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building a stronger community together



**Coppell Sustainable Food Organization
October 1, 2016 – September 30, 2017
Annual Report**

MISSION

Coppell Sustainable Food Organization (CSFO)

A non-profit organization that provides community gardens, a farmers market and education... Dedicated volunteers cultivate a healthy community by growing and donating organic produce to those in need, providing a market for locally grown food, and teaching sustainable practices.

Coppell Community Garden (CCG)

To create a community setting for volunteers to learn and practice organic gardening methods and grow fresh nutritious produce which is donated to those in need.

Coppell Farmers Market (CFM)

To form a relationship with local growers/producers in order to provide fresh, seasonal produce and agricultural products for our community while fostering a sense of place in Old Town Coppell Market

FY 2017 Board

NAME	POSITION	NAME	POSITION
Peter Lecca	Past President	Helen Duran	CISD Representative
Peggy Rosson	President	Ex officio members:	
Bert Tindall	Vice President	Molly Bujanda	City Liaison
Lynne Messina	Secretary/Records	CFM Manager	Amanda Austin
Lynell Huffmaster	Treasurer/Finance	Youth Involvement Volunteers:	
Noralee Snider	Farmers Market Representative	Maurya Atluri	Coppell High School
Julia Daly	Member at Large	Sahana Rao	Coppell High School
Trudy White	Community Garden Chair		

BOARD

- Our advisory board continues to function smoothly. We conduct regularly scheduled meetings, maintain records and have functioning committees reporting at each board meeting.
- The annual Coppell Community Garden Scholarship has been awarded to two graduating seniors one from Coppell High School (Erin Crumpler) and one from New Tech High School (Brittney Deckard). These were presented by the board president at the Senior Awards Assemblies in May, 2017.
- A successful Harvest Dinner was held in the fall to acknowledge and thank all volunteers from the community gardens and the Farmers' Market. President Peter Lecca reported on the state of the organization and introduced board members.
- A third community garden continues to grow with progress ahead of the scheduled phases. A greenhouse was recently approved and will be completed in spring, 2018.
- We continue to expand and nurture partnerships with Coppell Schools. Thirteen schools currently have school gardens and five schools have contracted with "Real School Gardens" to complete teacher trainings in outdoor learning techniques.
- One youth member of the board will graduate in May and will be replaced in January. The second youth member will serve a second term on the board.
- Our annual "State of the Organization" informational update was presented to the City Council on October 10. Presenters included President Peggy Rosson, Market Manager Amanda Austin, Garden Chair Trudy White and City Liaison Molly Bujanda.
- Our organization by-laws were carefully reviewed and amended this year.

GARDENS

- It has been another very successful year at both of the gardens and we added a third garden, called Old Town Coppell Garden. Our third garden resulted from the initial efforts of Bert Tindall, Earl Rogers, and Scott Warrington. Chris Hanson and many others participated in the final planning and build process.

- Our production continues to be very good and our volunteer base continues to expand with local youth and Scout projects. This year, the Young Men’s Service League and the National Charity League are groups of parents and high school students that began regularly volunteering at the gardens.

	Oct 2016 - Sept 2017	Oct 2015 - Sept 2016
Donated Pounds	13,231	13,094
Volunteer Hours	11,300	7,411

- We continue to be a Partner Garden with North Texas Food Bank by donating most of our produce to the Metrocrest Services Food Pantry.
- We had a total of 117 volunteer gardeners and their families working 147 plots, plus a perennial garden, SmartScape beds, orchards, potager and blackberry patches.

