



2009 final report

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Mission | Backyard Harvest provides low-income families and older adults with better access to fresh, local foods by encouraging a variety of residential growing, gathering and gleaning efforts.

Philosophy | Our efforts are guided by a simple set of principles—

Small things matter. Governmental agencies and large charitable organizations often overlook small, privately owned sources of fresh food. Backyard Harvest programs highlight the impact small vegetable gardens, residential fruit trees, and backyard chicken coops can have on a community's food system—annually providing tens of thousands of pounds of high-quality, fresh food.

Local food is good for the planet. By focusing on food resources that will travel a very short distance from the plot in which they are grown, to the table where they will be eaten, Backyard Harvest avoids the adverse environmental impacts of trucking fruits and vegetables across the country.

Food grows communities. By focusing on what individuals can grow and share, Backyard Harvest programs create a powerful level of engagement at the grassroots level. We have found time and again, that when people are engaged in growing and sharing their own food, a community's sense of common purpose and fellowship is strengthened.

Share good ideas. As an organization we want to share our ideas and resources. Our success will be measured by the extent to which our programs influence and shape local food systems across the country.

History |

..... 2005

Backyard Harvest began in 2005 with a gardening accident in Moscow, Idaho. That summer, Amy Grey, a graphic designer and mother of two young sons accidentally grew 200 heads of lettuce in her family's first-ever vegetable garden. After an initial emergency trip to her foodbank, an idea began to grow. Amy wondered if there was a way to collect extra produce from other local gardeners and distribute it to area programs in need of fresh fruits and vegetables?

..... 2006

In the spring of 2006, Amy approached a local non-profit—the Palouse–Clearwater Environmental Institute (PCEI)—with her ideas to begin a program to collect extra garden surplus and give it to local families in need. PCEI agreed to pilot “Backyard Harvest” as one of its Community Food System’s projects. With Amy volunteering her time as the project coordinator and donating the start-up funds, over 4,000 lbs of locally grown produce was collected and redistributed to area food pantries during this initial season.

..... 2007

In 2007, a formal advisory panel composed of community members was created to guide Backyard Harvest. A more formal fiscal sponsorship relationship was also developed with PCEI. In exchange for managing BYH accounts and extending its liability coverage, PCEI received 14% of all grants and private donations raised to support the project. Amy Grey continued to volunteer as the project coordinator and in addition to gathering garden surplus, the project began to harvest local fruit trees. By the end of the season, almost 14,000 lbs of fresh fruits and vegetables were distributed to 16 area food pantries and meal programs.

..... 2008

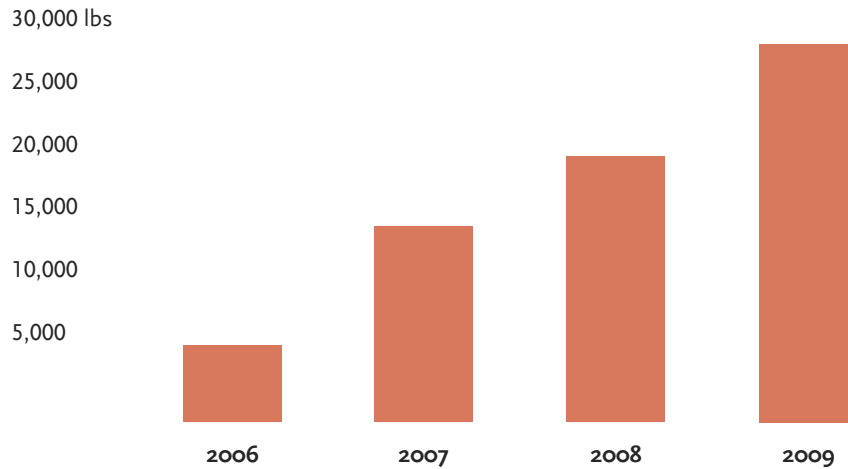
In January, 2008, Amy Grey and members of the Backyard Harvest Advisory panel made the decision to formally separate from the Palouse-Clearwater Environmental Institute and seek independent 501(c)3 non-profit status. While the partnership with PCEI certainly helped the project get started, it was felt that becoming independent would provide the organization with greater flexibility and control, particularly in terms of grant-seeking and fundraising. Backyard Harvest was incorporated with the state of Idaho and by June had received its non-profit status from the IRS. By the end of this season, the newly independent organization had hired its first staff member and collected and distributed over 18,000 lbs of fresh, locally-grown fruits and vegetables to 20 area food banks and meal programs.

..... 2009

Backyard Harvest’s fourth season was propelled by over \$30,000 of grant funding. In addition to gathering and gleaning, new programs began to grow produce for donation, facilitate the acceptance of federal food assistance benefits at local farmers markets and expand its outreach efforts with a mobile produce stand. Amy Grey continued to volunteer as the organization’s director; joined by a small paid part-time staff. The results of this season are detailed below.

1.2 OUTCOMES

In 2009, Backyard Harvest collected and distributed 28,319 lbs of fresh produce and 75 dozen eggs to 17 area food pantries and meal programs across the Palouse and Lewiston and Clarkston Valley. These totals exceed by a significant amount our previous efforts, pointing to not only the expansion of our gathering and gleaning efforts, but also to new growing initiatives



In addition to increasing the amount of fresh fruits and vegetables available to those in need, we were also able to grow as an organization, including:

- hiring our first employees
- creating a small revenue-generating enterprise with our market booth
- generating a library of successful grant proposals
- establishing a fundraising program
- expanding our board of directors

1.3 STAFF & VOLUNTEERS

It goes without saying that Backyard Harvest accomplishments would not have been possible without the hardwork, dedication and enthusiasm of its staff:

Amy Grey continues to serve as director on a voluntary basis. She has reduced her free-lance design work, so that she can dedicate 30 hours a week to Backyard Harvest. In addition to assisting in day-to-day programming activities, she also coordinates fundraising activities, grant writing, press opportunities, financial planning and design.

Isaak Julye serves as the coordinator for both our gleaning and gardening programs on a part-time basis. His energy, knowledge of sustainable growing practices and construction and mechanical skills have proved invaluable this season. He also happens to be terrific with people—both volunteers and landowners.

Molly Boers coordinated our efforts at area markets this season. On a quarter-time basis she administered our Shop the Market Program, as well as cheerfully distributed free seeds and starts, registered fruit trees, etc.

Volunteers. Over 100 community members contributed 354 hours to Backyard Harvest this season. They not only harvested and weeded, but also knit veggie hats and tabled at events. Needless to say, we would have not been able to accomplish as much as we did without this level of community involvement.

1.4 GRANTS & FUNDRAISING

Backyard Harvest submitted several successful grant proposals this season, including:

Inland Northwest Community Foundation | *Palouse Garden Collaborative* | \$24,520

Moscow Women's Giving Circle | *Shop the Market* | \$4000

City of Moscow | *Town Orchard* | \$750

Palouse Cares | *Unrestricted* | \$5000

Inland Northwest Radio Community Grant | *Radio Spots* | \$6000

We also received additional support from:

Alternative Giving Fair | \$810

Schreck Family Foundation | \$500

Einstein Foundation | \$250

And anticipate donations in 2010 from:

Moscow Food Co-op (Pumpkin Pie Sales and Impulse Giving Program)

DOMA Coffee (Percentage Moscow Food Coop Urth Blend Sales)

Our holiday fundraising campaign involved a letter to 757 households and the offer of garden kits donated by Pottingshed Creations Ltd. as premiums. This was well received and generated 78 donations ranging from \$10-\$1000 for \$5,275 in total.

