# Contents

- **2009 City Fruit Annual Report** .......................................................... 2
- **Board of Directors** ........................................................................... 3
- **Coalition Partners** ........................................................................... 4
- **2009 Overview** .................................................................................. 5
- **Harvests** ............................................................................................ 7
- **Projects** ............................................................................................. 10
- **Branding** ............................................................................................ 11
- **Websites** ............................................................................................ 12
- **Education & Outreach** ...................................................................... 13
- **Finances** ............................................................................................ 17
- **Media** ................................................................................................. 19
2009 City Fruit Annual Report

This has been the first full year of City Fruit as an organization. We’re proud of what we’ve accomplished and are already working on 2010. Part of moving forward is looking backwards.

This document is our attempt to look back at 2009. We review where we started, what we’ve done, and what it’s meant. You’ll find…

- data and graphs that outline tree mapping and harvesting activities
- pounds of fruit harvested and types of organizations that received this fruit
- project details
- information on classes, and
- an accounting of where we got our funding and where this money has been spent.

We feel it’s important to be transparent and open with our supporters. City Fruit wouldn’t exist without your support, and we want you to understand the positive impact you’re directly having on your community. Thank you very much for your support.

Thank you,

Board of Directors
Board of Directors

Gail Savina, Founder
Hazel Singer, Treasurer
Dave Beeman
Nancy Gohring
John Reardon (Seattle Tree Fruit Society)
Don Ricks (Friends of Piper Orchard)
James Rooney
Diana Vinh (King County Public Health)
Coalition Partners
2009 Overview

CITY FRUIT STARTS

We’re celebrating our one-year anniversary. City Fruit started as a conversation among a group of people passionate about not wasting the valuable resource of urban fruit. It took several months, several of grants, and a lot of volunteer hours, but we successfully completed a large neighborhood harvest, sponsored a number of classes, and moved City Fruit from an idea to a reality.

ESTABLISH A BOARD, MISSION, VISION

To help manage City Fruit we quickly established a board of directors (listed above) that met monthly. We also created a City Fruit Coalition consisting of organizations interested in the cultivation of fruit trees and the harvest and preservation of fruit. This group, known as the Coalition Partners, meets quarterly. To make sure we stayed on track we defined a mission, vision, and year-long plan for 2009.

Mission: City Fruit promotes the cultivation of fruit in urban landscapes in order to nourish people, build community and protect the climate. City Fruit and our partners help tree owners grow healthy fruit, provide assistance in harvesting and preserving fruit, promote the sharing of extra fruit, and work to protect urban

Goals: City Fruit is dedicated to the following:

• Stewardship: Improve the selection, maintenance and care of fruit trees and reduce the impact of fruit pests and diseases using non toxic methods.
• Harvest: Increase the amount of fruit available to the community by supporting harvesting groups, developing the capacity of neighborhoods to harvest, and promoting harvesting by tree owners.
• Using and sharing fruit: Develop the capacity of people and groups to preserve fruit; explore the income-generating potential of urban fruit; help link those who have fruit with those who need it.
• Advocacy: Raise awareness that fruit trees are part of the urban forest canopy; advocate for policies that promote the planting and maintenance of fruit trees; document historical orchards; encourage the mapping of fruit resources.
• Community building: Build and strengthen connections within community groups through the planting, stewardship, harvest and/or preservation of fruit.
• Organizational sustainability: Develop ways to monetize a portion of harvested fruit to support self-sustaining neighborhood fruit harvests.

FINANCIAL SUSTAINABILITY

In 2009 a Neighbor to Neighbor Fund grant allowed us to hold several canning and fruit drying classes. City Fruit also received a nearly $15,000 grant from the City of Seattle (Department of Neighborhood’s Small & Simple Grant) that funded the Phinney Harvest and a variety of other activities including
classes, website creation, education outreach, and the online fruit tree map. The Small & Simple Grant also funded our investigation into the concept of being a financially sustainable organization – not relying on grants every year to survive. There is too much available fruit and too many hungry people to be dependent on grants.

While this is going to take us some time to develop, this past year we made some great strides developing revenue ideas and exploring potential partners & outlets. Our primary purpose will always be to donate fruit to people in the community.

**FISCAL SPONSORSHIP**

Because we don’t have 501(c)3 status with the IRS, we teamed up with the Phinney Neighborhood Association as the fiscal sponsor for all of City Fruit’s activities.

