



SNOWALLEY TILTH

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**ANNUAL  
REPORT**

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2018



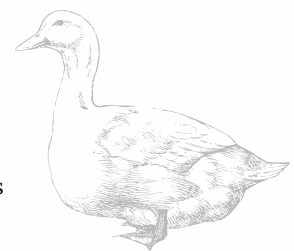
## DIRECTOR'S STATEMENT

SnoValley Tilth works to build a resilient local food economy through the support of small commercial farms and a thriving community of sustainable produce, meat, flower and fiber producers throughout the Snoqualmie and Snohomish watersheds. Guided by the needs of farmers, we provide professional development through workshops, one-on-one consultations, and knowledge exchange. We also run additional programs that directly support new farm businesses. Our work also benefits - and is supported by - consumers and community members in these watersheds and beyond. Those who understand the importance of a regional food economy and sustainable agricultural practices as a way to ensure a safe, nutritious food supply and resilient agricultural areas in the years to come.

This year brought the expansion of new programs and services and initiation and advancement of initiatives that strengthen not only our existing programs, but our partnerships as well. We rolled out business development services including workshops and one-on-one consultations with professionals. We also introduced technical intensives which facilitate knowledge and skills exchange between farmers. In addition we've expanded our land linking program, Farmland Network, and collaborate in two efforts. The Working Farmland Partnership is an effort to strengthen all land linking efforts in the region. The Beginning Farmer Support Collective works to effectively increase access to information and resources available in this region for the next generation of farmers. Our Experience Farming Project, the Farmland Network and the Farm Services programs we offer are examples of the resources that these partnerships promote.

We continue to build partnerships in Snohomish and King County, offering farm tours and potlucks throughout our service area. We expanded our outreach to and impact on farmers in Snohomish County. We continue to advocate for farmer interests in King County through Farm, Fish, Flood 2.0 and will continue to see how we can best support those same efforts in Snohomish County through the Sustainable Land Strategy and Agriculture Resilience Plan.

We continue to reach consumers through our outreach efforts and the Carnation Farmers Market. Our efforts to engage the food insecure at the market continue to grow. Our food and farm-products only market continues to take SNAP, and participates in FreshBucks to double the spending dollars for SNAP recipients. The Power of Produce kids program as well as VeggieRx program grew significantly in this year and will continue to expand in 2019.



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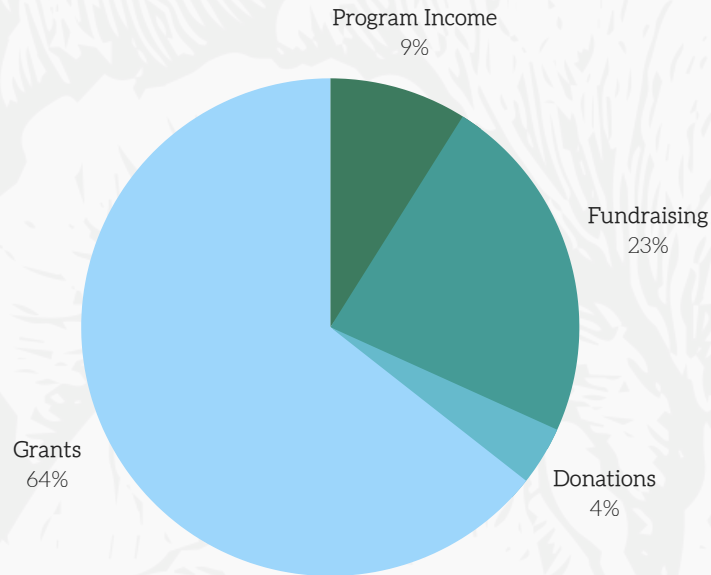
# FINANCIAL OVERVIEW

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## 2018 INCOME

Program Income includes booth fees at the Carnation Farmers Market, Experience Farming Project participant fees, and workshop and outreach event registration fees.