For the 2010 season, we should add a summer event to compliment this annual holiday appeal. Our 2nd annual Harvest Party was fun, but cold, and is too close to the winter mailing to ask for funds. Shifting some sort of BYH gathering to earlier in the summer, would avoid weather issues and allow us to solicit for funds without hampering later efforts. Whatever its format and content, this should remain a broad-based gathering that would bring together the community members participating in the project.

1.5 PUBLICITY & RECOGNITION

Locally, Backyard Harvest was mentioned in articles in the *Moscow-Pullman Daily News*, *Argonaut*, *Evergreen* and *Moscow Food Co-op Newsletter*. Amy gave talks at the Northwest Area Foundation's Horizon Program Workshop and at the Tables of Hope Food System Conference down in Lewiston. We also helped to organize the Palouse Food Forum which took place in October.

In addition to these local and regional stories and events, we also received national attention in the following publications:

Family Circle Magazine, July 2009 | Featured Story (*see attached*)

The 7-Minute Organic Garden by Rick Baker | Featured Story

Nutritional Sciences: From Fundamentals to Food by Michelle McQuire & Kathy Beerman |
Featured Story

And received the following awards:

University of Idaho VIEW Business Plan Competition | Winner

Garden Crusader Award | Gardener's Supply Co. | Honorable Mention

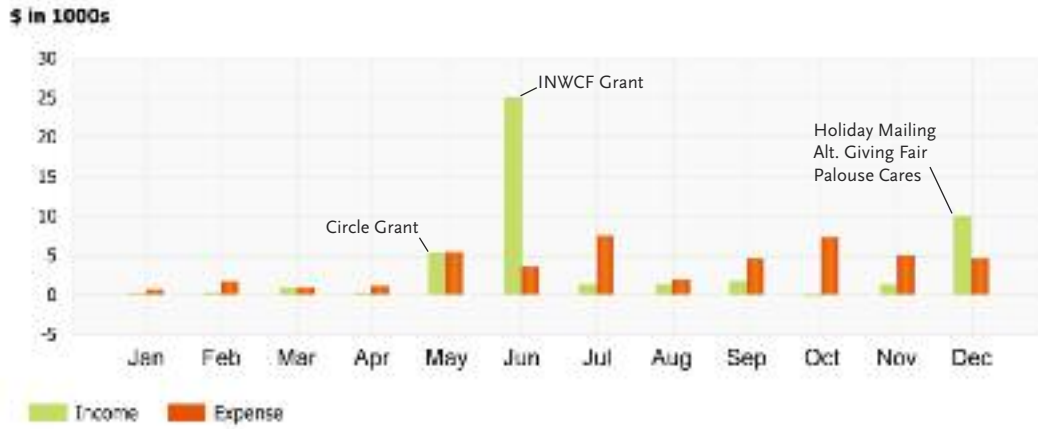
In 2010, Backyard Harvest will be included in a gardening handbook from the Brooklyn Botanical Institute and Amy's efforts may be highlighted in a Country Living volume on women entrepreneurs. We are also a sponsor of "Food on the Table: A gathering to grow the resources that will feed the Palouse" to be held the last weekend in March in Moscow.

INCOME

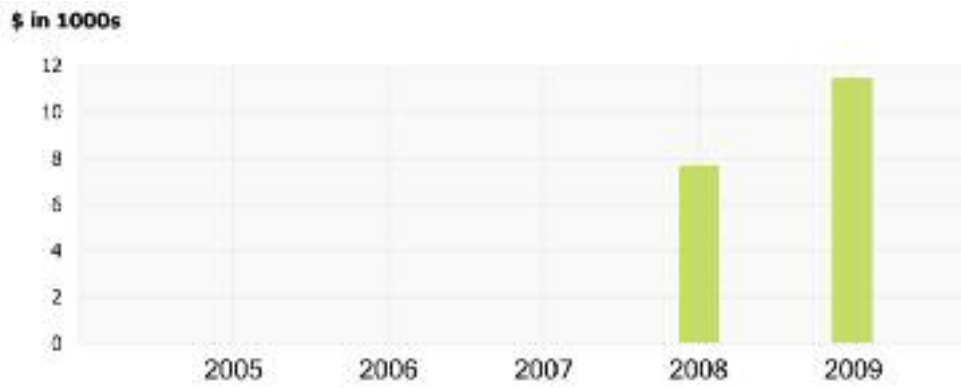
CASH	61,936
2008 Carryover	12,773
Donations	10,542
<i>Holiday Mailing</i>	5,275
<i>Shreck Family</i>	500
<i>Feinstein Foundation</i>	257
<i>Alternative Giving Fair</i>	810
Other	3,700
Foundations	34,270
<i>INWCF</i>	24,520
<i>City of Moscow</i>	750
<i>Palouse Cares</i>	5,000
<i>Giving Circle</i>	4,000
Market Sales	4,351
IN-KIND	54,640
Director (\$20hr @ 1000hr)	20,000
SB Farm Manager (\$20hr @ 1000hr)	20,000
Rent & Utilities	7,200
Internet	360
Volunteers (\$20hr @ 354hr)	7,080
TOTAL INCOME	116,576
EXPENSES	100,278
Salaries & Wages	16,795
<i>Palouse Garden Collaborative</i>	10756
<i>Town Orchard</i>	3549
<i>Shop the Market</i>	2130
<i>Harvest Share</i>	360
Payroll Expenses	1,976
Worker's Comp	1,678
Staff Development	100
In-kind Staff & Volunteers	47,080
Volunteer Rainy Day Fund	500

In-kind Rent & Utilities	7,200
Accounting Fees	2,224
Legal Fees	265
Liability Insurance	865
Board Insurance	1,025
Bank Fees	45
Sales Tax	232
Telecommunications	667
Software	127
In-kind Internet	360
94 Ford Astro Van	2,000
Hitch	280
Van Graphics	229
Fuel	424
Auto Insurance	1,152
Postage	307
Indicia Fee	185
Postal Permit	185
Marketing/Fundraising	1018
WA Charity Registration	20
Harvest Share	225
Town Orchard	205
Palouse Garden Collaborative	9,091
Shop the Market	895
BYH Market Booth	2,923
TOTAL (INCOME-EXPENSES)	16,298

2009 Income and Expense Trends



2008–2009 Doantion Comparison



HARVEST SHARE

HarvestShare is a program that makes the donation of fresh, locally-produced foods as easy as possible by providing door-to-door pick-up services, drop-off bins, and after-market collections. This program also coordinates the delivery of food to individual food banks, shelters, and meal programs, oversees a mobile fresh food stand and, in 2010, the distribution of Soggy Bottom Farms CSA shares for needy families.

Staff & Volunteers | The HarvestShare program is currently run by Amy Grey with a handful of volunteers. Produce is gathered from bins and households and is then brought to the central distribution area at the BYH offices to be weighed. It is then divided into boxes for distribution to area food pantries and meal programs, or is refrigerated until the next donation opportunity (usually within 24 hours).

