



ANNUAL REPORT 2015



spring 2016

Dear Just Food Supporters,

One night in 1994, in a drab downtown office building, Kathy Lawrence convened representatives from various organizations working in food. She wanted to find a solution to what she saw as two separate but related issues.

Regional farmers were struggling financially and lacked access to markets. And, in a state blessed with agricultural abundance, many New Yorkers still did not have access to fresh, nutritious food. Together we began to craft a vision for uniting what Kathy called a “uniquely elegant set of issues”: agriculture, the environment, hunger, food systems, and social justice.

For two decades, Just Food has worked to rebuild our local food system. We do this by helping New Yorkers to launch and sustain a network of community-driven healthy food sources—including CSAs, community gardens, urban farms, and farmers’ markets; by training them to teach their neighbors growing, cooking, and food preservation skills; and by advocating for a more just food system.

The terms organic, local, and—incredibly—even CSA are being coopted by companies who see dollar signs in the growing number of people concerned with where their food is coming from and how it affects their health. Luckily, the nonprofit and public sectors are also entering the dialogue. Social service agencies, community development corporations, and housing authorities are recognizing the critical role that access to healthy food plays in building not just physical health but community resilience and financial well-being.

Just Food is proud to have been a driving force in the evolution of this conversation in New York City and beyond. As we reflect on these accomplishments, we are also considering the challenges that lie ahead and weighing what role we can and should play in the coming years.

Equity was the underlying theme of our 2015 and 2016 annual conferences. Internally, we have begun a series of conversations around racial and economic equity and how these issues play out in our field and in our own organization. These conversations are challenging and sometimes painful. But we believe that this process will help us build a stronger and more adaptive organization that addresses the needs of the historically marginalized New York City communities with whom we partner. As the conversation around equity and the food system evolves, Just Food intends to be at the forefront.

In health and harvest,



Joan Dye Gussow
Just Food Board Member



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Gregory Anderson, Urban Agriculture Manager

Amy Blankstein, Development Director

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VISION

Just Food believes that a socially just, environmentally sustainable, and healthy food system is essential. We envision a future in which empowered communities lead the charge to improve the health of their neighborhoods and good food is universally accessible. By training and supporting New Yorkers to start community-led projects, we've been advancing this vision since 1995.

MISSION

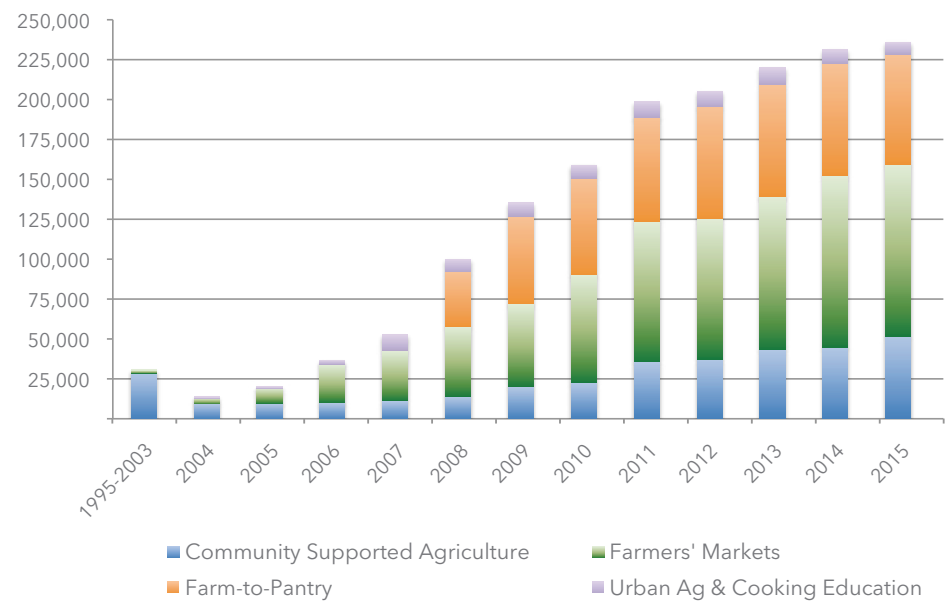
Just Food supports community leaders in their efforts to advocate for and increase access to healthy, locally-grown food, especially in underserved NYC neighborhoods.