Garden	Location	# Plots	# Gardeners	Garden Manager
Helping Hands	255 Parkway Blvd (next to Town Center)	43	40	Diane Lowe
Ground Delivery	450 S. Denton Tap (next to Post Office)	77	53	Bert Tindall
Old Town Coppell	345 W. Bethel Road (next to Senior Center)	27	24	Chris Hanson
	Total	147	117	

- The board allocated \$15,000 for implementation of a third garden location adjacent to the Coppell Senior and Community Center. The name, Old Town Coppell Garden, was chosen and site preparation finished in February. Planting began in the same month. Fifteen plots and a shed were built for this initial phase; twelve plots have since been added and eight are planned before the end of 2017. The Rotary Club, Darling Homes and John D. Blacker, P.E. contributed to the building of the pergola on a concrete foundation. A Boy Scout built a picnic table with benches and flower boxes for the garden entrance. Interest is high and our new gardeners are excited about being there. Long term projections include adding pollinator/butterfly plants to the flower boxes, orchard, greenhouse and a final total of 60 plots. Funding for future phases will be sought and Scout projects will be directed to the completion of more plots.

- On September 27, the CSFO Board voted to allocate \$50,000 to the construction of a greenhouse proposed by Bert Tindall and Chris Hanson. The remaining \$6,000 needed for this project will be sought through donations or fundraisers.
- The annual plant sale was held at the Farmers Market, Earth Fest, and the gardens. Tomato, peppers, and eggplant transplants were grown by Helping Hands and Ground Delivery gardeners. The plant sale netted the biggest income over previous years. The Garden Facebook page and the app Next Door were used to advertise the sales.
- Gardens continue to be productive year-round, as gardeners learn how to plant winter tolerant vegetables. A new adoption process was tested last winter at Ground Delivery Garden whereby a plot not being planted was adopted for the winter and made productive with winter crops. This process is being expanded to more plots this winter.
- The gardens continue to be a popular tour location for local citizens and community groups. Over 100 children, parents and teachers from four preschool classes at First United Methodist Church's visited the Ground Delivery Garden to learn about gardening and our mission.
- Drip irrigation was expanded to more plots at the Ground Delivery garden. Plans are being made add drip to some plots at Old Town Garden in 2018.
- The garden website content was updated and the website maintenance was transitioned to a new vendor, Blue Steel in August.
- We have 411 Facebook likes and 399 followers. We now have a volunteer photographer to keep our photos on Facebook more current. Our Facebook page and the Next Door app were used to solicit bags of brown leaves and fresh green grass clippings for the compost piles.
- Our Instagram account has 128 followers.
- Encouraged and received donations from gardeners' employers who participate in employer matching programs and employee directed grants to help the local community.
- Trudy White created responsibility/information lists for the Garden Manager/Leader position as well as the Garden Chair position. These lists were distributed and saved to the Google Drive for reference
- The Adopt-a-Plot agreement was updated to adjust to our changing needs.

- The favorite fruit/vegetable list for Metrocrest clients was updated by Metrocrest Services staff and then reorganized alphabetically.
- Pure Products in Plano gave the gardens a very large donation of bagged garden materials that were unclaimed by a customer and which we stored at the Service Center. Latte Da Dairy donates and delivers goat manure that is incorporated into compost piles and used as a cover dressing on plots to maintain moisture, nourish the soil and retard weed growth. Expired produce from Market Street and Natural Grocers and coffee grounds from Liberation Coffee and George's Coffee and Provisions is collected and incorporated into compost piles.

FARMERS MARKET

Market Details:

- The first Market Manager, Amanda Austin, was hired in December 2015. As a farmer, speaker and natural teacher, she has brought a new dimension to our market.
- The pavilion and surrounding space continues to be family destination place on Saturday mornings.
- Traffic at the remains constant at approximately 2000 customers per Saturday. Our last market count in July 2017 was near 1800.
- 41 regular vendors are at the market, the break down is about 50/50 farmers & ranchers/artisan food producers. Shoppers can find nearly all grocery store items at the CFM.
- The Vendor Approval Sub-committee continues to effectively screen applicants so that the market remains true to its mission with a focus on supporting local farmers & producers while providing a sense of place in Old Town Coppell.
- Applications to our market remain high - we have received over 40 applications to be a vendor at the market in 2017 plus many other inquiries both at the market and with the city. We maintain an active waiting list that we pull from if an opening occurs.