Programs Served | In 2009 the HarvestShare program gathered the following produce |

1. Drop-off bins | 2,129 lbs
2. After-market produce | 3,831 lbs

These totals, when added to our growing and gleaning efforts, generated 28,319 lbs of produce which was distributed by the HarvestShare program to 17 area food pantries and meal programs, including:

Colfax | Colfax Pantry
Kendrick | Kendrick Food Bank
Lewiston | Salvation Army Soup Kitchen, Community Action Partnership
Food Bank, Lewiston Senior Nutrition Program
Moscow | Hope Center Food Bank, Milestones Food Bank, Moscow Food Bank,
Moscow Meals on Wheels, Friendly Neighbors Senior Meal Site, Alliance House
Pullman | Pullman Food Bank, Community Food Bank, Harvest House,
Pullman Senior Meal Site
Troy | Troy Food Bank, Troy Senior Meal Sites

We also piloted a new method of distribution this year. With the help of WSU nutrition and UI agriculture students and extension nutrition agents, we created a fresh market stand that rotated to five different food pantries. The stand operated exactly like a normal market

booth with families selecting their own produce and eggs. Students also provided dishes to sample, recipes to share and simple advice on food preparation and preservation. The response to this program was overwhelmingly positive and there was very little, if any produce remaining at the end of these events (people even took home kale and kohlrabi)

Backyard Harvest partnered with the Idaho Department of Health, *More is Better Program* to mirror our fresh market stand within elder meal programs. We supplied UI extension nutrition agents and Health Department employees with the stand equipment and fresh produce, and they traveled to several meal sites, where they gave away fruits and vegetables, recipes and advice. Again, this program received an overwhelmingly positive response from the elders who participated.

Marketing & Press | Several different marketing techniques were used to let community members know of our gathering efforts, including |

1. Direct outreach at the local farmers markets
2. Counter top displays with BYH magnets placed at local nurseries
3. Inland Northwest Radio spots in August

2009 Backyard Harvest–Harvest Share Balance Sheet |

INCOME	\$4,467
<i>Cash</i>	
7th St. Garden Market Sales (Berries, Basil, Pumpkins, Peppers, Flowers)	\$1167
<i>In-Kind</i>	
HarvestShare Coordinator (300 hrs @ \$11hr)	\$3300
EXPENSES	\$3,859
In-Kind HarvestShare Coordinator (300 hrs @ \$11hr)	\$3300
Equipment (Scale, Produce Bags, Berry Trays)	\$75
Marketing (Magnets, Displays)	\$150
Sales Tax for Market Sales	\$70
Transportation (Fuel, Graphics)	\$244
TOTAL	\$628

Gathering—

Backyard Harvest's current system of gathering produce seems to be both effective and for the most part fairly efficient. There are some opportunities to extend the program which would not involve much staff time, but would increase the amount of produce gathered as well as the awareness of the effort in the public's mind. These include:

1. *Add a drop-off bin for the general public at the Backyard Harvest booth at the Moscow Farmer's Market and Tuesday Grower's Market.* While personal relationships with the professional growers have succeeded in securing their "after-market" donations, we could formally ask the general public to donate a small portion of their produce purchases at the market, while also providing a bin for gardener's to bring in their garden surplus (which many informally did last year anyway).

2. *Coordinate with a local non-perishable food drive and add a perishable component.* One possibility would be to coordinate with the Palouse Cares Annual Food Drive in December. We would need to help with marketing, provide crates to separate out the produce &c., but this might be a good way to reinforce to the public that local food pantries will accept fresh produce and be a way of continuing fresh food donations beyond the growing season.

Distributing—

For Backyard Harvest's first four seasons the organization went to great lengths to accommodate local social service agencies—preparing and delivering produce to meet their schedules, storage space, preferences, etc. We did this, in part, to convince hesitant food pantry directors and cooks to incorporate fresh foods into what they offered their clients. In part, we were simply too small as an organization to both gather produce and then take on the responsibility of distributing it directly to low-income families and older members of the community. In abdicating this contact with the people that ultimately will eat the produce we collect, however, Backyard Harvest missed out on the opportunity to directly grapple with the barriers and opportunities to change entrenched eating habits. We also lost the chance to better engage these families in our gleaning, gathering and growing activities.

As we look toward our fifth season of operation, we have both the capacity and opportunity to claim this direct level of engagement. In doing so, three basic goals shall guide our practices:

1. *Diminish stigmatization* | Families and seniors should be able to help themselves freely to fresh foods, with their presentation mimicking local grocery stores, farmers markets or CSA programs as closely as possible.

2. *Encourage new eating habits* | At every opportunity, we should inform, encourage, and support family's fresh food choices and attempt to extend them through creative and fun educational offerings. These recipes, samples, preparation tips, &c. should be understood as resources, however, and not requirements to access fresh fruits and veggies.

3. *Invite broad participation in our programs* | We should actively create opportunities at every level for families and individuals to participate in growing, gleaning, and gathering locally-grown food. This is an invitation, and not a requirement for accessing fresh foods, however. We need to discover non-food incentives as a means to encourage participation (i.e. free activities for children, Shop the Market tokens, seeds and starts, &c)

This expansion of Backyard Harvest's mission to not only provide access, but actively encourage healthier eating habits will effect how the produce we grow gather and glean is distributed. Up until this point we have distributed fresh produce to any organization that has requested it, as well as the major food providers across the Palouse. Broadening our mission to include outreach, will enable us to clearly prioritize the HarvestShare distribution system, as well as cut down on staff time. Following are a broad series of guidelines that would inform who which programs would get gathered produce first:

1. BYH Outreach Programs (including the Soggy Bottom Farm CSA [detailed later in this report] and the HarvestShare Produce Stand)

2. Programs that closely align with one or more of Backyard Harvest's guiding principles listed above. (including Troy Senior Meal Program, Vinegar Flats CSA, Idaho Department of Health 'More Matters' Senior Nutrition Program, Harvest House)

3. Programs that allow families to directly select their produce, serve a high volume of families, have no other access to produce, and are willing to find a volunteer to pick up and transport the produce on a weekly basis.

4. Programs that see a low-volume of families, limit the amount of produce or restrict its selection and fail to find a volunteer to pick it up.

2010 Staff |

In order to achieve this broader understanding of our mission, we will need to create a part-time position to coordinate these efforts. This Outreach Coordinator would not only coordinate the HarvestShare Market Stand, but would also help oversee the Soggy Bottom Farms CSA distribution.

2010 Backyard Harvest–Harvest Share Budget |

INCOME	\$4,500	
<i>Cash</i>		
7th St. Garden Market Sales (Berries, Basil, Pumpkins, Peppers, Flowers)	\$1500	Pending
Palouse Cares Grant	\$3000	Secured
EXPENSES	\$5173	
Harvest Share Coord. (10hrs wk/28ohrs @ \$16.78hr)	\$4698	
Equipment	\$75	
Marketing	\$150	
Transportation (Fuel, Graphics)	\$250	
TOTAL	(\$673)	

TOWN ORCHARD

Town Orchard is a program that registers and gleans local fruit trees. It is the single most successful of Backyard Harvest's programs when measured in terms of community participation and number of pounds of local produce recovered.