We provide training and resources to community members so they can:

- Launch projects like farmers' markets and community supported agriculture (CSA) groups.
- Educate their neighbors in fundamental cooking and urban farming skills.
- Advocate to make their corner of NYC a healthier place to live and eat.

IMPACT

In 2015 alone, Just Food helped nearly a quarter million New Yorkers to access fresh, sustainably-grown food in their own neighborhood.





Just Food Conference 2015

On March 15th, more than 800 advocates, educators, and community leaders attended Just Food's annual conference, which was held in partnership with the Laurie M. Tisch Center for Food, Education & Policy at Teachers College, Columbia University.

Participants chose from an array of sessions on community food projects, equity, food justice, and advocacy. During morning Food Talks, four food movement leaders shared their stories, ideas, and perspectives on food-related topics. Speakers included Yonnette Fleming from Hattie Carthan Herban Farm & Markets, Just Food's own Jasmine Nielsen, Diana Robinson from Food Chain Workers Alliance, and Ben Towill from The Fat Radish. Our keynote speaker, Food First Executive Director Eric Holt-Giménez, spoke about dismantling racism in the food system.



access

Just Food works hand in hand with community leaders to bring fresh, local food to their neighborhoods by providing training and resources to help them launch projects like farmers' markets and community supported agriculture (CSA) groups.

CSA Just Food pioneered the CSA movement in New York City. CSA gives city residents direct access to high quality, fresh produce grown locally by purchasing a "share" of vegetables from a regional farmer. CSA members pay for an entire season of produce upfront. This early bulk payment enables farmers to plan for the season, purchase new seed, make equipment repairs, and pay for other expenses early in the year.

In 1995, the city had just one CSA. Today, Just Food's network of 129 CSAs provides fresh fruits and vegetables to more than 51,000 New Yorkers of all income levels, while ensuring that local farmers thrive.

Just Food works to make CSA accessible through Just Share, an initiative that lowers the price of CSA membership by matching payments made with Supplemental Nutrition Assistance Program (SNAP) benefits (a.k.a food stamps). In 2015, Just Food subsidized CSA shares for nearly 300 New Yorkers.

MARKETS Just Food's network of 27 community-led farmers' markets serve as community hubs and, in 2015, provided 108,000 New Yorkers with access to fresh food grown by urban and regional farmers. Over 70% of purchases at these markets are made using public nutrition benefits.

PANTRIES Just Food's Farm-to-Food Pantry program connects local farms with emergency food providers in order to bring fresh, local produce to food pantries throughout the city. The program is funded by the New York State Department of Health's Hunger Prevention and Nutrition Assistance Program (HPNAP) and is managed in partnership with the United Way of New York City. Each season, Just Food organizes farm trips that allow pantry clients and staff to connect with their farmer, learn about where their vegetables come from, and enjoy a day in the countryside.

In 2015, Just Food partnered with eight regional farmers and 48 emergency food programs in all five boroughs to deliver more than 260,000 pounds of fresh vegetables to the city's most vulnerable residents.



For members of Crown Heights Farm Share, CSA is more than just a way to access fresh, local food from Sang Lee Farms.



Crown Heights Farm Share: More than just a box of veggies



“Come to any pick-up, and you’ll see kids playing in the courtyard, people exchanging recipes. It is much more than a way to get your vegetables.”

Crown Heights Farm Share has created a strong sense of community among its members through bake sales, cooking demonstrations, and other initiatives. The pick-up site is located in the dining hall of Georgia’s Place, a residence for formerly homeless adults. The CSA has worked hard to integrate the residents with the broader community by involving them in the CSA.

“Several years back, the neighborhood was starting to gentrify, and our CSA only had maybe 10 members of color out of almost 200 members. This did not reflect the population of Crown Heights,” says Core Group Member Terri White.

According to Terri, their Ambassador and Affordable Share Program has succeeded in diversifying the population of the CSA and in ensuring that it includes people of all income levels. Crown Heights Farm Share is also one of 14 CSAs that benefits from Just Food’s Just Share program, which provides funds to subsidize the cost of CSA membership.

Crown Heights Farm Share Ambassadors are low-income community members who are either current or prospective members of the CSA. They do outreach in the neighborhood to spread the word about the CSA and its flexible payment options to other low-income Crown Heights residents.

