



CITY  **fruit**

2012 Annual Report



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



Photos: Katie Campbell, KUOW

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.



Betsy Moyer and Dusty Towler in West Seattle

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
Angeline's Shelter
Ballard Food Bank
Beacon Avenue Food Bank
Broadview Shelter
Centerstone Food Bank
Central Area Senior Center
Cherry St Food Bank
Columbia Health Center
Esperanza Senior Housing
Food Lifeline of Washington
Greenwood Food Bank
Greenwood Senior Center*

*High Point Youth Food Program
Hope Place
Jewish Family Services Food Bank
Little People Preschool
Mary's Place Shelter
Medical Respite Homeless Shelter
Nicklesville Encampment
Providence Peter Clavell Senior Housing
Rainier Valley Food Bank*

*Salvation Army Food Pantry
Seattle Housing Authority
Silvercrest Senior Center
Southeast Seattle Senior Center
St. Martin de Porres Men's Shelter
St. Mary's Food Bank
Teen Feed
West Seattle Food Bank
West Seattle Senior Center
White Center Food Bank*



Audrey Zemke, White Center Food Bank. Photo: Katie Campbell

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 Thompsen’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.



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.

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

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.



Goblins pressing cider at Bradner Gardens Halloween fest



Surreal apples dress in baggies at Picardo Farm P Patch

Michael Natkin collaborated with Café Flora to put on a gourmet vegetarian meal, complete with *Herbivorous*, 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.

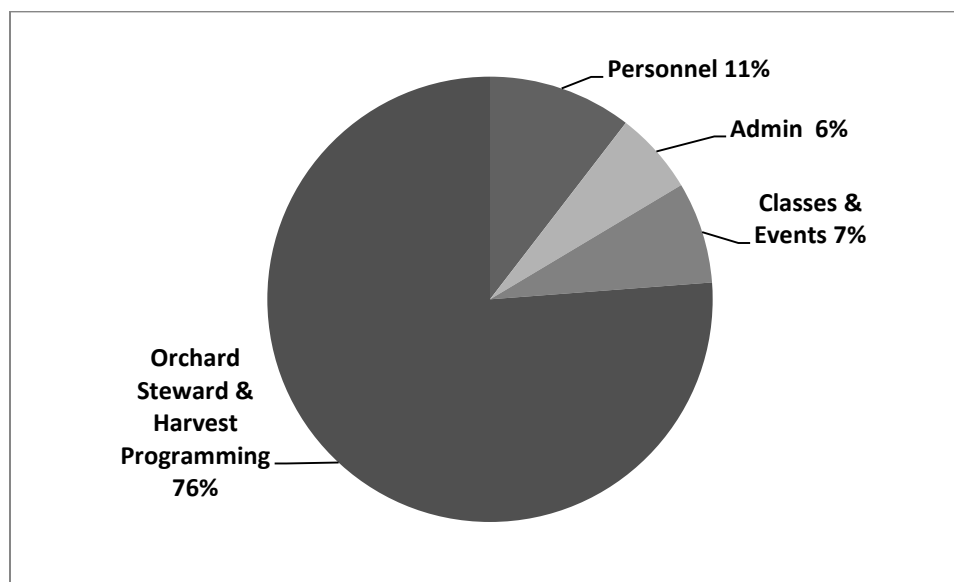
In 2012, 52 percent of revenue was derived from grants, compared to 60 percent in 2011 and 2010. Twenty-six percent of revenue came from memberships/donations, compared to 21% in 2011, and we increased the revenue from fundraisers to 15% of total revenue in 2012. Other revenue sources were fruit sales,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

REVENUE

Grants	\$ 33,926
Memberships	4,720
Donations/Match	12,507
Fundraisers	9,671
Fruit sales	2,296
Classes	1,450
Misc. sales	759
Misc.	113
TOTAL	\$ 65,442

EXPENDITURES

Personnel	\$ 13,186
Consultants and supplies [harvests and orchard steward project]	24,652
Harvest coordinators	11,947
Office, insurance, admin	3,438
Event and class costs; books	4,232
TOTAL	\$ 57,455



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

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