of cooking with fruit. Partnering with local chefs Amy Pennington, Marcee Clark, Roxanne Viera and Laurie Pflzer and with two cooking schools, Dish It Up! and the Pantry at DeLancey, City Fruit was able to move even further into the cooking-and-eating-it side of urban fruit.



Jennie Pell teaching permaculture at Bradner Gardens.



Marcee Clark rolling out dough in her pastry class at Dish It Up!

CITY PEOPLE'S PARTNERSHIP

City People's Garden Store in Madison Park joined forces with City Fruit to offer a series of free fruit tree care classes at the garden store. On top of that, City People's offered City Fruit members a 15 percent-off coupon at the garden store.

CURRICULUM ON TREE CARE

With support from the Washington State Department of Natural Resources in collaboration with the US Forest Service, we developed a slide show and written curriculum on fruit tree care. The curriculum is structured as a series of three two-hour workshops: Fruit Tree Biology, Pruning Fruit Trees and Managing Pests in Fruit Trees. Given the fact that producing healthy fruit is both an art *and* a science, the curricula seek to help lay growers understand the basic biology and function of fruit trees and fruit production so that they can make informed decisions in the pruning and care of their own trees.

CITY **fruit** Seattle Fruit Tree Stewardship Project

Unit 1: Tree Biology

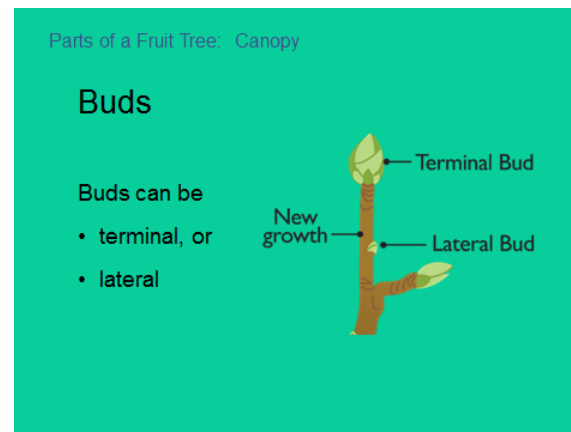
Learning Objectives

After completing this session, students will be able to:

- Name and locate the important parts of a fruit tree;
- Understand and explain four key functions of fruit trees: metabolism, growth, fruit production and wound healing;
- Describe the basic needs of fruit trees.

Agenda

Topic	Presenter	Activity	Time
Program Introduction	Program lead	Introduce Seattle Fruit Tree Stewardship Training program and explain series of workshops; acknowledge funders and partners; introduce expert.	10 min
Introductions	Students	Students introduce themselves and briefly explain their interest.	10 min
Parts of a fruit tree	Fruit tree expert	Present Powerpoint talk on the roots, trunk, canopy and vascular system of fruit trees.	20 min
	Everyone	Give a fruit tree branch to every two students. Students work in pairs to find leaf buds, flower buds, bud scars, new growth, 2nd year growth and branch collars.	10 min
	Everyone	As a large group, students compare different types of fruit branches (glenn apple, pear, peach/cherry) with regard to new growth, spurs, leaf and fruit buds.	10 min
Critical functions of fruit trees	Everyone	Using a fruit tree in a pot and labels with fruit tree parts, hang the label on the corresponding part of the live fruit tree (e.g., scaffold branch, terminal bud, graft union, etc.) Alternatively use a large-scale graphic of a fruit tree and attach labels.	10 min
	Expert	Present Powerpoint talk on tree growth, wound healing, metabolism and fruit production.	20 min
Needs of fruit trees	Everyone	Ask questions (expert) to probe understanding of tree functions; allow students to ask questions; hold brief discussion.	10 min
	Expert	Present Powerpoint talk on needs of fruit trees, e.g., sun, water, soil, nutrients, carbon dioxide, mulch and protection from damage.	15 min
Evaluation	Everyone	Allow students to ask questions and discuss all material.	5-10 min
	Students	Ask students to complete a brief evaluation of the session.	3 min



Stewarding Community Fruit Trees

FRUIT TREES IN SEATTLE PARKS

By the end of 2011, City Fruit was coordinating volunteer stewards to care for fruit trees in nine Seattle parks. More than 35 stewards were trained in fruit tree biology, pruning and managing pests in fruit trees. These stewards, in turn, put in hundreds of hours renovating their orchards and reaching out to their communities. They were supported by the Seattle Department of Parks & Recreation in the form of renovation pruning, mulch deliveries and clearing of brush piles.