**HARVESTS**

We ran one harvest alone and one in partnership with Solid Ground. You can read about the results [below](#), but we harvested more than 10,000 pounds of fruit from over 100 homes. Not bad at all.

**EDUCATION**

A big piece of what we do is around [education](#) via classes, downloadable guides, and online resources. Our belief is that better trees = better fruit. In order to get healthier trees, we work directly with tree owners on pruning and pollination. All told, we delivered 6 classes in 2009.
Harvests

OVERVIEW

Phinney/Greenwood
4,915 lbs., 50 homes

South Seattle
(in partnership with Solid Ground)
5,297 lbs., 53 homes
OVERALL RESULTS

Overall pounds: 10,212
Number of houses: 103
Number of volunteers: 47

Learn more about the two harvests in the Projects section.
VARIETAL RESULTS

City Fruit Pear Harvest 2009

City Fruit Plum Harvest 2009

- Green Gage Plum
- Red Plum
- Italian Plum
- Yellow Plum

Bartlett
Asian
Unknown Non-Asian
Projects

PHINNEY/GREENWOOD HARVEST

In addition to gathering and distributing fruit from the Phinney-Greenwood neighborhood, one of our primary goals was to develop a financially sustainable model for neighborhood harvests, thus reducing our dependence on grants. We hired a harvest coordinator, Jen Mullen, and a consultant, Kathy Herrmann.

Boundaries
The boundaries of the Phinney-Greenwood harvest were 50th St. on the south and 105th St. on the north and 8th Ave NW on the west and Aurora on the east.

Tree Owner Survey
At the beginning of the harvest, the coordinator surveyed tree owners about what kinds of services they were interested in, such as pruning and canning classes. In part, the surveys helped determine ways that we might be able to raise money in order to fund the harvest in the future. We are currently in the process of consolidating the survey results to draw conclusions.

Harvest Operations
Jen scouted fruit trees each Friday to determine which trees were ready to be picked the following week, and in which order, taking notes on each tree. She noted how many volunteers would be needed to harvest the tree/s, what equipment was needed, size of the tree(s), and their location. Each Thursday/Friday, Jen e-mailed those volunteers who owned/were able to transport a harvest ladder to find out if they were available the following week. Based on when volunteers were able to transport ladders, Jen set up harvests and designated a "lead volunteer" for each harvest. She then emailed all harvest volunteers to let them know about harvests scheduled for the following week. As volunteers responded, Jen matched them with a harvest. When enough volunteers were scheduled for each harvest, the group of 2-4 volunteers would get full confirmation details (e.g., exact address and location of the tree/s in the yard, what equipment was needed to harvest, and who was bringing the ladder/ scale for weighing fruit, reminder to bring boxes, etc.)

Financial Sustainability
While we didn't reach financial sustainability this year, we experimented with a variety of money making opportunities. This year was a learning & building year and we intend to leverage the work we did this year in the 2010 harvest – earning a larger portion of our expenses via sales.

Neighborhood Harvest Results
Pounds of fruit: 4,915
Number of homes: 50
Number of volunteers: 27
SOUTH SEATTLE

Gail Savina, City Fruit founder, coordinated the harvest in south Seattle for Solid Ground. The south Seattle harvest encompassed 53 sites and 20 volunteer harvesters. Regular harvests occurred on Tuesday evenings, when people gathered, split up the ladders, and went out to pick fruit. More than 5,000 pounds of fruit were harvested. Rainier Valley Food Bank, Beacon Hill Food Bank and the FareStart program came by the storage location once a week to pick up fruit. In addition, fruit was donated to the St. Cloud’s homeless meals program, St. Mary’s Food Bank, Clean Greens program, Orca School snacks program and other organizations.

Neighborhood Harvest Results
Pounds of fruit: 5,297
Number of homes: 53
Number of volunteers: 20

OTHER NEIGHBORHOODS

We assisted other neighborhood and community harvests, including the Colman Neighborhood Association harvest, the south Seattle harvest (Solid Ground) and the Quimpers Harvest in Port Townsend.

Branding

LOGO

When it became obvious that momentum was forming behind the City Fruit idea, we wanted to create a logo to promote our mission. It had to reflect our urban focus as well the obvious fruit tie-in.

Kat Mariner, a Seattle graphic designer and owner of Pineleaf Productions, created our logo pro bono.
Websites

CITYFRUIT.ORG

In early 2009 we decided to create a website for our organization. James Rooney worked with the board members and other stakeholders to map out the Web site. The current site was launched in June 2009, time for the 2009 harvest season.

