



North Coast Food Web 2014

A Year of Opportunity & Growth



Local eggs and leafy greens. Pasture-raised meat and pickling cucumbers. Squash, strawberries and specialty goat cheese. Throughout the lower Columbia Pacific region, a growing number of people are producing, selling, buying, cooking and eating some of the freshest, healthiest, most delicious local foods ever.

With your help in 2014, North Coast Food Web was able to connect with new community partners, grow successful projects and accept new opportunities.

Together, we're working to make NCFW's mission a reality: Cultivating healthy communities and a vibrant local economy through food and agriculture.

Your support gave North Coast Food Web volunteers and staff the ability to develop and nurture some creative solutions to the challenge of making fresh, healthy, local food more available to everyone in our region.

You showed up: Connecting with local food producers at **Meet Your Farmer** in the spring, shopping at NCFW's **River People Farmers Market** in the summer, learning about all aspects of producing local food at the third annual **Grow the Coast** conference in the fall.

You volunteered: Dozens of you gave over hundreds of hours of your time, teaching your fellow community members how to cook, delivering over 60 baskets of fresh, organic fruit to local high schools, helping over 25 local farmers make connections with customers, and connecting more than 1,000 kids to fresh veggies during **Food Day Week** and through the **Mobile Gardens Project**.

You gave generously: Donating over \$3,200 to NCFW's **SNAP Match Fund** for the River People Farmers Market. More than \$2,200 in matching funds were spent by SNAP customers in 2014, putting fresh food in the kitchens of people who need it and creating healthy cash flow for local food producers. You danced your way through 35 fundraising **Pie Walks**. You helped kick off the **It Takes A Kitchen** fund to build a commercial teaching kitchen at NCFW's new home in Astoria. You donated to NCFW's general fund, helping us keep the lights on and the good work moving forward.

Our community is home to people like you, who step up to help where there is a need, sharing money, time and resources to make life here better for everyone.

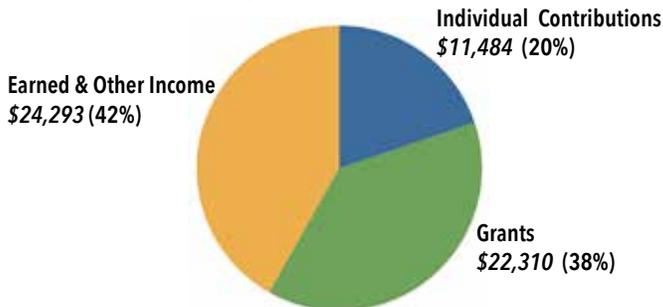


Thank You for making 2014 a year of opportunity and growth!

Thanks to Your Support, North Coast Food Web is Cultivating Healthy Communities

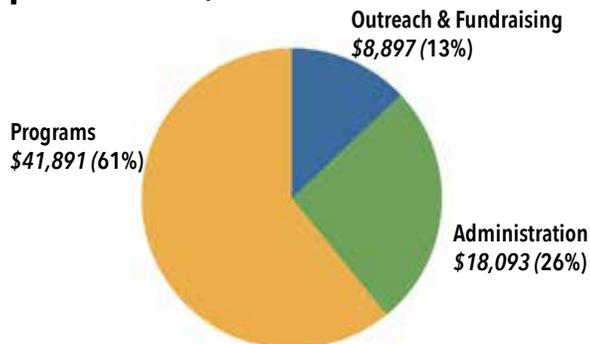
Where our support came from

Income: \$58,087



What your support made possible

Expenses: \$68,881



Major financial support for NCFW came from the following businesses and individuals in 2014:

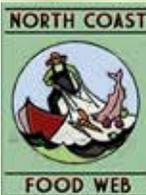
Mark & Kristin Albrecht Mary Blake Jennifer Goanach
Tom & Merianne Myers John & Jan Nybakke
Jay & Rachel Rasmussen The Astoria Co-op Grocery

We offer a special Thank You to *Meyer Memorial Trust* for providing funding support to North Coast Food Web for the last three years. Your investment in our region's community food system has been transformative.

Thank You to the many individuals whose generosity has nurtured North Coast Food Web as we have grown. Your support has made so much good work possible!

North Coast Food Web would not exist without more than *fifty dedicated volunteers* who gave *hundreds of hours* of their time to support local food in our community.

Thank You All!



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The **Fruit Box Project** delivered 62 weekly baskets of fresh, organic fruit to three area high schools where it is used as a gentle entree to sometimes difficult conversations between counselors and students and a healthy snack for any student in need of one. The Fruit Box Project is self sustaining with generous help from the Astoria Co-op Grocery and its shoppers.

Through an ongoing partnership with Oregon State University Extension Clatsop County, in late winter NCFW volunteers helped transform our 45 repurposed shopping carts donated by New Seasons Markets into **Mobile Gardens**, ready to head into local classrooms and teach kids about growing healthy food.

In October we came together again to celebrate **Food Day Week**. Over 1,000 students in 3 schools met a local farmer, experienced a farmers market-styled produce booth and roamed the Veggie Petting Zoo where they were encouraged to touch, smell, and taste a wide variety of fresh produce.

and a Vibrant Local Economy

NCFW's all-volunteer **River People Farmers Market** in Astoria celebrated its fourth season in 2014. The RPFM has incorporated low-income access and food education into the market from the start, including a \$10 SNAP Match program funded through an NCFW-run **Tea and Pie Booth**, a twice-a-market **Pie Walk** and shopper donations. 19 local farms & food producers were joined by several gardeners and micro-farms selling at NCFW's **Community Farm Table**, and by 14 local non-profits making connections through the RPFM **Community Booth**.

In partnership with Oregon State University Extension, RPFM hosts the **Taste of Place** booth and the **Sprouts Club Market Camp for Kids**. As a result, over 1,000 recipes and food samples were handed out and kids joining in food and gardening activities received a \$1 Sprouts Club token to spend with market vendors on fresh produce. In 2014, over 6,500 people visited the RPFM to shop, taste, meet friends and connect with local food.

Were you one of them? **Thank You!**

through Food & Agriculture.

Our community benefits in countless ways when we all make a commitment to:

Grow fresh, healthy food to share or bring to market.

Boost our local economy by buying local food and sharing it with our families and friends.

Teach or learn to cook for the sake of our health and for the sheer joy of it.

Use the power of food to break down social barriers, change lives and improve health.

With your donations of time, money and support, North Coast Food Web was able to expand the scope of this work.

Together, we made a difference in 2014. **Thank You!**