Harvesting apples in Jose Rizal.



Spreading Zoo-doo on the Burke Gilman Trail apple trees.



Planting a new plum tree at Martha Washington Park.

Orchard Stewards in Seattle Parks

Bradner Gardens

Burke Gilman Trail

Jose Rizal Park

Kirke Park

Martha Washington Park

Meadowbrook Playfield

Meridian Park

Picardo P Patch

Queen Pea P Patch

Funds for this project were provided by the Washington Department of Natural Resources and the USDA Forest Service. The USDA is an equal opportunity employer.

Community Events

CIDER PRESS

With funds from the City of Seattle's Department of Neighborhoods, City Fruit purchased a Corell electric cider press to use at our own events and to serve as a community resource. In 2011 we loaned our new press to a number of community groups. The Friends of Bradner Gardens, for example, served cider to several hundred neighbors during their Halloween harvest event. We intend to use and lend the cider press even more in 2012.

FESTIVALS & SHOWS

City Fruit participated in a number of fruit-related events, sometimes presenting or teaching and sometimes staffing an information booth. We continue to be committed to raising awareness about the importance of urban fruit.

- Seattle Tilth Harvest Fair, September 10
- Piper Orchard Harvest Festival, September 24
- Seattle Fruit Tree Society Fruit Shows, October 23

Counter clockwise: Burke Gilman Stewards handing out cider; City Fruit's booth @ the Seattle Tilth Harvest Fair; Kids making cider at Martha Washington Park.



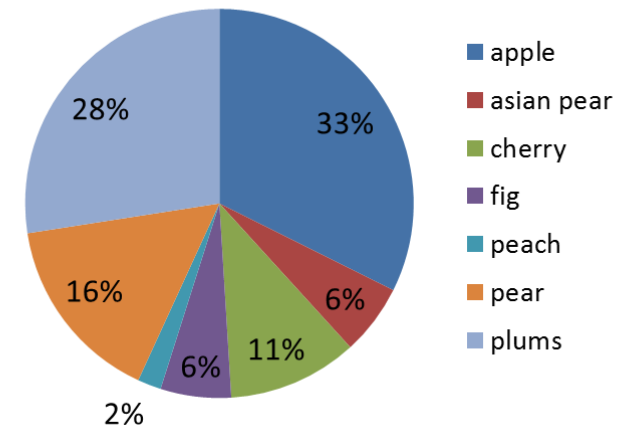
Fruit Tree Mapping

1,000 FRUIT TREES MAPPED

We publicize our on-line map and encourage people to identify and map urban fruit trees. We use these data to help understand the number and variety of fruit trees in Seattle as well as to explore new trees for potential harvesting.

The number of fruit trees mapped in 2011 increased by 13% compared to 2010. (2010: 870 trees).

