....so that everyone in our community shares in the value of fruit

2017 Annual Report
Our Mission

When you consider what our community has accomplished in the first 10 years, just imagine what we can accomplish in the next 10.

I grew up in Arizona and have fond memories of fresh squeezed juice from my grandparent’s citrus trees and of the big, shady pecan tree in their backyard. I would chuck the rotten pecans at my cousins and we would spend time together cracking and eating the good ones.

When we moved to Seattle in 2011 and I joined the City Fruit board I remember asking, slightly embarrassed, what fruit did we pick? I had no idea of the wealth of edibles within the city limits. Asian pears, and translucent apples, figs, cherries, quince and Italian plums. Even persimmons and peaches!

Seattle is full of fruit…

Unfortunately that fruit wasn’t being eaten. Instead it was dropping and rotting underfoot. Neglected trees produced fruit that was small and hard, apples and pears were full of pests. The food banks were always in need of fresh fruit but that fruit was coming from outside of the city, the fruit literally outside of their doors was dropping in waste.

We needed a community-based response to protect the trees, harvest the fruit and share it for the common good.

I now see that community response in action every day. Since launching nearly 10 years ago, we have gone from picking 5,000 pounds of fruit in a season to tens of thousands of pounds. Not just fruit, good fruit, protected by volunteers netting trees and bagging growing apples. I have shaken hands with community members who spent wet days learning to prune and care for the city’s urban orchards. I have attended cooking classes with volunteer instructors teaching what to do with an overabundance of plums. I have seen young adults connect to our local fruit system for the very first time.

In our very first year we served two neighborhoods. In 2018 we will serve all of Seattle and expand beyond our city’s borders, in a partnership with the International Rescue Committee, to serve South King County.

*Morgan Larsen, outgoing City Fruit Board President*
The Great Seattle Fruit Harvest

In 2017, City Fruit launched 3 new collection models - DIY Harvest, Harvest Ride-Alongs, and Harvest Hubs - to scale our harvest from the community-up, in order to collect more fruit and serve more people!

DIY Harvest: Some of our most dedicated members weren’t being included in the harvest numbers because they were harvesting and using or sharing their own fruit. Now all the fruit counts in the Great Seattle Fruit Harvest! Just harvest, weigh, and use/share, then submit your pounds through our online portal.

Harvest Hubs: Our Harvest Crew led groups of volunteers across their community to collect fruit, which dramatically increased our collection levels and offered a far more engaging experience for volunteers & tree owners. In fact, our original goal was to test 2-3 Harvest Hubs, but the response was so enthusiastic that we ended up doing 7!

Harvest Ride Along: Volunteers joined Luke, our Harvest Manager, for a day of harvesting. They doubled our collection efforts and got a view of this city they’d never seen before!
Youth Programming

**Reach:**
125 students
10 communities, mostly in South Seattle
375 hands-on activity based learning hours

**Program Partners:**
South Park Garden Squad
N. Seattle Boys and Girls Club
Green Plate Special
Seattle Parks and Recreation

Over the past two years, City Fruit has worked to connect Seattle’s low-income youth to our city’s incredible fruit trees so they can experience first-hand the power of our local environment and develop stronger relationships with our local food system. In 2017, we expanded our programming beyond a summer camp to a series of Harvest Clubs across the city. This expansion enabled us to reach more students, focus more strongly on hands-on learning, and more effectively offer opportunities for students to go deeper in their learning.

**Harvest Clubs** are after-school sessions that offer experiential learning to connect low-income youth to our urban orchard. Instead of a dedicated camp structure that is set inside the classroom, we host a series of learning activities with each of our program partners, across the year. Depending on the season, students learn about the intersectional issues of our urban orchard, including stewardship, human impact on the environment, cooking & nutrition, and even GIS mapping.
Engagement & Stewardship

Volunteers:
580 volunteers with 1455 hours who contributed $35,123 in volunteer labor
115 hours dedicated to pruning public fruit trees
18 public orchard work parties

Education:
8 new Master Fruit Tree Steward graduates
6 workshops, reaching over 60 individuals

Save Seattle’s Apples Campaign:
55 public trees netted through Save Seattle’s Apples
75 trees protected by homeowners
15,000+ pest prevention bags distributed within the community

In 2017 we stewarded public orchard trees by weeding, mulching, watering, pruning, and protecting against pests. But the unusually cool and rainy spring weather confounded our best efforts for increased fruit production. Many apple trees bloomed late and codling moths and apple maggot flies produced multiple generations of aggressive pests. The cool and wet spring kept bees from pollinating apple and pear trees and triggered fungal rot in stone fruit trees. European plum and cherry blossoms and leaves shriveled up and died. The leaves resprouted – the fruit did not.

Although it was a challenging year for our harvest efforts, we are not new to dealing with seasonal fluctuations, so we dug into education and stewardship, and netting. In fact, for the trees that did get pollinated, we netted more than ever before: 58 apple trees in 8 orchards. In fact, the 15 trees we netted at Meridian Playground, produced 1584 pounds of pest-free, fresh eating-quality apples – a record for a single City Fruit-supported orchard.
Our Hybrid Approach

When we launched almost 10 years ago, City Fruit was fiscally sponsored; had almost no budget; and was led by a dedicated ED, who volunteered much of her time. Since then, we’ve achieved our own non-profit status; hired an incredible team; and refined our financial model to include a diversity of revenue streams.

We measure our financial health by the strength of our hybrid financial model because, ultimately, success is about achieving true financial sustainability, to ensure that this work continues and grows.

From membership & donors, to cider production and corporate partnerships, to tree care services and netting sales, and even events and employer matches, City Fruit has worked to develop stronger giving options, more creative partnership models, and reliable earned income options that enable us to grow our revenue, while building a more diverse community of support. And, it’s working: we continue to grow because of the power of fruit and its capacity to create value across the urban landscape.

Join us as we work to make 2018 our strongest year yet by donating, harvesting, consuming, and helping us hit our goal of 500 active members!

Our People

Staff:
Carrie Ferrence, Executive Director
Barb Burrill, Orchard Manager
Luke Jesperson, Harvest Manager
Natalie Place, Senior Program Manager
Emelia Williams, Member Stewardship
Dre Anderson, Harvester
Marilyn Cotrich, Harvester
Hailey Moore, Harvester
Hannah Nochera, Intern
Claire Thompson, Intern

Board:
Morgan Larsen, President
Elizabeth Moyer, Vice President
John Braden, Treasurer
Jeremy Erdman
Patrick Gordon
Brian McGuigan
Melissa Poe
Hazel Singer
Andrew Thomas Graf
Amy Warren
Annie Fadely, Fellow
Caroline O’Callahan, Fellow

Funders:
Russell Family Foundation
Satterberg Foundation
Kawabe Family Foundation
Nesholm Family Foundation
Norcliffe Family Foundation
City of Seattle, Seattle Public Utilities
West Seattle Garden Tour
City of Seattle, NMF Fund
King Conservation District
Ferguson Family Foundation
Harrington Schiff Family Foundation
Windermere Foundation
Church World Services

Corporate Partners:
Whole Foods Markets
BECU
Seattle Cider
Charlie’s Produce
The Pantry
Capitol Cider
GLY Construction
Tom Douglas’ Seattle Kitchen
Weyerhaeuser
Laird Norton Company