



**Seacoast
Eat Local**

**Seacoast Eat Local
2015-2016
Annual Report**

Celebrating a Decade of Local Foods Access

A letter from our Founder and Board Chair, Sara-Zoe Patterson



Just over ten years ago, Seacoast Eat Local started with an idea that became our mission. If we could convince more people to buy local food from our community's farmers, we could make a significant positive impact on our community's environmental footprint, economy, and well being.

Ten years later our core mission remains the same, while the scope of our work and the number of people and farmers we connect has expanded and expanded some more. To implement this work with greater effectiveness, Seacoast Eat Local took the bold step of hiring our first full time year round staff members this year, and the result has been our most amazing year yet. Our SNAP program has seen unprecedented use and has expanded its locations, the Winter Farmers' Markets had more diverse offerings, and we launched a long dreamed of program, a mobile market, which will connect even more people to their community's locally grown food.

When I think about all our staff members have accomplished within just their first year, I'm practically giddy with anticipation of all that will be accomplished in the next ten years of Seacoast Eat Local. In addition to all that you've seen, our new staff members (see page 4) are solidifying and expanding community partnerships, fundraising for program expansions to further our mission, and implementing new phases of multi-faceted programs, taking on these important tasks in a way that our dedicated but busy volunteer board and part time staff hadn't been able to.

As part of the community that has made this work happen, this creation of connections between local farmers and community members looking for better food, I hope you will join me in celebrating all that we have accomplished together in these past ten years, while looking forward to the next ten. Here's to our community.

Thank you,
Sara Zoë Patterson

You can ensure the next decade of local foods access in our community

Supporting a vibrant local foods community takes all of us working together towards our common goals. Please consider supporting the work of Seacoast Eat Local by donating your time or by making a financial contribution.

Make your tax-deductible, one-time or recurring financial contribution through our secure website **seacoasteatlocal.org/get-involved/donate**

To learn more about volunteer options, visit us at
seacoasteatlocal.org/get-involved/volunteer



Seacoast Eat Local Board of Directors

Sara Zoë Patterson
Board Chair

Sherri Nixon
Treasurer

Jean Pauly
Secretary

Kristen Deshaies

Kate Donald

Andy Gagon

Robin Schweikart

Theresa Walker

With thanks to our
departing members
this year,

Brendan Cornwell

Celeste Gingras

Josh Jennings

Our Mission

Seacoast Eat Local connects people with sources of locally grown foods and advocates eating locally for the health of our environment, community, culture and economy. Through advocacy, organizing and education, we work toward a sustainable local food system that meets the needs of both producers and consumers.



We believe in eating locally for the health of our environment, community, culture and economy.

Eating locally means more money stays within our community and supports our local economy. Farmers receive a greater proportion of the price paid for their product and are able to support hiring local staff.



Economy

Locally grown food is fresher and more nutritious. Eating high quality, locally produced foods can help consumers in our region increase their intake of fruit and vegetables and decrease their risk of obesity, diabetes, and other diseases.



Health

Farmers' markets are prime locations for communities to flourish. Relationships are established and strengthened between producers and consumers and also citizen to citizen. Markets are often accompanied by local arts and music, increasing cultural expression and engagement.



Culture



Environment

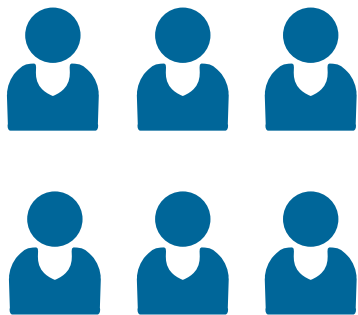
Eating locally supports resilient farming practices and responsible stewardship of local lands and waterways. When you buy local, you give those with open space—farms and pastures—an economic reason to stay open and undeveloped.



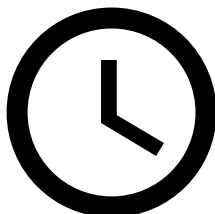
In the 2015-16 Fiscal Year, Seacoast Eat Local expanded its capacity by increasing to 3 FTE and 1 PT staff person.



Additionally, Seacoast Eat Local has supported the development and learning of 6 student interns.



True to our traditions, Seacoast Eat Local remains a volunteer driven organization. Across our programs in the 2015/16 fiscal year, we estimated to have supported 60 volunteers and to have generated 535 hours of service.