Tree Varieties Mapped

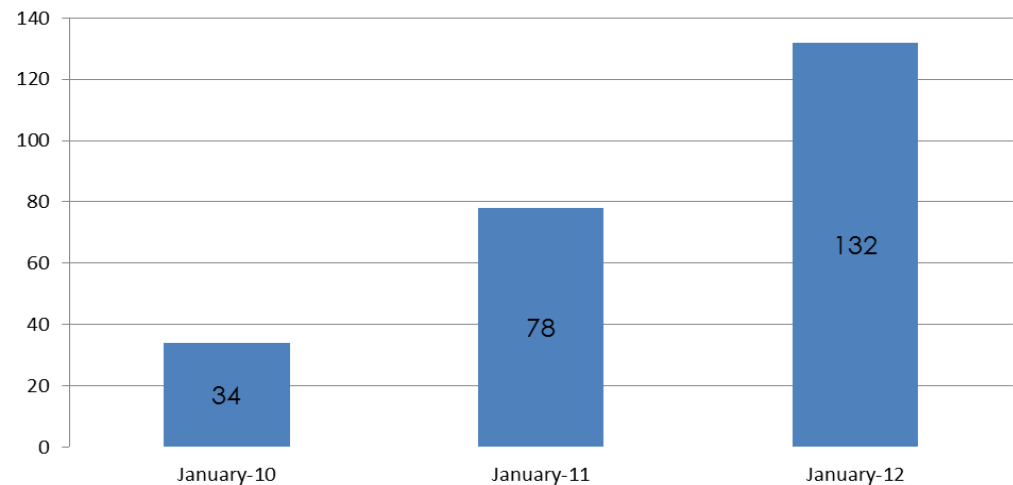


Membership

132 MEMBERS

City Fruit’s membership continues to grow, almost doubling each year. In 2011, City People’s Garden Store offered discounts to City Fruit members. Members also received discounts on classes and an Urban Orchard yard sign. Memberships are \$30 for individuals and \$50 for households.

City Fruit Members



Fundraising



AMY PENNINGTON BOOK SIGNING

May 12 @ Santoro's Books, \$504

Our first official fundraising event was timed to kick off a new growing and harvesting season. It was at Santoro's Books in Phinney Ridge and featured special guest, Amy Pennington, *Urban Pantry* cookbook author and gardening expert. Ms. Pennington signed copies of her newest book, *Apartment Gardening: Plants, Projects and Recipes for Growing Food in Your Urban Home*. City Fruit board members and a representative from the Greenwood Food Bank attended as well as many supporters and volunteers.

Left: Amy Pennington with Nancy Gohring

HARD CIDER TASTE

November 3 @ Northwest Sustainability Collaborative, \$3,472

This was our first big fundraising event. We partnered with several regional cider makers (Finnriver, Snowdrift, Alpenfire, and Tieton Cider Works) and held the event down in Pioneer Square during one of the First Thursday Art Walks. There was an entrance fee for five tastes with light snacks. It was a great success and we hope to make this an annual event.

Right: Crowd at the Cider Taste



Financial Sustainability

City Fruit is committed to developing a financially sustainable model for our organization. Our long-term goal is to ensure that neither the harvest, nor any other program, is tied to year-to-year grant funding.

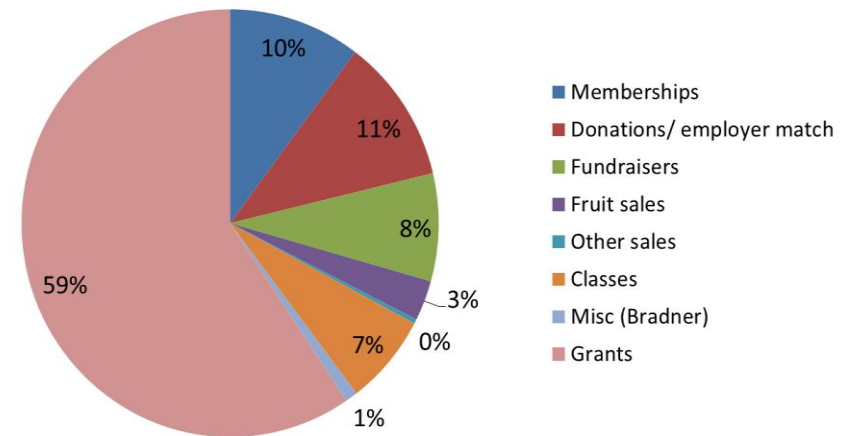
REVENUE

In 2011, we saw our reliance on grants remain essentially flat (2010: 60% grant funded) as we focused on expanding the Orchard Stewards program to additional parks. City Fruit revenues – memberships, donations, sales, fundraisers – supported most of the costs of the harvest. Only 23 percent of harvest costs depended on grants. Looking to 2012, as the Orchard Stewards program matures and stabilizes and our other fundraising activities increase, we anticipate a return to a diminishing percentage of grant funding within our overall budget.

