Introduction

Seattle boasted a bumper crop of fruit in 2012. Weather. Community support. Experienced harvesters. All conspired to ensure that more fruit was harvested in Seattle than ever before. City Fruit brought in 18,000 pounds from three Seattle neighborhoods.

This good news represents one side of the equation. On the other side, lines at Seattle food banks grew longer than ever. One of our recipients, the Rainier Valley Food Bank, is one of Seattle’s busiest, serving 11,000 people a month. Nearly 25 percent of the children in Washington don’t get enough to eat. The statistics go on and on, drilling home the fact that fruit doesn’t belong on the ground: Seattle-grown plums, apples, pears, grapes and crabapples belong in boxes -- on a delivery route – to people who are hungry.

While harvesting and distributing urban fruit remained at the core of our mission, City Fruit continued to develop the infrastructure and services needed for a viable urban food system. Specifically, we have:

- developed a range of revenue streams, including an expanding member base, community sponsors and partners, product sales, classes, events, and donations, in addition to grants;
- maintained a roster of active orchard stewards who ultimately harvested hundreds of pounds of fruit from community trees -- trees that few knew existed just three years ago;
- developed a state-of-the-art CRM system (Salesforce) that generates harvest histories of fruit trees going back four years and allows us to manage data on fruit trees, harvests, tree owners, classes, community contacts – you name it – efficiently and accurately;
- planted dozens of fruit trees and berry bushes in the Rainier Valley. Sites include the Beacon Food Forest, the Rainier Beach Learning Garden, All Saints Church, and the Seattle Urban Farm.
- collaborated with an inspiring list of community partners also committed to developing an equitable urban food system. They are listed on page 3.

Entering 2013, our fifth year, City Fruit is moving to the next level. We are hiring staff and moving to an office. We look to further increase the amount of fruit harvested and to develop sustainable markets for this fruit. Look for a ‘City Fruit Jam’ this year, or a ‘Seattle Streets’ cider. We intend to take advantage of our unique opportunity to leverage our product – fruit – to support our mission and goals.

This report documents City Fruit’s activities and achievements in 2012 and looks forward to 2013.

Gail Savina, Director

Front photo: Will Morgan
2012 Fruit Harvest

In 2012 we harvested fruit from residential yards and city parks. We used paid harvesters and volunteers and focused on three Seattle neighborhoods: Rainier Valley corridor—the most diverse zip code in the country—Phinney-Greenwood, and West Seattle. We harvested more than 18,000 pounds of fruit in 190 harvest events. Half the harvest was plums and a third was apples. Specialty fruits included crabapples, figs, and grapes. 2012 harvest costs averaged $0.75 per pound, down from $1.00/lb. in past years.
Fruit Distribution

City Fruit delivered fruit to 32 organizations that serve low income residents of Seattle. These organizations, and their clients, were the direct beneficiaries of the harvest.

ACRS Food Bank  High Point Youth Food Program  Salvation Army Food Pantry
Angeline’s Shelter  Hope Place  Seattle Housing Authority
Ballard Food Bank  Jewish Family Services Food Bank  Silvercrest Senior Center
Beacon Avenue Food Bank  Centerstone Food Bank  Southeast Seattle Senior Center
Broadview Shelter  Center for High Point Youth Food Program  St. Martin de Porres Men’s Shelter
Ballard Food Bank  Central Area Senior Center  Little People Preschool  St. Mary’s Food Bank
Beacon Avenue Food Bank  Broadview Shelter  Mary’s Food Bank  Teen Feed
Centerstone Food Bank  Center for Medical Respite Homeless Shelter  West Seattle Food Bank
Central Area Senior Center  Cherry St Food Bank  Shelter  West Seattle Senior Center
Cherry St Food Bank  Columbia Health Center  Nicklesville Encampment  White Center Food Bank
Columbia Health Center  Esperanza Senior Housing  Providence Peter Clavell Senior Housing
Food Lifeline of Washington  Medical Respite Homeless Shelter  Rainier Valley Food Bank
Greenwood Food Bank  Greenwood Senior Center  Senior Housing
Greenwood Senior Center  Greenwood Senior Center  White Center Food Bank

Sales
We also explored new ways to bring urban fruit into Seattle’s local food system. In 2012, we sold 4.6% of our fruit, generating $2228 in revenue. In addition to loyal chefs like Stacy Fortner at Dahlia Workshop, we sold fruit to jam makers, canning groups, an urban CSA, and two licensed childcare providers.
Orchard Stewards

In 2012 Barbara Burrill and her ‘ladies with loppers and ladders’ continued to uncover more fruit trees along the Burke-Gilman Trail. Starting with six trees three years ago, they have now ‘released’ 23 trees. Barb was named a national finalist for Alliance for Community Tree’s Volunteer of the Year.