Our Staff

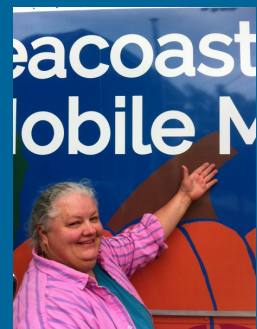
Jillian Hall, Ed.M
Director of Programs



Shelly Smith
Program Coordinator



Celeste Gingras
SMM Coordinator



Meaghan McNeal
SNAP Ambassador



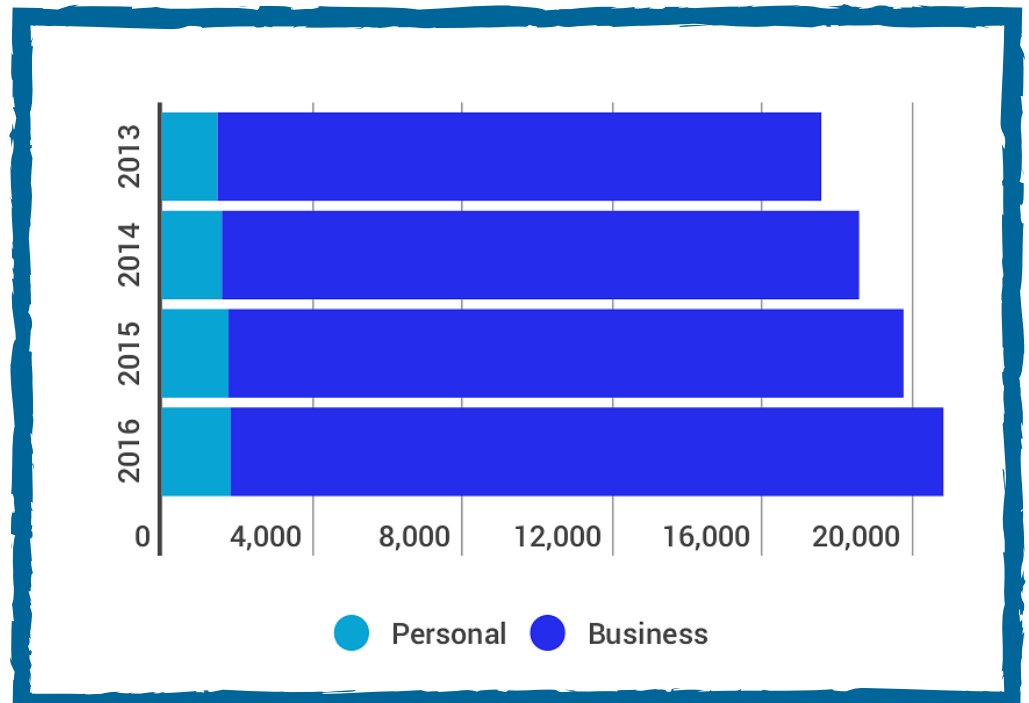
4 consecutive years of growth in personal and business sponsorships

15.2% growth in business sponsorships in 4 years

54

of farms listed in 1st edition vs 10th edition

179



Seacoast Harvest continues to be the leading regional publication of its kind; providing free access to information and advertising for farmers and consumers.

Seacoast Harvest



People attended the February 13 Farmers' Market
2nd highest attendance ever recorded.

of markets in the 2015-16
season with attendance
above 2,000, the best since
2013-14 season.



21 Average number of market vendors
1st Season vs. 9th Season **50**

The Winter Farmers' Market series remains healthy and strong after nearly a decade of operation. Its existence furthers our mission of providing access to fresh local foods for all people, all year long.

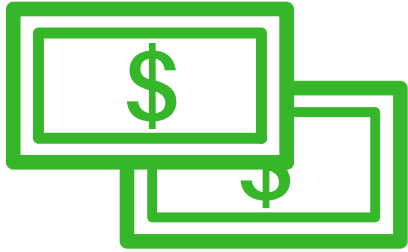
Winter Farmers' Markets



The year in SNAP saw marked growth, with a large increase in overall participation, the number of active EBT acceptance locations and a rise in the average dollar amount of EBT transactions at markets.

EBT customers benefited from programs such as Granite State Market Match, the RCT Incentives study and the ever-popular Close the Gap program.

The success of these programs underscore the importance of strong community partnerships and the need for accessibility to local foods for low-income families.



average EBT
transaction amount
in FY 2015-16

\$14.50

91%



The total increase in SNAP
transactions FY 2015-16
compared to FY 2014-15.

“

My problem was
“How do you start
eating right and what do
you need to buy?” They
showed me what you
need to eat right, like
how do you cook kale
because I didn’t even
know how to cook it
before. So when I go to
the farmer’s market I
feel important because I
wonder who is going to
help me out today.”

Interview with SNAP
Customer, March 2016

Our most rapid area of growth, SNAP participation continues to climb. Success in SNAP programming proves that all people value and seek out fresh local foods, regardless of income.