Results | Following are the results of the 2009 season:

Total no. of trees registered: 445 (2008 | 308 trees)

Total no. of trees harvested: 176

Total pounds gleaned: 12,763 (2008 | 9,582 lbs)

The majority of new trees added to the project this season were registered at the Backyard Harvest Booth at the Moscow Farmers Market. The difference between trees registered versus harvested is the result of a combination of factors, including:

- trees damaged by significant frost events in the spring and the fall (Johnson's Orchard had no cherries and the apple crops at Tukey Orchard and Orphan Acres were severely compromised or lost).
- trees registered after their 2009 harvest
- trees damaged by birds or experiencing an off-year harvest

Staff & Volunteers | Isaak Julye served as the Gleaning Coordinator for 2009. His efforts were supplemented by Amy at the peak of the harvest and when he was busy constructed the hoop house and root cellar for the Palouse Garden Collaborative (see below). Weather canceled four of the five major weekend gleaning events we had planned, so Town Orchard recorded just 42 volunteer hours.

2009 Backyard Harvest–Town Orchard Balance Sheet |

INCOME	\$7,310
<i>Cash</i>	
BYH Gear Sales (T-shirts, scrabble pendants, &c)	\$2,210
Palouse Cares Grant	\$3,500
<i>In-Kind</i>	
Asst. Coordinator (100 hrs @ \$16hr)	\$1,600
EXPENSES	\$7,697
Gleaning Coordinator (220 hrs @ \$16hr)	\$3550
In-Kind Asst. Coordinator (100 hrs @ \$16hr)	\$1,600
Equipment (First Aid Kit, Harnesses)	\$79
Printing (Liability Forms)	\$126
Sales Tax for Market Sales	\$132
Market Inventory Expenses	\$1966
Transportation (Fuel, Graphics)	\$244
TOTAL	(\$387)

As we look toward 2010, the most significant changes to this project involve revising our volunteer policies. This season a volunteer fractured her wrist while coming down one of the orchard ladders. Fortunately, she had medical insurance to cover significant surgery and rehabilitation expenses. This event, however, emphasized that we need to have policies in place for such occurrences, beyond the current practice of having volunteers sign a liability release form. We need to find a reasonable balance between protecting the organization from potential suits, while showing compassion and empathy for our volunteers. Following are the steps we have considered:

1. Allow only volunteers with medical insurance to participate in the Town Orchard Program.
2. Explore the costs of obtaining medical insurance for volunteers.
3. Create a rainy day fund for volunteers.

Each of these options, as well as other possibilities, will be considered by a Personnel/Volunteer Policy Committee composed of a BYH staff and board member and one or two long-term BYH volunteers.

2010 Backyard Harvest–Town Orchard Budget |

INCOME	\$6,180	
<i>Cash</i>		
BYH Gear Sales	\$2,180	
(T-shirts, scrabble pendants, &c)		
Pullman Community Grant	\$4,000	Anticipated
EXPENSES	\$6,115	
Gleaning Coordinator (5 hrs wk/110hrs @ \$17.87hr)	\$1,966	
Asst. Coordinator (5 hrs wk/110hrs @ \$16.78hr)	\$1,846	
Gleaning Labor (5 hrs wk/110hrs @ \$12.30hr)	\$1,353	
Equipment (Buckets)	\$50	
Events (Snacks, Ice, &c.)	\$100	
Transportation (Fuel, Maintenance)	\$300	
Volunteer Rainy Day Fund	\$500	
TOTAL	(\$65)	

PALOUSE GARDEN COLLABORATIVE

For our first three years of operation, Backyard Harvest primarily focused on gathering and gleaned existing local food resources from area gardens, farms, and residential fruit trees. The creation of the Palouse Garden Collaborative this season was a deliberate effort to not only increase the amount of fresh fruits and vegetables available to low-income families, but provide garden spaces for outreach activities.

Several steps were taken to accomplish these goals, including:

1. Distributing free seeds and starts so that local gardeners could plant an extra row in their existing gardens for donation back to the project.
2. Seeking out residential landowners that were willing to donate land and water for vegetable gardens maintained by BYH staff and volunteers.
3. Partnering with public entities to place gardens at churches, food pantries and schools
4. Laying the groundwork for a CSA program for low-income families and seniors at Soggy Bottom Farm (owned by Claire Lichtenfels & Hal Jackson).

Staff & Volunteers | Isaak Julye served as the coordinator for the Collaborative with Claire Lichtenfels serving as farm manager for the Soggy Bottom Farm operation and Amy Grey, and Marci Miller offering significant in-kind support. An additional 178 hours were donated by local community and student volunteers.

Marketing & Press | No official marketing was conducted for the project this season, as we were able to find enough garden spaces through prior connections and word of mouth. This will change in 2010 as we launch the CSA program at Soggy Bottom Farms and formalize the selection of garden spaces with an application process, signed agreements, &c.

Collaborative Gardens | Following are the gardens BYH staff established, or helped to maintain over the course of the 2009 season.

Residential Gardens |

These gardens were planted with one or two easy to grow crops using both weed barriers and drip irrigation systems. These gardens did not host large volunteer events, but were instead maintained by BYH staff and the landowners with a minimum of time and effort.

Peterson Garden | 30' x 40' | Travois Way, Moscow | 382 lbs

Grew onions and winter squash for donation.

Burns Garden | 20' x 20' | 7th St, Moscow | ? lbs

Grew potatoes for donation

Breitzman Garden | 25' x 75' | Homestead St., Moscow | 567 lbs

Grew cucumbers and tomatoes for donation.

Living in the Garden Nursery Greenhouse | 30' x 50' | Reed Rd, Pullman | 282 lbs

Grew cucumbers, tomatoes, peppers and basil for donation.

Outreach Gardens |

These were gardens located in public spaces that we used for outreach opportunities. They were planted, weeded, and harvested by school children, and families visiting the food pantries, community volunteers and university students seeking service learning opportunities. Given the these plots broader role in helping people connect what they eat with how it is grown, they were planted with the full range of vegetables and took considerably more staff time to maintain.

Hope Center Food Bank Garden | 30' x 50' | corner of Park and 7th St | 590 lbs

Staff hours at this garden overlapped with the food bank hours, so that families (particularly children) could participate in garden activities, as well as harvest themselves some of the food that they would take home. This garden also hosted a field trip by Lena Whitmore Elementary 3-6th graders and several UI students.

McDonald Elementary School Garden | 6 raised 4' x 8' beds | D St | 24 lbs

This garden was established by McDonald Elementary teachers, parents, and a UI graduate student (it was her MA thesis project). Backyard Harvest partnered with this group and teh Moscow School District Adventure Club to maintain these plots during the summer vacation. When the students returned in the fall we helped to facilitate a variety of garden related activities with the 2nd and 6th grade classes including a cafeteria taste-testing of 6 types of heirloom tomatoes, salsa-making with garden ingredients and an outdoor field trip to prepare the garden for winter.

Moscow Community Garden | 20' x 20' | C St | 145 lbs

This garden was maintained by Ecoanalytics employees with BYH staff harvesting produce once a week in August and September.

Koppel Farms Community Garden | 15 x 30' | Pro Mall Blvd, Pullman | 215 lbs

This garden was planted with the assistance of the Pullman LDS Church members and hosted several work days with WSU student groups, as well as children in the Belvedere after school program.

St. James Episcopal Church | 25' x 75' | Stadium Way, Pullman |

This garden was planted with a series of cover crops this season to rebuild the soil. This will be a key garden for the 2010 season.

Troy Community Garden Plots | 10' x 30' | Main St, Troy | 476 lbs

Grew tomatoes and winter squash for donation.