Craig Thompson’s Denny Award from Seattle Parks reflects his leadership in moving the orchard at Dr. Jose Rizal Park into the spotlight. Hanging on the west side of Beacon Hill with a view of downtown Seattle, this former blackberry thicket now produces a bumper crop of apples. Altogether, Seattle’s community orchards produced more than a ton of fruit in 2012.

City Fruit continues to support stewards working in orchards owned or managed by Seattle Parks and Recreation, the Seattle Housing Authority, Seattle Department of Transportation, Seattle Department of Neighborhoods, Seattle School District and several churches. Support for this program was provided by Alliance for Community Trees/USDA, the United Way of King County/RaVE, and Washington Department of Natural Resources.

In 2012 we offered eight workshops to train stewards on topics ranging from mason bees to pest management. We provided fruit trees for community gardens and provided a cider press (and support staff) for many community cider pressings. We produced GIS maps of fruit trees in five parks.

The following orchards (or orchards to be) have stewards trained by City Fruit:

- Beacon Hill Food Forest
- Bradner Gardens
- Brandon Triangle Orchard
- Burke-Gilman Trail
- Dr. Jose Rizal Park
- Freeway Estates
- Martha Washington Park
- Meadowbrook Park
- Meridian Park
- Queen Pea P Patch
- Picardo Farm P Patch
- Rainier Beach Learning Garden
- Seattle Children’s Play Garden
- Seattle Community Farm

Figs and other fruit trees wait their turn at the Beacon Food Forest.

Pop Cap Games staff haul chips – in the rain – on the Burke-Gilman Trail.
Community Events and Fundraisers

City Fruit brought its message (and cider press) to the Piper’s Orchard Harvest Festival, Seattle Tilth Harvest Festival, Seattle Parks Foundation Urban Garden Tour, Bradner Garden’s Halloween Party, Rainier Valley Pre-school cider pressing and Greenwood Food Bank fundraiser.

Michael Natkin collaborated with Café Flora to put on a gourmet vegetarian meal, complete with Herbivoracious, his popular cookbook. Susan Godwin sold her jewelry at Eileen Fisher’s, with proceeds benefiting City Fruit, and Santoro’s Books held a City Fruit benefit. And we held our second annual Hard Cider Taste in Pioneer Square with four participating cideries.

2012 board president James Rooney chomps down on Homegrown Sustainable Sandwich Shop’s watermelon-caprese sandwich. Proceeds from the sales were donated to City Fruit.
Community Education and Outreach

Unlike gardens, which are intentional, fruit trees are often ‘inherited’: someone buys a house and along with it a fruit tree. For that reason, we put special effort into educating lay fruit tree owners about the fact that raising healthy fruit isn’t rocket science: a little effort goes a long way.

Classes

In 2012, City Fruit sponsored 30 classes on urban fruit topics, reaching hundreds of lay growers. Topics included basic tree care, planting new trees, raising fruit in containers, permaculture, winter and summer pruning, apple identification and soils. Highlights include:

- Working with City People’s Garden Store (Madison Park) and the West Seattle Nursery and Garden Center to underwrite the cost of many classes, making them free to the public;
- Working with the Beacon Food Forest to train hundreds of new volunteers about permaculture, planting and care of young fruit trees, soils and sheet mulching;
- Organizing lectures on basic fruit tree care at The Friends of Bradner Garden’s annual plant and fruit tree sale;
- Training a new cadre of orchard stewards at three Seattle Parks on fruit tree care;
- Developing a new class and fact sheet on Hard Cider Basics.