FRUIT TREE MAP

In spring 2009, we partnered with two University of Washington Information School graduate students to build an online, dynamic fruit tree map: http://cityfruit.appspot.com/ to locate and document fruit trees in the city. The information will be used by neighborhood harvests and by advocates for the urban tree canopy.

The Fruit Tree Map is a version 1 release and contains the basic functionality needed to capture fruit tree information. As of this annual report, there are 253 fruit trees on the map. We know of many more and will continue to add trees as we find them.

In 2010, we plan to update the Fruit Tree Map user interface to align more closely to the City Fruit Web site and to improve the back-end data mining and reporting capabilities.

BLOG

Wordpress hosts the blogging platform for the City Fruit Blog. While the cityfruit.org Web site provides a home on the Web, shares our mission, and provides educational material, the blog provides news, commentary, and links to relevant information. It builds a voice for City Fruit. Our supporters can subscribe to the blog, getting updated on the latest happenings. The blog is still in the early stages and we’re building out a more robust strategy for contributions and publishing.
Education & Outreach

CLASSES

We did a total of 6 classes in 2009, as described below.

Canning Phinney: September 13 & October 23, 2009

Twenty Seattle residents met at the Greenwood Community Center kitchen to learn to can fresh pears and Italian plum jam. Shannon Bailey, WSU Master Food Preserver, and Sarah Bronstein, City Fruit Harvest Volunteer and canning veteran, taught both classes.

The canning workshops began with a review of what constitutes a trusted canning recipe and other safety tips, an explanation of canning equipment, and an overview of basic canning practices.

Class participants then walked through each step of the canning process. The first step was to prepare the jars for canning by placing them in the water bath. Next, they prepared the fruit for canning by peeling and slicing pears and washing, pitting and cutting Italian plums.

During the pear canning class, pears were packed in light syrup and preserved in a hot water bath. At the plum jam workshop, participants followed a low sugar plum jam recipe from the Pamona's Universal Pectin box to make plum jam, and then finished their jam in a hot water bath. All participants went home with a jar of the fruit of their labor. Participants left the class with the knowledge they needed to can fruits and vegetables at home on their own.

City Fruit's Phinney Harvest Coordinator recruited participants from the neighborhood. The fruit used in the classes was harvested in the Phinney-Greenwood Neighborhood by City Fruit harvest volunteers. The workshop was funded by a matching grant the City of Seattle's Department of Neighborhoods as part of City Fruit's harvest program in Phinney-Greenwood.

Canning South End: September 15 & 29, 2009

“I attended the canning introduction last week which was most exciting. I was wondering about the availability of the canning kit. I have a canning party planned with some friends (we are all rather new to it). It would be wonderful if we didn’t have to go buy everything.” --Tracey
Twenty-three south Seattle neighbors met in the Jefferson Community Center kitchen to can plums and peaches and make plum jam (pictured at left). Terrie Irish, owner of Summer-in-a-Jar and a WSU master food preserver taught both classes.

“I didn’t come from a canning family,” began Terrie. “It started on my honeymoon.” Coming home through Yakima, Terrie and her new husband bought 100 pounds of peaches – then learned to can in self-defense. She’s never looked back. The class began with a lecture on safety, equipment and basic canning principles. Then the group formed teams and moved into the kitchen. Some chopped fruit, others made syrup, and others tended hot jars. Whole fruits were canned in water baths and jams were cooked, then canned. Everyone went home with a pint of fruit and a jar of jam.

Sustainable South Seattle recruited participants and City Fruit provided fruit, coordinated the workshop and hired the instructor. The workshop was funded through a grant from Neighbor to Neighbor. Equipment purchased for the workshops will remain in the form of two permanent ‘canning kits’, on loan to people who want to go home and can with their neighbors.

“I had a blast at the canning workshop the other night. I was talking about hosting classes here with Ray, and he thinks it would be a great idea. . . .So, I’m wondering if a canning kit is available for me to use?” -- Livy

**Fruit Drying:** September 5, 2009

“Happy to say that after the fruit drying workshop, ‘my’ plums did well, and I’ve done several more batches. Also grapes, peaches, nectarines, and a bit of fruit leather.” -- Jane

Thirteen community members, including three Orca School students and nine Orca parents attended a workshop on dehydrating fruit and vegetables on Sept. 5, 2009. It was held at the Orca School Environmental Education Center verandah, just off the school garden.