Market Gardens |

7th Street Garden | 20' x 80' | Moscow | 573 lbs

This garden grew a variety of produce for donation, but also grew several cash crops expressly to bring to market including: raspberries, blackberries, strawberries, cut-flowers (tulips, sunflowers, lavender &c), hot peppers, basil and pumpkins. We made \$1166 in pre-tax sales, including:

berries (\$2-\$4 tray | 102 sold)—\$328

basil (\$2-\$4 bag | 39 sold)—\$151

blooms (\$5-\$18 bunch | 93 sold)—\$557

“boo” pumpkins (\$5-\$25 | 7 sold out) \$70

star pepper strings (\$10 | 6 sold out) \$60

Farms |

Soggy Bottom Farm | .5 acre | Pinecrest and Robinson Park Rd, Moscow | 3616 lbs

Land owner, Claire Lichtenfels and Hal Jackson have agreed to partner with Backyard Harvest to increase the amount of fresh produce available for families and seniors in need. Claire has worked on sustainable farms on Vaschon Island, as well as over at Washington State University. She has agreed to volunteer her time to help create a Community Supported Agriculture (CSA) Program for low-income families, as well as grow “winter harvest” crops to generate revenue to support the Collaborative. With funding from the Inland Northwest Community Foundation we constructed a 30 x 100' hoop house and a root cellar. Claire and Hal, meanwhile, invested in repairs and upgrades to their barn, that will provide an area to process the CSA shares.

2009 Backyard Harvest–Palouse Garden Collaborative Balance Sheet |

INCOME	\$50,560
<i>Cash</i>	
INWCF Grant	\$24,520
Latah County Community Foundation Grant	\$3,000
Gardeners Supply Co. Award Gift Certificate	\$200
<i>In-Kind</i>	
Farm Coordinator (1040 hrs @ \$16)	\$16,640
Asst. PCG Coordinator (400 hrs @ \$16hr)	\$6,400
 EXPENSES	 \$42,582
<i>Staff (\$33,641)</i>	
Collaborative Coordinator	\$9816
Seasonal Help	\$785
In-Kind Farm Coordinator	\$16,640
In-Kind Asst. PCG Coordinator (400 hrs @ \$16hr)	\$6,400
<i>Infrastructure (\$6,684)</i>	
Hoop house	\$5,258
Building Materials (Root Cellar)	\$1426
<i>Equipment (\$2,257)</i>	
Tools	\$531
Irrigation Equipment	\$789
Seeds	\$386
Fertilizer	\$29
Straw Bales	\$53
Rototiller Rental	\$469
TOTAL	\$7978

Following are some of the opportunities and challenges for the Collaborative in 2010.

Residential Gardens |

Over the course of the 2009 season we received several unsolicited offers of land and water from residents interested in using their backyards to help grow produce for the project. In assessing these offers and reviewing our current residential gardens we need to put into place a selection process from which to decide which gardens to continue and which to add. Although we did not use them for the 2009 season, we have created a simple application form and written agreement that we should implement for 2010. The application seeks to gauge the landowners commitment (water, time, &c) and affirm their willingness for staff and volunteers to access their property on a weekly basis. It would be good to have a sense of which gardens will be part of the collaborative early in the spring, so we could announce the program in our February 1 newsletter and establish a March 15 application deadline.

In deciding which residential garden spaces to select, staff will not only need to review the application, but make site visits for the finalists. They will also have to take into account budgetary constraints. The 2009 season has provided us with some good information on the staffing and material requirements for an average 400 sq feet garden:

Residential Garden Costs (\$.50–1 square foot)

BYH Staff	15 hrs @ \$17hr	\$255
Volunteers	10 hrs	
Materials		\$150

Following are the Residential Gardens that will continue into the 2010 season:

1. *Breitzman Garden* | 1875 sq ft | \$937
2. *Living in the Garden Nursery Greenhouse* | 1500 sq ft | \$750

Since cost, and not a lack of willing land owners, will be the limiting factor in the number of residential participants in the Collaborative, here are some possible revenue generating ideas developed by the Minneapolis BYH chapter to explore:

1. Offer garden-related consultations at \$25–\$30hr (i.e. help a new gardener select and order seed varieties, resolve a pest or disease problem, etc.)
2. Offer garden maintenance services for people away on vacation.
3. Offer land-owners the option of sponsoring a portion of their PCG garden.

Outreach Gardens |

In considering adding new outreach gardens, it is important to note the significant loss of the Hope Center Food Bank Garden. This experiment in placing a garden directly at a food pantry proved to be a big success. Families visiting the food bank did wander into the garden to harvest their own food and bored children stopped in to help plant or weed. Unfortunately, the Hope Center lost its lease at the very end of the growing season and moved to a building surrounded by asphalt. A priority for 2010, then, would be to seek out new opportunities to place a garden at a location where low-income families or older adults could directly participate in helping grow the produce they will later consume.

As with the residential gardens, the costs associated with maintaining outreach gardens will be a limiting factor.

Outreach Garden Costs (\$1–2 square foot)

BYH Staff	40 hrs @ \$17hr	\$680
Volunteers	40 hrs	
Materials		\$100
Signage		\$100

Following are the Outreach Gardens that will continue into the 2010 season:

1. *McDonald Elementary School Garden* | 180 sq ft | \$360
2. *Koppel Farms Community Garden* | 800 sq ft | \$450
3. *St. James Episcopal Church* | 1875 sq ft | \$3750
4. *Troy Community Garden Plots* | 300 sq ft | \$600
5. *Moscow Alternative High School* | BYH will help with harvest, but garden will be maintained/costs covered by UI Service Learning

Market Gardens |

For the 2010 season we will not only expand the 7th Street Market garden, but seek out another established garden space that would be willing to grow crops to be sold at the market. Ideally, this second space would be maintained by an experienced gardener, perhaps someone older who would be pleased to exchange their flowers, berries, etc. for regular help from a BYH volunteer(s).

In terms of crops, the existing 7th Street Market garden will double the size of its blackberry patch and triple the space available for small teddy bear pumpkins (which when scored while immature with 'boo' or 'spooky' commanded \$5 a piece at market). Other value added product possibilities include bouquet garnier (culinary herb bundles) and seasonal garlands

2010 Palouse Garden Collaborative Budget |

INCOME	\$10,029	
<i>Cash</i>		
WSU Campus Run	\$1000	Secured
Palouse Cares Grant	\$1000	Secured
Idaho Community Foundation Grant	\$3000	Pending
INWCF Grant Supplies	\$829	Secured
Veggie Hat Sales	\$1200	(50% Secured)
<i>In-Kind</i>		
Market Gardens (2)	\$3000	
 EXPENSES	 \$9,847	
<i>Garden Plots*</i>		
Residential Gardens (2) ^a	\$1,687	
Outreach Gardens (5) ^b	\$5,160	
In-kind Market Gardens (2)	\$3,000	
 TOTAL	 \$182	

^a\$200 Equipment, \$1,487 Staff

^b\$500 Signs, \$500 Equipment, \$4,160 Staff

Soggy Bottom Farm CSA |

In 2010 Backyard Harvest will partner with Soggy Bottom Farm (SBF) to create a self-sustaining Community Supported Agriculture Program for low-income families. In this pilot season, the farm will distribute a total of 24 weekly produce shares—ten 1/2 shares reserved for low-income families and ten full-shares sold to the general public to generate revenue to support the efforts.

The rate of a CSA share to the general public will be \$550 for 24 weeks of produce from May through October. Participating low-income families will be given two tracts in which to participate. Five shares will be workshares. Families will be required to volunteer 1 hour a week in any of Backyard Harvest's programs (gleaning, gardening, etc). We would check to see the hours were completed on a monthly basis. If they were not completed, the family would have another month to make them up or be dropped from the program.