Consultations

Many fruit tree owners learn best by being mentored. Having someone come to their home and show them how to prune their tree goes a long way. In 2012, City Fruit’s expert consultants Rita Smith and Don Ricks visited more than 20 fruit tree owners, most of them in south Seattle, to provide one-on-one consultations on fruit tree care.

Planting new trees

Partnering with Raintree Nursery, the Friends of Bradner Gardens, the Beacon Food Forest, and Seattle Tilth’s Just Garden Project, City Fruit distributed 100 fruit trees to community gardens in Seattle. For years to come, these trees will provide fruit to complement the vegetable produce grown in the gardens. Some of the gardens receiving cherry, plum, apple and peach trees are: All Saints Church garden; Beacon Food Forest; Full Life Care garden; Green Plate Special; Martha Washington Park; Rainer Beach Learning Garden; and Seattle Children’s Play Garden.
Financials

City Fruit continues to work towards a goal of financial sustainability. In our eyes, this means supporting ourselves from a variety of revenue streams. Our 2012 revenue of $65,442 represented a 40 percent growth over 2011.

In 2012, 52 percent of revenue was derived from grants, compared to 60 percent in 2011 and 2010. Twenty-six percent of revenue came from memberships/donations, compared to 21% in 2011, and we increased the revenue from fundraisers to 15% of total revenue in 2012. Other revenue sources were fruit sales, book sales, and class fees.

<table>
<thead>
<tr>
<th>REVENUE</th>
<th>EXPENDITURES</th>
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<tbody>
<tr>
<td>Grants</td>
<td>Personnel $13,186</td>
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<td>Memberships</td>
<td>Consultants and supplies $24,652</td>
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<tr>
<td>Donations/Match</td>
<td>[harvests and orchard steward project]</td>
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<tr>
<td>Fundraisers</td>
<td>Harvest coordinators $11,947</td>
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<td>Fruit sales</td>
<td>Office, insurance, admin $3,438</td>
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<td>Classes</td>
<td>Event and class costs; books $4,232</td>
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<tr>
<td>Misc. sales</td>
<td></td>
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<tr>
<td>Misc.</td>
<td>TOTAL $57,455</td>
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</tbody>
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| TOTAL            | $ 65,442                               |

2012 Expenditures
Supporters and Partners

Nonprofit and Government
El Centro de la Raza
Friends of Bradner Garden
Friends of Piper’s Orchard
Just Garden Project, a program of Seattle Tilth
Seattle Department of Neighborhoods, P Patch Program
Seattle Department of Parks & Recreation
Seattle Tree Fruit Society

Funders
Alliance for Community Trees/USDA People’s Garden Grants
City of Seattle Department of Neighborhoods
Homegrown Sustainable Sandwich Shop
Kawabe Memorial Fund
PopCap Games
Seattle Foundation Big Give
Susan Goodwin Jewelry
The Horizons Foundation
United Way of King County/ Rainier Valley Eats!
University Sunrise Rotary Club of Seattle
West Seattle Nursery and Garden Center
Corporate match from: Microsoft, Boeing, Google
Combined Charities, Washington State
2012 City Fruit Members, Donors & Event Participants

Community Partners
Alpenfire Organic Hard Cider
Beacon Food Forest
Beecher’s Handmade Cheese
brooke/wanless gardens
Café Flora
Canning Connections
City People’s Garden Store
Edible Seattle
Eileen Fisher, University Village
Fenwick & West, LLP
Finn River Farm and Cidery
Green Darner Garden Design
Michael Natkin
Molly Moon’s Homemade Ice Cream
Olson Kundig Architects
Raintree Nursery
Santoro’s Books
Snoqualmie Wines
Snowdrift Cider
Stumbling Goat Bistro
Tabitha Borchardt Graphic Design
Tieton Cider Works
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.

Board and Staff (2013)

Larry Liang, *President*
Hazel Singer, *Vice President*
Matt Pope, *Secretary*
Morgan Larsen, *Treasurer*
Heather Hazen
Kristen Ramer Liang
Betsy Moyer
Kimberly Muska
Gail Savina, *Executive Director*
Colette Cosner, *Program Coordinator*

Contact Us

PO Box 28577
Seattle, WA 98118

www.cityfruit.org    info@cityfruit.org    @cityfruit    facebook.com/cityfruit