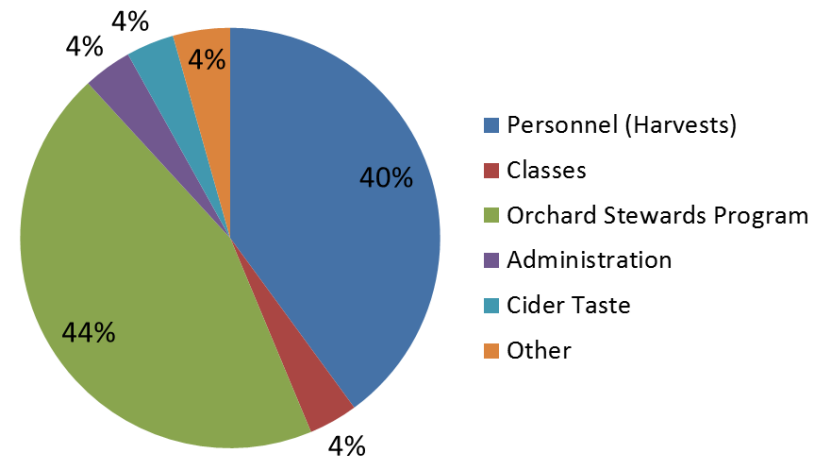
EXPENSES

Because we have a low-cost, income-generating harvest model, our expenses for harvesting are lower than for the Orchard Stewards. We invested heavily in the stewards program, expanding it to nine parks. So while this made up nearly half of our expenses in 2011, we expect this expense will shrink as the parks become stable and we slow our expansion. Classes continue to be a good performance program – costing us little and earning revenue. The “Other” category contains insurance, license fees, and the like.

Total Revenue



Total Expenses



FINANCIAL STATEMENT: 12/31/2011

REVENUE (\$)		EXPENSES (\$)	
Memberships	4,807	Personnel	10,863
Donations/ Employer match	5,160	Classes	1,028
Fundraisers	3,976	Orchard Stewards Program	12,094
Book Signing	504	Administration	1,448
Cider Taste	3,472	Fund-raising costs	1,004
Sales	1,587	Other	767
Fruit	1,431	Books	190
Books	156	Grant conference	150
Classes	3,230	Misc.	427
Misc	447		
Grants	28,878		
Washington State	10,874		
City of Seattle	1,000		
PSE Foundation	1,500		
Private foundations	5,000*		
UWKC RaVE Grant	9,504*		
Total revenue	\$47,085	Total expenditures	\$27,204

What did the grants pay for?

General funds (classes, special projects)
Horizon Foundation

Harvests
PSE Foundation

Orchard Stewards Program
WA Dept. Nat. Resources
City of Seattle Boost
United Way of King County/
RaVE

* Will be 2012 expenditure

In the Media

City Fruit has been featured on the radio and in numerous blogs, newspapers, and magazines. See below for where we were featured in 2011:

- *Green Marketing TV*, "[City Fruit: Fighting Hunger With Fruit Trees](#)", Kerry Given; January 12
- *Phinneywood.com*, "[City Fruit gearing up to harvest neighborhood fruit trees](#)"; June 23
- *Beacon Hill Blog*, "[City Fruit – The Harvest Approaches!](#)"; July 19
- *KOMO News*, "[City Fruit needs help getting nutrition to those in need](#)", Michael Hawthorne; July 19
- *Seattle PI*, "[City Fruit helps feed the hungry from our backyards](#)", Stephanie Schendel; August 27
- *Tom Douglas Blog*, "[City Fruit](#)", Stacy Fortner; August 30
- *Edible Seattle*, "[Closing the Urban Fruit Loop](#)", Abra Bennett; Sept – October
- *KUOW 94.9 FM*, "Greendays Gardening", Gail Savina; September 13
- *Teach & Cookies Blog*, "[Redeeming the Harvest](#)"; September
- *Wallywood Blog*, "[Cider sippin' with City Fruit](#)", Barb Burrill; September 23
- *My Ballard*, "[City Fruit offers cider classes in Ballard](#)", Geeky Swedes; September 27
- *Work Stew Podcast*, "[#23: Nancy Gohring, Co-founder of City Fruit](#)"; November 2