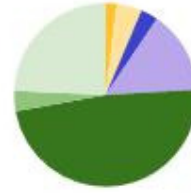
SNAP

FY 2015-16 Revenue Sources



Grants(31.96%) Foundation Support(9.57%)
 Donations(15.93%) Fundraising Events(3.71%)
 Product Sales(3.45%) Sponsorships(13.59%)
 Program Income(21.80%)

Travel/Meetings(1.95%) Contract Services(4.45%)
 Facilities/Equipment(3.05%) Operations(14.63%)
 Payroll(48.05%) Misc. Expenses(3.59%)
 Incentives Reimbursemen...(24.27%)



FY 2015-16 Expenses

In the 2015-16 FY, Seacoast Eat Local launched an organized and successful year-end giving campaign



As our capacity to take on new projects increases, so too does our support from grants and foundations. The 2015-16 FY saw a **53%** increase in support from these sources over FY 2014-15. Foundation and Grant support now makes up **26%** of our overall budget.

Financial Summary



It's an exciting year ahead for Seacoast Eat Local!

Be sure to check out our newest program, SAMM, the **Seacoast Area Mobile Market** at seacoasteatlocal.org/samm.

Our **winter farmers' market series** will enter its tenth anniversary year of operation and will continue to provide access to fresh local foods, all year long to residents of the Seacoast. See the side panel for this season's dates.

SNAP Programming will continue to provide access to local foods for people of all income levels across our region. Be on the lookout for changes to our **Close the Gap** program that will continue to meet community needs while fostering opportunity for healthy behavior change.

See us this
winter:

November 19

December 10

December 3

January 14

December 17

February 11

January 7

March 11

January 28

April 8

February 25

March 25



The Year Ahead

individual donors

Alex Myers
Allison Danner
Amber Fuchs
Amy Elkes
Andre Gagnon
Ann Bliss
Ann Parziale
Audra Murphy
Barbara Broderick
Barbara Sullivan
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Josh Wolf
Judith Evans
Justin Hackett
Karen Bruneau
Katie Smith
Katie Smith

business & organizational support

45 Market Street Bakery
Advanced Nutrition and Energetics
Allagash Brewing
Allergy Associates NH
Applecrest Farm Orchards
Baer's Best Beans
BCM Environmental & Land Law
Bear-Paw Regional Greenways
Berrybog Farm
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Crosser Chiropractic
Darius Frink Farm
DeMerrit Hill Farm
Diary of a Tomato
Dodge's Agway
Durham Agricultural Commission
Earth's Harvest
East Wind Farm
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Exeter Hospital
Farm Credit East ACA
Figtree Kitchen
Frisbie Memorial Hospital
Great Works Regional Land Trust
The Healey Agency
The HERB FARMacy
Heirloom Harvest Project
Herbal Path
Heron Pond Farm
HomeAdvisor
Inkwell Farm
Karimah's Kitchen
Karmic Food
Kelly Orchards
Kittery Community Market
Las Olas, LLC
Libby & Son U-Pick
Little Green Homes
Maine Herb Farm
MEat
Misty Meadows Herbal Center
Morrison's Custom Feeds
New Roots Farm
Newmarket International
NH Farm Bureau Federation
North County Hard Cider
Portsmouth Brewery
Portsmouth Harbor Cruises
PortsmouthNH.com
Rimrack Fish
Rolling Green Nursery
Saddleback Mountain Farm
Seacoast Farms Compost
Seacoast Permaculture Group
Silicon Valley Community Foundation
Slow Food Seacoast
Southeast Land Trust
of New Hampshire
Stages at One Washington
Stout Oak Farm
STREET
Three River Farmers Alliance
Throwback Brewery
Turnip the Beet
TVC Systems
Wake Robin Farm
Wentworth Greenhouses
White Gate Farm
White Heron Tea and Cofee
Winnipesaukee Chocolates
YogaLife Institute
Zach's Farm

seacoasteatlocal.org/get-involved/donate

Thank You

Grant and Foundation Support

Healthy New Hampshire Foundation
Kittyhawk Revocable Trust
New Hampshire Food Bank
New Hampshire Gleans
SATYA, Seacoast Area Teachers of Yoga in Action
Seacoast Women's Giving Circle/ New Hampshire Women's Foundation
Share Our Strength
Taste of the Nation
The Harvard Pilgrim Healthcare Foundation's Healthy Food Fund
The New Hampshire Charitable Foundation
The William Penn Foundation
United States Department of Agriculture
Wholesome Wave



**An overwhelming thank you to
all of our donors listed here, as
well as those who declined to be
listed or made personal
donations anonymously at a
farmers' market, benefit night or
other event.**

**Your support is deeply felt and
greatly appreciated!**

individual donors

Kathy Severson
Keith Tobin
Kelly Dawson
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Kit Wheeler
Kris and Kara Nixon
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As a registered 501(c)3 non-profit organization,
all donations are completely tax-deductible.





Seacoast Eat Local

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