According to Terri, the result was a 65% increase in sign-ups. “We even have a waitlist of close to 100 low-income families who want to join the CSA,” she says.

In return for their outreach work, Ambassadors receive a free or subsidized CSA share.

“Healthy food in this neighborhood can be very, very expensive. It’s hard to find affordable quality produce, and eating healthy becomes a choice,” Ambassador Phoenix Brooks says about options for good food in Crown Heights. “The CSA has exposed my family to vegetables we never would have known about, and I am very vocal about that.”

“The Farm Share has really brought back a sense of community,” Phoenix adds. “You get to know the other members, and the residents of Georgia’s Place, they’re great too. We are losing that as the neighborhood changes, but the CSA helps us focus on the importance of community.”

education

A learner-centered approach to education is the foundation of Just Food's work within New York City communities. Just Food employs popular education methods in its programming, from workshops and cooking demonstrations to one-on-one technical assistance. Through our Training of Trainers series, community educators explore learner-centered teaching and hands-on, participatory learning techniques; gain an understanding of various styles of learning; and have the opportunity to practice planning, designing, and leading effective workshops.

Community educators trained by Just Food use these skills to share their agricultural, culinary, and advocacy expertise with their neighbors and to build the strength of their community-led food projects.

URBAN AGRICULTURE

Just Food empowers New Yorkers to grow food for themselves and their communities. We train community gardeners and urban farmers to teach sustainable growing practices. In 2015, these peer educators led 41 workshops for nearly 500 of their neighbors. Workshops included garden planning and season extension, healthy soils, composting, integrated pest management, and traditional food preservation techniques.

COOKING

Just Food empowers New Yorkers to cook with fresh, local produce. We train community members to teach simple techniques for creating healthy and delicious meals. Once trained, our Community Chefs lead interactive cooking demonstrations that educate and inspire New Yorkers to get into the kitchen.





ADVOCACY TRAINING WITH JUST FOOD

“Whether you’re running a farmers’ market, CSA, school or community garden, urban farm, food pantry, social enterprise, or food cooperative, advocacy skills are important assets to support and advance your project and to change the larger policy landscape in which healthy food is treated as a privilege of a few, instead of a right for all,” says Nadia Johnson, Just Food’s Policy and Advocacy Director.



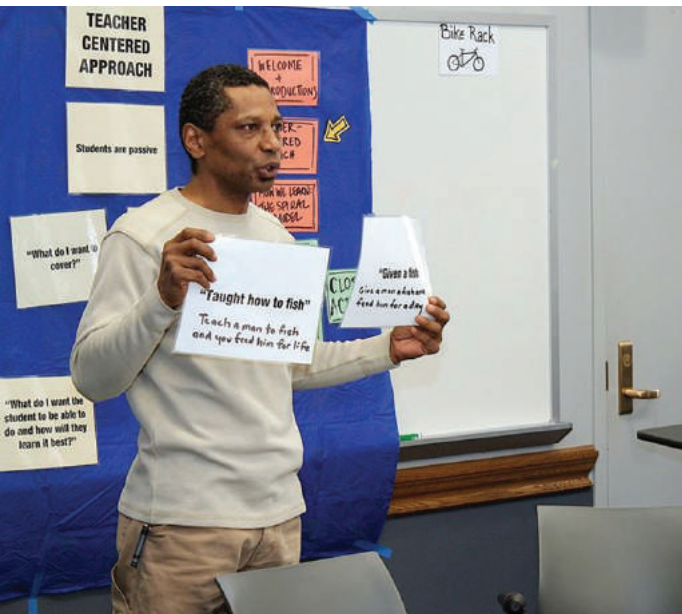
As part of Just Food’s work to support community-led solutions to food inequities in New York City neighborhoods, Just Food offers advocacy workshops and trainings to our network of community food project leaders.



In December, Just Food’s Food Justice Advocacy workshop included community gardeners, farmers’ market managers, and staff from community-based organizations. Participants explored what food justice means to them, inequities in the food system, what advocacy from the bottom-up looks like, and the connections and differences between food security, food justice, and food sovereignty.

Just Food’s learner-centered approach to training means that participants learn from each other, everyone’s experience is shared and respected, and relationships are built. At the end of the workshop, participants left with new information around food justice and the role advocacy plays in the work, tools to integrate this knowledge in their community food projects, and a new network of advocates to share challenges and successes.