The remaining 5 shares would be purchased at a reduced weekly rate of \$10. People could pay with their SNAP benefits or cash. Participants would be invited, but not required to participate in BYH activities.

A fundraising campaign will be launched to subsidize the low-income shares. For instance, we can ask the BYH supporters purchasing \$550 shares to donate an extra \$50-\$100 so another family can enjoy fresh produce). We can also approach area churches to sponsor a family.

We will promote CSA for low-income shares at housing units for qualified families, food banks, Dept. of Health and Welfare, case workers, etc. Receiving a share will be dependent on families participating in a meeting to help decide how the program will be administered (i.e. where shares will be distributed, what produce will be included, etc.)

In terms of finances, Backyard Harvest staff will help work at the farm and organize the CSA program. We will receive and retain all donations. Soggy Bottom Farms will receive the cash revenue from the CSA shares and then donate it (less costs for materials and equipment) to Backyard Harvest.

2010 Soggy Bottom Farm CSA Budget |

INCOME	\$29,220	
<i>Cash</i>		
15 Full Shares @ \$550 each	\$8250	
5 Reduced Shares @ \$240	\$1200	
Reduce Share Sponsorship Donations (to BYH)	\$1000	
BYH Staff Contribution	\$5160	(INWCF \$2149)
INWCF Grant Supplies	\$2000	
<i>In-Kind</i>		
Farm Owner/Manager (20 hr wk @ \$18hr/36wks)	\$12,960	
Design	\$500	
EXPENSES	\$30,620	
<i>Staff (\$34,200)</i>		
In-kind Farm Owner/Manager	\$12,960	
Growing Coordinator (15 hr wk @ \$18hr/36wks)	\$6480	(BYH 50%)
CSA Coordinator (15 hr wk @ \$16hr/24wks)	\$1,920	(BYH 100%)
Farm Labor (15hr wk @ \$16hr/24wks)	\$5,760	(SBF 100%)
<i>Farm Equipment (\$2,000)</i>	\$2,000	(BYH 100%)
Irrigation, seeds, fertilizer, etc.		
<i>CSA Marketing & Equipment (\$1000)</i>	\$1,000	
Printing fliers, posters & crates, &c		
In-kind Design	\$500	
TOTAL	(\$1400)	

SHOP THE MARKET

Shop the Market is a program which expands local consumer choices for low-income families across the Palouse by allowing them to use their federal food assistance benefits at our local farmers markets. The program began with an 8-week pilot program starting in September 2008 at the weekly Moscow Farmers Market. Based on a positive response from both the general public and the vendors, this year the program was expanded to include not only the Moscow Farmer's Market, but also the Tuesday Growers Market. At each of these markets, there is a central *Shop the Market* booth where Quest cards are swiped and 'Market Money' scrip distributed to families so that they could purchase fresh fruits & vegetables, eggs, bread, meat, cheese, honey, seeds and plant starts from local vendors. Vendors, in turn, saved and later submitted their scrip for reimbursement checks or cash.

Shop the Market is run by a local 501(c)3 non-profit, Backyard Harvest Inc, in partnership with the City of Moscow and the Moscow Food Co-op. Backyard Harvest is recognized as the official EBT/SNAP vendor by the USDA and is responsible for overseeing all financial transactions, as well as providing staff to administer the program. The City of Moscow and the Moscow Food Co-op installed the necessary phone lines for the EBT terminal, as well as worked with Backyard Harvest to market the program. Funding and in-kind support for the *Shop the Market* was provided by the Moscow Women's Giving Circle and Inland Northwest Broadcasting.

Staff | Backyard Harvest hired a quarter-time Market Coordinator, Molly Boers, to administer the program. As part of her hiring agreement, Molly was given 6 weeks off from the end of May–mid July so that she could go to Africa. Amy Grey, Backyard Harvest's Director filled in during her absence—donating her time.

Marketing & Press | Throughout the summer, *Shop the Market* posters and fliers were placed in prominent locations around town, as well as at our area food pantries and meal sites. Laminated *Shop the Market* signs were also given to each of the vendors to display at their booths. Articles describing the project also appeared in the *Moscow-Pullman Daily News*, *Moscow Food Co-op Newsletter*, *Daily Argonaut* and the *Daily Evergreen*. Finally, Backyard Harvest received a Community Partner Grant from Inland Northwest Broadcasting for \$6000 of radio air time. Thirty-second spots for the *Shop the Market* program were created and ran through the month of August.

Transactions |

Date	No. of Transactions	Market Money Distributed
May	16	\$227
June	18	\$292
July	23	\$149
August	38	\$680
September	40	\$813
October	23	\$396
TOTALS	158	\$2557

The number of total transactions and amount of Market Money distributed was influenced by the availability of fresh produce (there was little available at either market the first two weeks in May), as well as by the weather (freezing cold and rain marred attendance at both markets in October). While there was no formal evaluation conducted, folks seemed genuinely pleased to have the opportunity to use their federal food assistance benefits at the markets with several remarking what a good idea it was and how thankful they were for this option. They were also exceedingly patient during those times that they needed to wait for staff to fill out manual vouchers due to the EBT/phone access malfunction.

The monthly average of 26 transactions that took place in 2009 is actually quite robust when compared to similar programs at other markets. The large, urban Crescent City Market in New Orleans averaged 60 transactions per month and this was after \$18,000 worth of targeted advertising and \$10,000 of market matches (SNAP recipients who filled out a short informational survey received a 1:1 match for the first \$25 they spent at the market over the course of a single month of markets).

Vendors |

With a single exception, vendors at both markets were happy to participate in the *Shop the Market* Program. Several steps were taken to make their involvement as easy as possible. Unlike last year, where Market Money could only be redeemed by check every other week, this year we gave vendors the option of redeeming their scrip at the end of each market, providing cash for transactions less than \$20. We were able to do this because Backyard Harvest transferred \$500 into the *Shop the Market* account to cover the normal four day lag between the distribution of the scrip and the transfer of the funds by JPMorgan into the *Shop the Market* account.

Unredeemed Scrip |

There is \$177 worth of scrip that was unredeemed and expired from the 2009 season. There is no way to ascertain what portion was not used by the customers on the day it was issued, and which portion the vendors lost/failed to turn-in. As stated in the agreement between Backyard Harvest and the City of Moscow any unredeemed scrip will be used to reimburse costs Backyard Harvest incurs to administer the project.