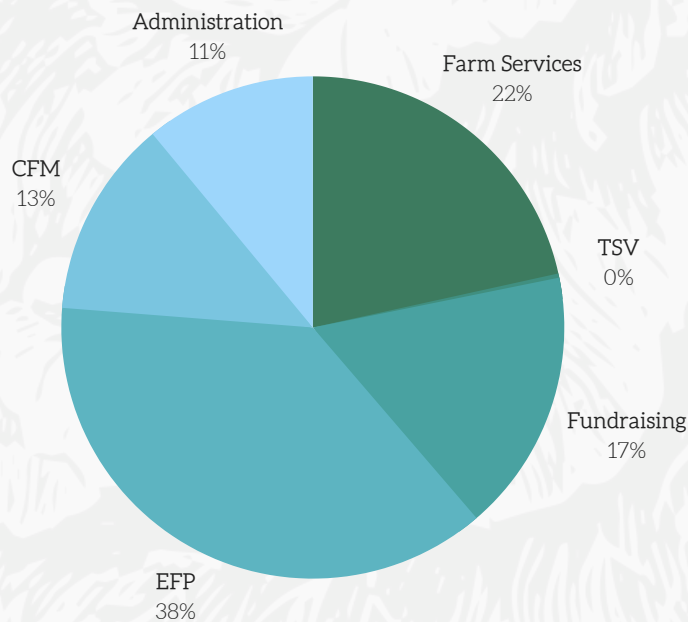
**Total Income: \$309,080.63**



## 2018 EXPENSES

Experience Farming Project (EFP) expenses include infrastructure improvements at our farm site. Membership includes workshops, monthly potlucks, outreach activities, and growing collaborations in King and Snohomish Counties.

**Total Expenses: \$267,741.78**





# 2018 RESULTS

## FARM SERVICES



- Hosted 10 farm business representing 13 farmers in our Experience Farming Project (EFP). We provided cover cropped, tilled soil; tractor work; wash stations; irrigation; cooler and storage space; and community support to our participants. At the Stuart Landing site, we built cold storage in the first quarter of the year. Our participants had access to that as well as an additional wash station throughout the growing season and into the winter months. Road access and safety to the site was also addressed in 2018. Additional gravel and the improvement of a bridge crossing on site now allows improved access especially in the shoulder seasons. At the EFP's second site we installed a wash station and plan to continue making upgrades to that site in 2019. Revised and refined the Experience Farming Project Handbook and on-the-ground practices and communication.
- Expanded Farm Services Program. Piloting two new programs: technical intensives taught by mentor farmers and access to business resources including workshops and the opportunity for personalized consultations with business professionals that work in the agricultural profession.
- Improved farm member benefits to include discounts at local and national vendors of seeds and farm supplies in addition to discounted services for health and wellness. These benefits also include discounts at workshops, intensives and consultations.
- Held 8 indoor potlucks with guest speakers and 4 summer farm tours. Two farm tours were held in Snohomish County and two in King County.
- Held several workshops, one with a national speaker, Atina Diffley on wholesale success and food safety, a series of two costing workshops with Tanya Murray, and an efficiency and ergonomics workshop with Josh Volk. Both well regarded regional speakers drew attendance numbers totaling 57 farmers.
- Completed the second year of our land-linking program, the Farmland Network. We now have 13 land seekers and 19 landowners interested in putting their land back into production. We ended the year completing two successful matches resulting in long term lease arrangements. We worked in partnership with PCC Farmland Trust, King Conservation District and King County to increase communication between land linking organizations creating the Working Farmland Partnership. This collaborative effort creates effective communication and problem solving between organizations working to improve access to farmland.
- Piloted bulk buy purchasing of irrigation supplies, food safety, IPM and weed management supplies, for 11 member farms.



# 2018 RESULTS

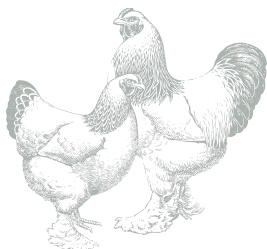
## ADVOCACY

- Supported King County's Fish, Farm, Flood 2.0 with representation on the Implementation and Oversight Committee as well as the Agriculture Caucus.
- Supported Snohomish County's Sustainable Land Strategy efforts through farmer representation on the Agriculture Resilience Plan Steering Committee.
- Strengthening partnerships with American Farmland Trust, PCC Farmland Trust and Snohomish Conservation Districts as well as King and Snohomish County to remain connected to state and county issues related to agriculture.
- Increased outreach to organizations, county governments and agricultural leadership in Snohomish County in order to better serve farmers there.