ADVOCACY Just Food advocates for a more just and sustainable food system. We lead campaigns, participate in coalitions, work with elected officials and government agencies, and train New Yorkers to advocate on behalf of their communities. Our annual conference draws more than 700 food and social justice advocates.



FEE-FOR-SERVICE Just Food offers training and technical assistance on a fee-for-service basis to a broad range of organizations seeking to increase access to healthy food and to build the leadership and education capacity of community members. In 2015, Just Food provided trainings, urban agriculture workshops, and cooking demonstrations for organizations including the Fortune Society, New York Restoration Project, the New York City Parks Department GreenThumb Program, and Cypress Hills Local Development Corporation.

TRAINING OF TRAINERS Through the Training of Trainers Workshop Series, community educators gain facilitation and leadership skills. This dynamic course explores popular education methods, emphasizing the concepts of learner-centered and hands-on, participatory learning. Participants explore various styles of learning, and practice planning, designing, and leading an effective workshop.

ADVOCACY Just Food's Advocacy Training builds the capacity of community members to lead advocacy and grassroots campaigns on farm and food issues that impact their community. Participants explore social justice and equity issues in the food system, government and food policy, advocacy basics, grassroots campaign strategies, community outreach and organizing, and techniques to facilitate participatory workshops and campaigns.

URBAN AGRICULTURE Just Food's community educators lead workshops on a wide range of urban agriculture topics, including garden planning and season extension, healthy soils, composting, integrated pest management, and traditional food preservation techniques.

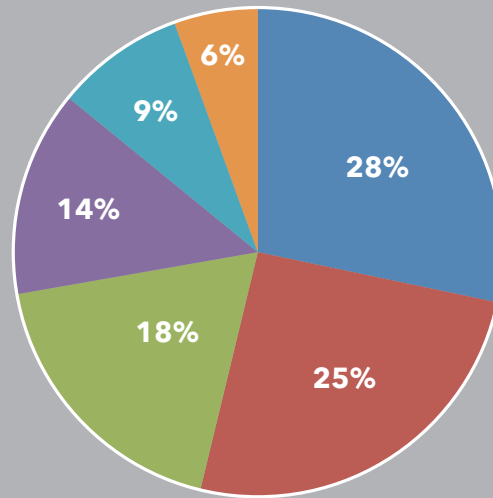
FARMERS' MARKET TRAINING PROGRAM Just Food provides training for community and school groups to help them plan, develop, and launch community-run farmers' markets.

FOOD EDUCATION Just Food provides hands-on training to teach community members how to conduct cooking demonstrations that engage New Yorkers in a dialogue about food; provide simple, healthy recipes; and encourage families to incorporate more fresh, local food into their diets.

financials

Fiscal Year 2015

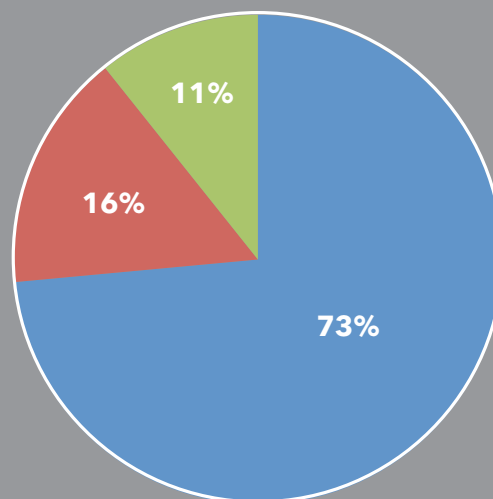
revenue



- Government Grants
\$330,577
- Special Events
\$297,777
- Foundation Grants
\$215,780
- Individual Donations
\$159,433
- Earned Income
\$99,939
- Corporations
\$64,897

TOTAL REVENUE \$1,168,403

expenses



- Program Services
\$873,222
- Fundraising Costs
\$187,157
- Management & General
\$127,276

TOTAL EXPENSES \$1,187,655

The amounts have been taken from the financial statements for the year ended December 31, 2015, which have been audited by Adeptus Partners, LLC, Certified Public Accountants. The latest financial report has been filed with the NYS OAG, Charities Bureau, 120 Broadway, New York, NY 10271. A copy may be obtained from Just Food, 114 West 47th Street, Suite C1-35, New York, NY 10036.

events



Let Us Eat Local On October 5th at the Metropolitan Pavilion, the eighth annual Let Us Eat Local benefit brought 70 of New York City's greatest chefs, breweries, wineries, distilleries, and urban farms together to celebrate Just Food's mission and highlight the region's bounty of local, seasonal food. Participating restaurants included Gramercy Tavern, Blue Hill, ABC Cocina, Riverpark, Telepan, and many other farm-to-table leaders.

