

WHO WE ARE

Staff

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Executive Director

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Farm to School Program Coordinator

Board of Directors

Jen Anonia, President
FOOD for Lane County

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Agro-Ecology Northwest

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Sweetwater Farm & Nursery

Cathy Verret, Treasurer
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Laughing Stock Farm

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Willamette Farm and Food Coalition

2008 Annual Report

The Willamette Farm and Food Coalition (WFFC) facilitates and supports the development of a secure and sustainable food system in Lane County, one where our farms and food businesses are ecologically and economically viable, and all community members have access to local foods.

The burgeoning **local food movement** gained traction in 2008. WFFC's phone kept ringing as we continued to respond to inquiries about sourcing local foods and to participate in several collaborative efforts to develop our food system and enhance our food security.

PROGRAMS

Local Farms First Campaign

Promoting local food helps to keep our farms in business and our agricultural land in production while strengthening our local economy. WFFC published the 5th annual issue of *Locally Grown* (a guide to foods and wines of Lane County and vicinity), posted it on-line in a searchable format, and designed promotional signage for stores and restaurants purchasing from local growers.

Farm to School

Students from seven elementary schools in three districts visited local farms and experienced growing, preparing and consuming fresh fruits and vegetables. And with WFFC's guidance and networking efforts, four school districts are now serving Lane County and Oregon grown produce in their cafeteria lunches.

COLLABORATIONS

Southern Willamette Valley Bean and Grain Project

WFFC is part of a consortium working to stimulate the cultivation and local marketing of organically grown dry beans and grains to provide year-round food resources in the Willamette Valley.

Oregon Solutions Lane County Food Distribution Project

WFFC assisted EWEB in planning a series of round table discussions to bring farmers, distributors and institutional food buyers together to address some of the barriers to getting local foods into our schools, colleges, and hospitals.

Farmland Preservation

WFFC is partnering with the Lane County Food Policy Council to conduct GIS mapping of our remaining high value agricultural land, document current food production, estimate future food production, and create educational materials for policy makers and planners.

Year-round Farmers' Market Discussions

WFFC hosted a series of multi-stakeholder discussions to explore the possibilities of creating a permanent, open-air, year-round home for the Lane County Farmers' Market.

Eat Here Now

WFFC and the Helios Resource Network co-hosted three community local food potlucks as networking opportunities for those working on local food issues. (Jan: Farmer Appreciation, May: Urban Food Production, Oct: 100 Mile Diet Riot at Approvecho)

Funding Sources

Foundations

Bankoff Blanchet Family Foundation
 Bill Healy Foundation
 Cow Creek Umpqua Indian Foundation
 EWEB Partners in Education
 Meyer Memorial Trust
 Gray Family Fund of the Oregon Community Foundation
 Spirit Mountain Community Fund
 Wal-Mart Foundation State Giving Program

Contracts

Ecotrust
 EWEB
 Oregon Research Institute

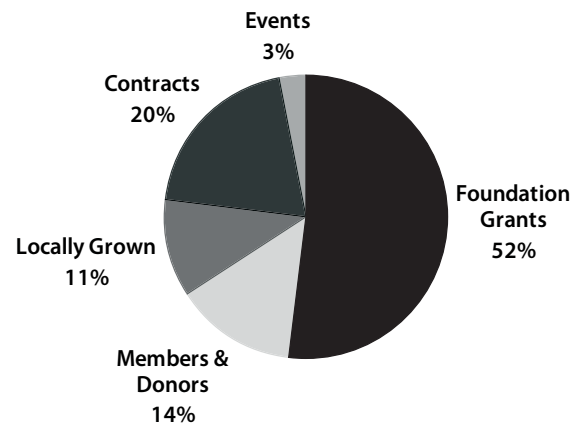
Business Partners

Adam's Sustainable Table
 Café Mam
 Café Yumm
 Capella Market
 Down to Earth
 Emerald Valley Kitchen
 Eugene Local Foods
 Eugene Water and Electric Board
 Glory Bee Foods
 Hideaway Bakery
 Hummingbird Wholesale
 Koho Bistro
 Lochmead Dairy
 Market of Choice
 Mountain Rose Herbs
 Organically Grown Company
 Pacific Continental Bank
 Slow Food Eugene
 Springfield Creamery
 United Methodist Women

The Numbers

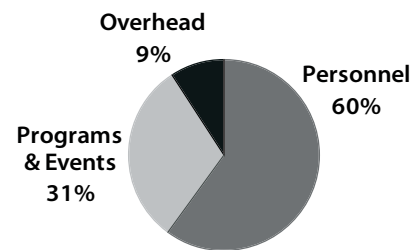
- ▶ WFFC staff: **2**
- ▶ WFFC volunteers: **38**
- ▶ Volunteer hours: **383**
- ▶ Public Presentations: **28**
- ▶ *Locally Grown* guides distributed in 3 counties: **30,000**
- ▶ Organizations requesting *Locally Grown* guides: **35**
- ▶ Out of state organizations that contacted us because they want to publish something like our *Locally Grown* guide: **6**
- ▶ Direct inquiries to WFFC office regarding where to source local foods: **213**
- ▶ Questions on local food fielded at public events: approx. **500**
- ▶ Sales brokered between local farms and school cafeterias: **11**
- ▶ Elementary school students who toured a farm: **360**
- ▶ Elementary school students who sampled fruits and vegetables grown on local farms: **1,530**
- ▶ Students in Lane County served Oregon grown fruits and vegetables in their school lunches: **13,730**
- ▶ Value of in-kind contributions: **\$6,130**

Income

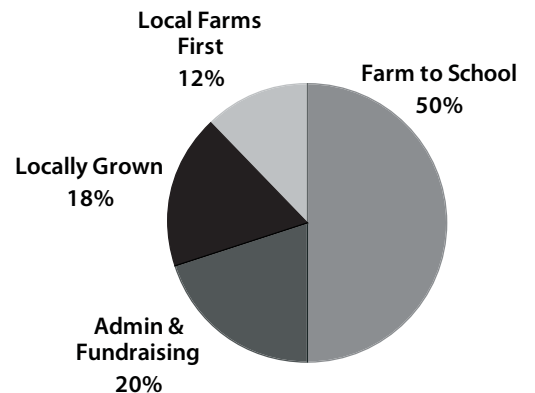


Source	Amount
Total Income	\$144,500
Foundations	\$74,920
Contract Work	\$29,400
Locally Grown	\$15,860
Donors	\$19,600
Events	\$4,720

Expenses



Expenses by Program



▶ Total Expenses: **\$101,970**