2009 Shop the Market Account Summary |

DEPOSITS	\$3213.66
Carry Over 2008	\$153.35
BYH Deposit to Cover Transfer Lag	\$500.00
CTS Holdings EBT Transfers	\$2557.00
CTS Holdings Add. Deposits	\$3.31
WITHDRAWALS	\$2451.00
2009 Market Money Reimburse	\$2380.00
DISCREPANCIES	
2008 Market Money Reimburse	\$64.00
(CHECK #2010 BOOTHMAN 6/18/09)	
Check #2050	\$7.00
(Wheatberries Not cashed as of 12/12)	
CARRY OVER 2009	\$762.66
BYH FUNDS (2008 \$100; 2009 \$500)	\$600.00
STM FUNDS	\$162.66*

*UNREDEEMED MM 2008 \$26 + UNREDEEMED MM \$177 + CTS HOLDINGS ADD DEP \$4.66 = \$207.66 -\$45 (2009

VOUCHER ERROR—

Staff failed to correctly copy Quest Card No. on Manual Voucher) = \$162.66

2009 Backyard Harvest–Shop the Market Program Balance Sheet |

INCOME	\$6,961
<i>Cash</i>	
Moscow Women’s Giving Circle Grant	\$4000
<i>City of Moscow In-kind Contribution</i>	
Verizon Phone Line	\$744
Electricity	\$81
Booth Space	\$486
Tent	\$1100
Walkie Talkies	\$50
<i>Backyard Harvest In-kind Contribution</i>	
Grant-writing (20hrs @ \$25hr)	\$500
EXPENSES	\$6,826
<i>Cash</i>	
Market Coordinator (270 hrs @\$11hr [inc.tax/ben])	\$2970
Marketing (Posters, Fliers, Vendor Signs)	\$180
Equipment (Phone cords, cord covers, tables etc.)	\$151
USDA Revised Application	\$18
Market Money Stamp	\$46
Lag Fund Deposit	\$500
City of Moscow Inkind Contributions	\$2461
BYH Inkind Contributions	\$500
TOTAL (INCOME–EXPENSES)	\$135

In looking ahead to the 2010 Season three challenges present themselves:

1. Increasing the number of low-income families participating in the market.
2. Minimizing any stigma that might be felt by families using SNAP/EBT benefits
3. Creating earned income opportunities to sustain the program.

Following are a series of proposals to address these challenges. It may not be possible to implement each of these in 2010, but we certainly can explore them as possibilities for the future.

1. Increasing the number of low-income families participating in the market.

One way to achieve this would be to create a monthly incentive program. Several markets have received grants to offer matching funds for SNAP/EBT transactions—ranging from \$25 matches to doubling the benefit dollars. In the case of the New Orleans market, such a match incentive increased the number of their transactions by 600%—with a lasting 300% increase once the incentive program had ended.

To implement a similar program for the Moscow markets we could seek out six local businesses to sponsor a monthly match day for \$250. \$200 will go towards matches of up to \$10/customer with the remaining \$50 donated to *Shop the Market's* General Fund. The sponsor will be acknowledged in advertising for the event, as well as special signage posted on that day. We could also apply for a small Opportunity Fund grant with the Inland Northwest Community Foundation and a Community Grant with Inland Northwest Broadcasting.

2. Minimizing any stigma that might be felt by families using SNAP/EBT benefits

Other markets across the country have implemented a scrip system that is capable of serving any market customer—helping to minimize any stigma individuals might feel using federal assistance benefits. Usually, these scrip systems involve two sets of \$1 and \$5 wooden tokens that have no expiration date. The first set is treated exactly like cash at the market and can be purchased using a credit or debit card, check or cash. These tokens can be marketed as gift certificates, even tourist souvenirs. The second set of tokens are used for SNAP/EBT transactions with all the associated restrictions. All of these transactions occur at the same market booth—seamlessly integrating all different kinds of customers.

Broadening the ways that customers can “Shop the Market” has significant costs associated with it when compared to the system that we currently have in place. The merchant account that needs to be established would level fees for all types of transactions (credit, debit, and EBT) and using printed wooden tokens is at least initially more expensive than paper script.

Despite these costs (which are detailed below), there are also real opportunities to expand the markets customer base and increase sales for vendors. Given this, it seems reasonable to ask vendors to sign a written agreement to accept both kinds of tokens and assess a modest annual surcharge to help cover the merchant account fees for the various transactions. While other markets have instituted a \$1 “donation” for credit card transactions, this actually violates credit card company rules unless it is absolutely voluntary.

3. Creating earned income opportunities to sustain the program.

In addition to modest vendor and customer fees, expanding the Shop the Market program to other farmers markets in Idaho might also create an earned income stream to fund the project. This past season markets in Grangeville, Sandpoint and Lewiston contacted us to learn more about our EBT program. In addition, to answering questions and providing advice, we also created a licensing option for these markets and others to adopt the “Shop the Market” name and logos (see attached). All expressed interest in adopting the program in 2010, which would provide additional income to the Palouse project.

2010 Backyard Harvest–Shop the Market Budget |

INCOME	\$9,861
<i>Cash</i>	\$7400
Remaining Circle Grant Funds 2009	\$135
Moscow Market USDA Grant	\$1750
Unredeemed Scrip 2008–9	\$160
STM Licenses to other Idaho Markets (\$125 each)	\$250
STM Notecards Sale (100 sets @ 10 each)	\$1000
BYH/Co-op Pumpkin Pie Sale	\$700
\$10 Bonus Days Sponsorships (6 @ \$250)	\$1500
5% fee on Credit-Debit Scrip Conversions (\$18,100 sales)	\$905
<i>City of Moscow In-kind Contribution</i>	\$2461
Verizon Phone Line	\$744
Electricity	\$81
Booth Space	\$486
Tent	\$1100
Walkie Talkies	\$50
<i>Backyard Harvest In-kind Contribution</i>	\$1000
Grant-writing (20hrs @ \$25hr)	\$500
Grant-writing (20hrs @ \$25hr)	\$500
EXPENSES	\$11150
Market Coordinator (280 hrs @\$12.30hr [inc.tax/ben])	\$3444
Marketing (Posters, Fliers, Vendor Signs)	\$625
Wooden Token EBT Scrip (2600 \$1 1100 \$5)	\$405
Wooden Token Credit/Debit Scrip (5100 \$1 2600 \$5)	\$720
Merchant Account Fees (\$50 month inc. equipment)	\$300
Chargeback Risk Reserve	\$200
Estimated EBT transaction charges (300 x .15 each)	\$45
Note Card Printing & Envelopes	\$600
Bank, Accounting Fees (Checks, &c.)	\$150
Shop the Market \$10 Bonus Days	\$1200
City of Moscow In-kind Contribution	\$2461
Backyard Harvest In-kind Contribution	\$1000
TOTAL	(\$711)

Local & Regional—

Unfortunately, there are just a handful of local and regional funding opportunities, and several of these discourage applying two years in a row. Following is a list of the possibilities:

2010 Applications |

—**Idaho Community Foundation** | Received \$1500 for Town Orchard in 2008. We submitted an application for \$5000 for Palouse Garden Collaborative in Jan 2010. We will be notified of the outcome in May.

—**Pullman Community Grant** | Will submit an application in Feb 2010 for \$5000 for the Town Orchard. We will be notified of the outcome in June.

—**City of Moscow Grant** | Received \$750 in 2009 for the 2010 season. Will reapply again this fall.

—**Alternative Giving Fair** | Received \$810 in 2009 for the 2010 season. Will participate again next December if possible (there was only space for 20 of the 40 non-profits, so they may ask 2009 participants to wait for 2011).

—**Palouse Cares** | Received \$3500 in 2008 and \$5000 in 2009 for the 2010 season. We will keep up our connections with the Palouse Cares board, but there is not a formal application process per se.

—**Avista Foundation** | Will apply for \$10,000 at the end of January.

—**Albertson Foundation** | Will apply for \$10,000 at the end of January.

2011 Applications |

—**Latah County Community Foundation** | Received \$1500 for Town Orchard in 2008 and \$3000 for the Palouse Garden Collaborative in 2009.

—**Moscow Women's Giving Circle** | Received \$4000 for Shop the Market in 2009.

—**INWCF** | Received \$24,520 for the Palouse Garden Collaborative in 2009.