Eat Up On November 15th, Board Chair Melissa Kasper Shapiro hosted Eat Up: Elevating Kids' Nutrition at Temple Israel of the City of New York. With the help of Just Food community partners and sponsors, parents and kids gained hands-on experience from seed to plate, learned how to make delicious and nutritious kid-approved meals, and swapped ideas for raising lifelong healthy eaters.

CSA Smackdown Just Food hosted the fourth annual CSA Smackdown, a citywide cooking competition for Just Food's CSA Network, at the Bell House in Brooklyn on January 20, 2016. An all-star panel of judges including Andrea Beaman, nationally recognized TV Host, holistic health counselor, and author; Sawdayah Brownlee of The Youth Farm at the High School for Public Service; Anne Saxelby of Saxelby's Cheesemongers; and Matt Eisenman from WhistlePig Rye Whiskey vetted entries from Yorkville, Katchkie Farm, Grand Street, Sunset Park, and Mid-Island/South Shore CSAs.



\$100,000+

The Durst Organization
 New York State Department of
 Health, Hunger Prevention &
 Nutrition Assistance Program
 USDA Farmers Market
 Promotion Program
 USDA Local Food
 Promotion Program

\$50,000-\$99,999

Fund for Public Health in New York

\$25,000-\$49,999

Helena Durst
 Johnson Family Foundation
 Mental Insight Foundation
 Newman's Own Foundation

\$10,000-\$24,999

The Lily Auchincloss Foundation
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 Charitable Foundation

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 Jessica Contrastano and Joshua Rahn
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Dizzy's Club Coca Cola
Eagle Street Rooftop Farm
Eat Real Food
Eddie Borgo
Eden Foods
Edible Manhattan & Brooklyn
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Einat Admony

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Middleberg Nutrition
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NA! Nature Addicts
Nahmias et Fils
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Northern Spy Food Co.
Nourish Kitchen + Table
Nourish Snacks
Organic Avenue
Organic Valley
Orwasher's
Owl's Brew
Owney's Rum //
The Noble Experiment NYC
Peeled Snacks
Perilla
Perry St.
Poppy's Catering
Port Morris Distillery
prAna
Prime Meats
Print
Provenance Meals
Queens Courage Gin
Raaka Chocolates
Ravines Wine Cellars
Red Hook Winery
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Reserve
Riverpark
Rodale
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Rouge Tomato
Runa
Sakara Life
Sarah Owens
Saxelby Cheesemongers
Schmaltz Brewing Company
Seed Savers Exchange
SerendipiTEA
Shinn Estate Vineyards
Sixpoint Brewery
Small World Food
SmartyPants
Sundays
SWERVE Fitness
Telepan
Ten Speed Press
TERRA Chips
The Brooklyn Kitchen
The Cleaver Co. & The Green Table
The Fat Radish
The Gefilteria
The Shade Store
Uncouth Vermouth
Van Brunt Stillhouse
Vermont Creamery
Victoria Amory & Co.
Vitamix
Warby Parker
Wassail
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Almond
Aloha
Anolon
Araien and Samantha Lotti
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Aureole
Back Forty West
Back to the Roots
Bare Snacks
BD Hotels
Bedell Cellars
Beth's Farm Kitchen
Black Tree BK
Bloomer Creek Vineyard
BLT Restaurants
Blue Hill
Blue Island Oyster Company
Blue Marble Organic Ice Cream
Blue Water Grill
BluePrint
Bobbi Brown
Bread Alone
Bret Sanford-Chung
Breuckelen Distilling
Brewery Ommegang
Brooklyn Boulders
Brooklyn Brew Shop
Brooklyn Brewery
Brooklyn Roasting Company
Brooklyn Winery
Butter
Butter & Scotch
Campbell Cheese & Grocery
Candle 79
Casa Mono
Cathy Erway
Catskill Provisions
Caveman Cookies
Channing Daughters Winery
Charlie Palmer Steakhouse
Cheese Grotto
City Row
Clean Plates
Cliffton Dry
Common Good
Cosme
Creatures of Comfort
Crock & Jar
Crown Finish Caves
Crown Maple
Crunch
Da Silvano
David Beahm Experiences
David Cohen
Dayle Breault-Hagag, Goddess of Skin
dell'anima