## CONSUMER OUTREACH & EDUCATION

- Continued Power of Produce (POP) Program at the Carnation Farmers Market – an opportunity for kids to learn about fruits and vegetables while also receiving market tokens to make their own purchasing choices. The POP Program grew in 2018, with a 68.5% increase in the number of participants (241 participants total), and a 41% increase in spending of POP tokens at market (\$1328 total).
- Veggie Rx program growth was significant this year, with a total number of 49 participants (81% increase) spending \$1628 over the season, which amounts to a 640% increase in Veggie Rx spending since last year! We saw repeat participants increase - from 1 last season to 14 this season - and we saw an increased Rx redemption rate of 78%, compared with 36% in 2017.
- Attended Timber! and CHOMP with activities and resources to engage the community and raise awareness of the type of work we do and the value of eating local.

## ORGANIZATIONAL STRENGTH



- Continued meeting goals set forth in strategic planning process. Those markers are used as a guide in much of our prioritization for future plans and for measuring success.
- Increased office organization and efficiency through the implementation of processes, systems, and staff collaboration.
- Implemented Personnel Policies, finalized and distributed employee handbook and scheduled communication between staff.
- Evaluated program goals, strategic plan accomplishments and created an annual self assessment and goal setting tool for staff.
- Initiated Executive Director search (to be completed in early 2019)

# 2019 GOALS

## FARM SERVICES

- Increase number of business resources available to farmers with more private consultation opportunities. With a focus on labor management and retention, business efficiency and growth, and marketing and design.
- Increase number of relevant agricultural books in our library through farmer input.
- Continue to improve handbook and communication with Experience Farming Project participants, using participant feedback to improve participant experience.
- Increase participation in monthly potlucks and outreach to include a more representative membership base of farmers.
- Assess Technical Intensive (skill sharing) pilot program and make improvements as necessary for 2019.

## ADVOCACY

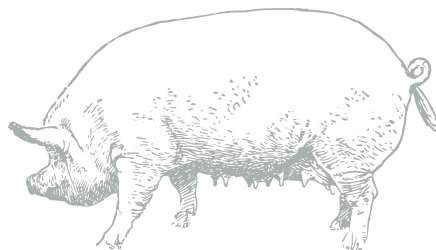
- Continue to have representation on Farm Fish Flood 2.0 (King County) and work to consistently attend Sustainable Land Strategy (Snohomish County) meetings and continue representation on the Agriculture Resilience Plan.
- Increase farmer awareness of state and regional issues that affect agriculture through partnerships.

## CONSUMER OUTREACH & EDUCATION

- Continue growing the Power of Produce Kids Program at the Carnation Farmers Market and SNAP outreach at local food banks, service centers, churches, and doctor's offices.
- Pilot the Veggie Rx partnership with Snoqualmie Valley Hospital and associated clinics.
- Serve as a liaison to the Savor Snoqualmie Grown branding program.

## ORGANIZATIONAL STRENGTH

- Work with marketing intern to create guidelines for consistent social media messaging and to improve our impact and engagement on those platforms.
- Update promotion and media guidelines.
- Evaluate program goals and strategic plan accomplishments annually.
- Increase sponsorship engagement and fully develop a development strategy for increased financial stability.



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# 2019 BOARD OF DIRECTORS

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**Meredith Molli, President**

Goose and Gander Farm

**Petrina Fisher, Vice President**

Skylight Farms

**Christeena Marzolf, Secretary**

Falling River Meats, Porter's Pride

**Nancy Marshall, Treasurer**

Community Supporter, CPA Marshall  
Accounting

**Baj Kochar, Director at Large**

Community Supporter

**Alice Vanderhaak**

Lowlands Farm

**Bruce Ford**

Mollie Bear Farms

**Brian Drake**

Ouroboros Orchards

**Hannah Cavendish-Palmer**

Community Supporter, Carnation  
Farms

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# THANK YOU 2018 FUNDERS

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The Bullitt Foundation

King Conservation District

King County Best Starts for Kids

King County Community Services Area

King County Department of Natural Resources and Parks

Human Links Foundation

The Norcliffe Foundation

Rotary Club of Duvall

Rotary Club of Snoqualmie

The Satterberg Foundation

Seattle Foundation

Snohomish Conservation District

Snohomish County

The Tulalip Tribe

USDA National Institute of Food and Agriculture

USDA Rural Development

USDA Beginning Farmer and Rancher Development Grant

WSDA Specialty Crop Block Grant