Kristin Danielson-Wong, the parent of an Orca student and a long-time fruit preserver, prepared the hand-out and taught the class. Briana Barrett, a preschool teacher and new fruit enthusiast, worked with the children. Gail Savina, from City Fruit, coordinated the workshop. Kristin discussed food safety and demonstrated the fruit drying process. Orca’s three different types of fruit dryers were on display. Kristin and Briana brought samples of dried blueberries, Asian pears, plums, zucchini, tomatoes, figs, apples and grapes (raisins). The children weighed in on their favorites.
One goal of the workshop was to expand the number of families helping to dry fruit for the Orca School snacks program. Currently, only one or two people do this. By the end of the workshop, five new people/families had agreed to dry fruit for the snacks program: three of them took the Orca dryers home with them, and a fourth offered to use his own dryer for the program. Most of the attendees stayed around after the workshop to discuss how to organize and expand the Orca drying program for 2010 by having a centralized place to drop off fruit and borrow dryers.

“Thank you so much for including Orca in your program again this year. We now have a cupboard full of beautiful dried plums and figs.” -- Michelle

**Pest Control**: May 20, 2009

It was hosted at Orca School Greenhouse/Education Center – Columbia City, south Seattle.

**Instructors**
John Reardon – lay orchardist and acting president of the Seattle Tree Fruit Society
Lacia Lynn Bailey – permaculture specialist, horticulture professional, owner Serendipity Gardens

**Attendees**
Eleven people attended the workshop, including ten south Seattle residents and one from north Seattle. They represented the lower Beacon, Colman, Columbia City, Genesee, Rainier Beach and Seward Park neighborhoods. Four people had attended the February fruit tree pruning workshop.

**Content**
John discussed the difference between apple maggot and codling moth in terms of damage to fruit and noted that apple maggot is the worst of the two pests. The only 100 percent effective way to prevent damage from AM is putting protective barriers on the fruit – specifically, nylon ‘footies.’ John and Lacia showed their own preferred methods for attaching the footies to the fruit, and John discussed when to do this. He described why the footies are less effective for codling moth and showed a new, stronger footie that might work better. Several attendees bought bags of footies from the Seattle Tree Fruit Society.

Lacia discussed cultural and environmental factors that could decrease the populations of AM and CM. These include hygiene – that is, removing (and destroying) all dropped fruit immediately, before the maggots hatch out – and removing uneaten fruit from the tree. By removing the host fruit, populations of pests will decrease, over time. Other strategies include attracting predators like wasps and beetles to the tree. These eat larvae. Codling moth populations can be decreased by wrapping the tree trunk in burlap or cardboard to trap the larvae as it cocoons.
REFERENCE DOCS

Working with some of our key stakeholders and board members we created a set of reference documents to help educate home owners on a variety of fruit tree-related topics. A brief description of each is below.

Apple Maggot Fly
Healthy trees are more resistant to pests. Keep the fruit tree well pruned, watered and mulched.

Basic Fruit Tree Care
Plant fruit trees so they get at least 6–8 hours of sun, preferably in the afternoon. A south and west exposure is best.

Codling Moth
Bags are more effective than footies in protecting against codling moth. If bags are in place at the right time, and if all unbagged fruit is removed, they are highly effective against codling moths.

Fruit Drying Basics
The goal is to remove water, which slows the deterioration process. Once dried, food continues to deteriorate at a very slow rate. If not enough water is removed, the food spoils; if too much water is removed, you get hard, brittle food or 'chips'.

Pear Scab
Reduce the likelihood of having to deal with pear scab by planting resistant varieties, such as 'Bartlett'.
Finances (approximate)

2009

- Grants: 90%
- Donations: 7%
- Classes: 2%
- Sales: 1%
GRANT FUNDERS

- Department of Neighborhoods: Small & Simple Grant
- Neighbor to Neighbor Fund

Media

RADIO

KUOW Steve Scher: (January 2009)
KIRO Ciscoe Morris: (July 25, 2009)

PRINT

Seattle Times

 Volunteers help homeowners with fruit trees (August 25, 2009)
 Lighten your footprint by sharing (December 20, 2009)

WEB

Nancy Leeson blog: Be fruitful and multiply: share the harvest (August 25, 2009)
Tom Douglas blog: Food in the News (August 25, 2009)

Neighborhood blogs

 West Seattle blog
 Phinneywood blog