El Colmado Butchery
EMILY
Eminence Road Farm Winery
Equal Exchange
ESCA
Exhibit C.
Exo
Fat Witch Bakery
Fire Roasted Catering
Fishkill Farms
Fleishers Craft Butchery
Food Matters NYC
Food52
FOODMatch
Founders Entertainment
Four & Twenty Blackbirds
Four Sigma Foods
Fox Run Vineyards
Franny's Restaurant
Fred's at Barneys
Fresh Hamptons
Fruit Bliss
GoMacro
Gramercy Tavern
Grand Army
Grand Banks
Grazin' Angus
Great Performances
Greenpoint Trading Co.
Gurney's Montauk
Hail Merry
Hamptons Brine
Haven's Kitchen
Hawthorne Valley
Hermann J. Wiemer Vineyard
Hill Country Barbecue Market
Hot Bread Kitchen
Hu Kitchen
Hundred Acres
Il Buco Alimentari & Vineria
Ileana Makri
In Pursuit of Tea
Ishta Yoga
Island Creek Oysters
Jimmy's No. 43
Juice Press
June De Young
Justin's
KelSo Beer Company
KGBody
Kings County Distillery
Kombucha Brooklyn
L&W Oyster Co.
La Mer
Lady & Butler
L'Apicio
Little Park
Louisa Shafia
Lucy's Whey
Macari Vineyards
Mamma Chia
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Mas (Farmhouse) / Almanac
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 Brandee Ellis
 Candice Ellison
 Sara Eltinay
 Janelle Eradiri
 Sue Fawver
 Alexandra Feathers
 Alessandra Fiorenza
 Anna Flinchbaugh
 Antonio Fong
 Pisces Garnett
 Leonora Gerardi
 Marissa Gery
 Ribka Getachew
 Cassandra Gonzalez

Jacqueline Grant
 Merrily Grashin
 Jane Greenlaw
 Abby Grosslein
 Karolina Gumpert
 Shella Hair
 Mary Lynn Halland
 Shomari Harris
 Casey Harron
 Vivienne Hay
 Michaela Hayes
 Debra Herlica
 Sasha Hodson
 Jason Hoelzel
 Nicole Hudson
 Sara Hussein
 Diane Ives
 Derika Jaffe
 Erin Johnson
 Joan Jolly
 Felicia Jones
 Leatrice Jones
 Matt Kane
 Goldalee Katsanis Semel
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 Kay Loftus
 Lauren Loor
 Jennifer Lu
 Anna Mageras
 Alison Mahoney
 Lauren Mamuszka
 Lauren Margolis
 Lisa Marut
 Mireille Massac
 Korissa Matta

volunteers

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 Mandy Maxwell
 Susan McCormick
 Charles McCoy
 Susan McDermott
 Amanda McEnery
 Camille McGirt
 Kelly McGlinchey
 Ian McHugh
 Stephanie McKissick
 Katherine Miao
 Elena Minton
 Emilie Miyauchi
 Tamanna Mohapatra
 Bea Mora
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 William Nicholson
 Kathleen O'Brien
 Rachelle Ocampo
 Lisa Park
 Cheryl Paswater
 Shephali Patel
 Chantal Phaire
 Christy Piper
 Christina Poopatana
 Jen Potocnik
 Ariel C. Powell
 Anandi Premllal
 Ruth Raisman
 Stephanie Reeder
 Melissa Rendon
 Dave Riddell
 SueAnne Robinson
 Devon Roeshot
 Kate Rosenblatt
 Kate Rosenblum

Iraina Rosenthal-Tawil
 Claire Ryan
 Fadhylla Saballos
 Linda Saffioti
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 Carla Schaeffer
 Luisa Chitolina Schetinger
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