National—

While we have received national recognition in the past, any of these national opportunities are highly competitive. Most of their inquiry requirements are minimal and we already have several previous proposals to draw from.

—**Ben & Jerry's Foundation** | Will apply for \$10,000 at the end of January.

Partnerships—

Backyard Harvest was approached by several organizations this year to partner on larger grant opportunities. As our programs are tested and prove to be successful, we need to be aware that other institutions will want to capture these innovations for ends that go beyond providing fresh food to families in need. In other words, we should not be afraid to decline funding opportunities that do not fit within our mission, or seem less than equitable with regard to efforts and resources. Having said all of this, here are the organizations that we have partnered with:

Vinegar Flats Low-Income CSA Program—This is an established Community Agriculture Program for low-income families in Spokane. We have partnered with them on a *USDA Community Food System Grant* to create a regional funding source to subsidize CSA shares for low-income families. If successful, this grant would subsidize Soggy Bottom Farm CSA shares.

UI/Northwest Area Foundation Horizons Program—This is an established program to grapple with rural poverty across the inland Northwest. We are currently working on a joint proposal, which would extend our HarvestShare produce stand to outlying communities such as Troy, Bovill, Julietta, Kendrick, and Orofino. This proposal will be brought to the attention of several different funders, including a USBank granting program. If successful, this grant will provide 12 student interns to the Palouse and LC Valley Chapter. These students would not only work directly with the produce stand, but some would be dedicated to our gleaning and growing operations, so that we can provide enough produce to these outlying communities. In addition to the intern, a funding line would be included for a part-time BYH employee to coordinate the market (Marci Miller), as well as funds to cover transportation costs.

1.9 ENTREPRENEURIAL EFFORTS

This past season we worked hard to explore a variety of revenue generating activities that were independent of the income gained from grants and donations. These included:

BYH Farmers Market Booth.

We receive free booth space at the Moscow Farmers Market and Tuesday Grower's Market in exchange for administering the *Shop the Market* program. Our Market Coordinator's time is also partially covered by *Shop the Market* program. She was able to administer this program, while also overseeing sales of the following items:

Item	Price	No. Sold	Total \$	No. Remain
Blooms	\$5-\$18	93	\$557.50	0
Berries	\$2-\$4	102	\$328.00	0
Basil	\$2-\$4	39	\$151.00	0
Boo Pumpkins	\$5-25	7	\$70.00	0
Star Peppers	\$10	6	\$60.00	0
Veggie Earrings	\$15	8	\$120.00	0
BYH Scrabble Pendants	\$15	38	\$570.00	11
BYH T-shirts	\$20	60	\$1,200.00	173
Veggie Hats	\$20	30	\$600.00	38
Baby Bundles	\$35	2	\$70.00	3
Veggie Note Cards	\$10	50	\$500.00	50
Garlands	\$15-20	3	\$55.00	0
Veggie Ornaments	\$5	14	\$70.00	0
TOTAL \$4351.50				

Products | In selecting and creating items for sale at the market, we have focused on products that:

- connect to fresh foods and gardens
- highlight local artisans
- incorporate recycled or upcycled materials
- engage volunteer participation

Here are some initial recommendations for next year:

- Collect sales tax, rather than folding it into the price.
- Increase the amount of berries grown in the 7th Street Market Garden. These are easy to grow, not difficult to harvest and consistently sell-out.
- Stick with only the simplest of flower bundles (tulips, sunflowers, lavender). Mixed bouquets take too long to create and there is significant competition at the markets.
- Design a fruit and floral note card set, to accompany the current veggie designs. These sold very well and the profit ratio is good.
- Seek a volunteer coordinator to expand the Home-grown knits program, expanding the current array of veggie and fruit baby hats to include patterns with floral and bug themes. Again, if we can mobilize volunteer labor, the profit ratio on these is good.
- Expand the number and type of garlands we produce for sale. Last year strings of peppers and dried oranges, laurel and cinnamon sticks sold well and were easy to make.
- Continue with the BYH veggie ornament tradition, with a new design for the holiday market.
- Continue to seek out local artists who would be willing to create products for BYH. We should anticipate less of a profit margin on these items, but it will help support these efforts and extend the creative sensibility of our organization.
- Identify products that we could potentially sell on-line at www.backyardharvest.org. At the moment the veggie notecards and t-shirts are the only items that might translate to an e-commerce format. To develop the e-commerce portion of the website would be approximately \$2400 in fees.

BYH License Fees. Another source of potential income for the organization is licensing fees from the *Shop the Market* program. Markets in Grangeville, Sandpoint, and Lewiston have expressed interest in the program. By sharing the name, logo designs and advice on how to manage the program, we can extend our mission and generate a modest amount of revenue.

Debit/Credit Farmers Market Fees. Another source of income for the organization are the fees received from managing the scrip system for the local markets. Of the 5% charged, 3% will go to the merchant account and 2% to BYH. As volume increases, we can negotiate a better rate with the account company and add the increased remainder to the 2%.

INCOME

CASH	68,360	
2009 Carryover	16,298	
Donations	15,107	
<i>Holiday Mailing</i>	6,000	Anticipated
<i>Shreck Family</i>	500	Anticipated
<i>Feinstein Foundation</i>	257	
<i>Summer Event</i>	2000	Anticipated
<i>Co-op Pie Sale</i>	700	Anticipated
<i>Board Contribution</i>	1,500	Anticipated
<i>DOMA</i>	400	
<i>Other</i>	3,500	Anticipated
Foundations	19,750	
<i>Idaho Community Foundation</i>	3,000	Anticipated
<i>Pullman Community Foundation</i>	4,500	Anticipated
<i>City of Moscow</i>	1,000	Anticipated
Moscow Giving Circle	3,500	Anticipated
<i>USDA Farmers Market Grant</i>	1,750	
<i>WSU Campus Run</i>	1,000	
<i>Avista Foundation</i>	5,000	Anticipated
Market Sales	5,000	
License Revenue	300	
Soggy Bottom Farms	11,000	Anticipated
STM 5% Fees	905	Anticipated
IN-KIND	64,640	
Director (\$25hr @ 1000hr)	25,000	
SB Farm Manager (\$20hr @ 1500hr)	30,000	
Rent & Utilities	7,200	
Internet	360	
Volunteers (\$20hr @ 354hr)	7,080	
TOTAL INCOME	130,945	

EXPENSES	142,445
Salaries & Wages	57,873
<i>Glean/Garden Coordinator</i> (17.87hr @ 20hr wk/50wks)	17,870
<i>Outreach Coordinator</i> (16.78hr @ 20hr wk/30wks)	10,068
<i>Market Coordinator</i> (12.30hr @ 20hr wk/30wks)	7,380
<i>Farm Labor</i>	5,760
Payroll Expenses	2,500
Worker's Comp	2,000
Staff Development	300
In-kind Staff & Volunteers	57,080
In-kind Rent & Utilities	7,200
Accounting Fees	1,750
Liability Insurance	865
Bank Fees	45
Telecommunications	1000
In-kind Internet	360
Fuel/Maintenance	1,000
Auto Insurance	1,152
Postage	300
Marketing/Fundraising	1000
Harvest Share	225
Town Orchard	150
Palouse Garden Collaborative	1,200
Soggy Bottom Farm CSA	3,000
Shop the Market	1,445
Market Booth	1,500
TOTAL (INCOME-EXPENSES)	(10,100)