- Site visits continue as a means of maintaining the integrity of the market and we continue to work with vendors for disclosure & transparency on the origin of all products sold at the market. Products are grown or produced by the vendor within 150 miles of the market with few exceptions.
- 16 active volunteers on the CFM committee that volunteer over 1800 hours annually.
- Started accepting the Lone Star Card via SNAP program at the market in August 2011 and have seen a steady increase each Saturday in the number of users. This enables customers of all income levels to enjoy the benefits of fresh, local food. The market has a SNAP token program where SNAP customers receive \$10 in free tokens on their return visit to the market.

Market Activities/Events

- National Farmers Market week Panel Discussion with vendors & consumers highlighting the importance of farmers markets.
- Hosted our 7th Annual Farm to Table fundraiser dinner on October 14 to celebrate local foods donated by our vendors and prepared by local chefs. Over \$4,000 was raised that will go towards sustaining the Lone Star card \$10 free token program at the market as well as promotion of the market.
- Continued our Market to Kitchen chef demo's at the market. Hosted 4 free demo's from June – Sept with different local chefs each month preparing recipes using fresh, local products, most of which were from the market. Had over 50 attendees at each demo and they were all very well received
- Hosting a “Kid Day” at the market on Oct 21. Will have kid-oriented activities that aim to teach the significance of food and farming.
- Started the Education Garden in 2016 that features a raised bed garden growing vegetables for hands-on learning. Educational classes for kids are held every Saturday at 10:30 am. A new education volunteer contributes unique experience and hands-on activities at least two classes per month.

- Continued with our annual “Vendor Appreciation Day” in June where the committee members baked breakfast items for vendors and hand delivered to them at their booths
- Had a booth at Coppell’s Earth Day in April
- Market Manager attended the Texas Organic Farmers and Gardeners Association (TOFGA) and Farm and Ranch Freedom Alliance (FARFA) Food and Leadership Conferences.
- Continue working on our strategic action plan to ensure the sustainability of the market.

Market in the Community

- Began new community program via social media where citizens and vendors post photographs of their unique experiences with our farmers market.
- Began working with teen volunteers who assist with market clean up, distributing water to vendors and customers on hot days, customer counts, and social media posts.
- Provide free booth space to local non-profit organizations
- Market Manager actively participated with the CISD School Health Advisory Committee’s nutrition and garden group
- Partnered with the Gardens by providing free booth space for their annual fundraising plant sale in the spring.
- Part of the Living Well in Coppell movement and help support their annual initiatives
- Member of the Coppell Chamber of Commerce

- Partnered with Old Town Coppell and the Coppell Historical Society to host Pioneer Day.

Market Publicity

- Website is updated weekly.
- Active social media accounts used for paid advertising with more than 7,000 followers on Facebook and more than 1,500 followers on Instagram.
- Positive publicity for Coppell is generated in the Metroplex due to the excellent reputation of the market and the continued good relationship with the Citizens' Advocate and Dallas Morning News.
- Named DFW's 'best farmers market' by Dallas Morning News.
- Recognized nationally by the Farmers Market Coalition. The group recognized our panel discussion event as a positive example for other markets.
- Named number 101 best farmers market in America by the Daily Meal.
- Publicity keeps the market strong with weekly email updates sent to over 5000 people, weekly articles in the Citizens' Advocate written by our marketing manager and occasional articles/pictures in other local papers.
- Advertise in Edible Dallas
- Active CFM Facebook page with frequent postings and over 6,095 fans, a Twitter account with 1063 followers and CFM Blog.
- Member of Go Texan, Local Harvest, Farmers Market Coalition, and are a Certified Farmers Market

Annual Report Submitted by:

s/ Peggy Rosson

Peggy Rosson, President, Coppell Sustainable Food Organization

October 20, 2017