



Growing Our Vision for the Future

2016-17 Annual Report





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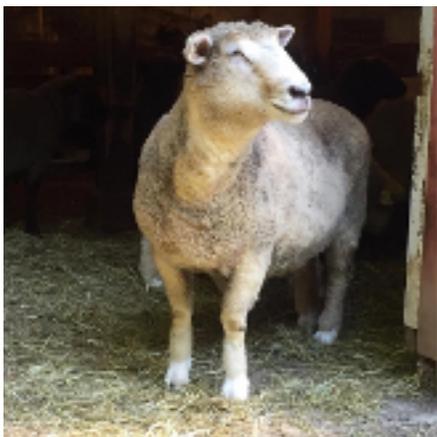
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Message from the Board



Every season contains so much promise, and so many challenges. In years like the 2016 growing season, when the wide spread drought affected all of our community's growers and food producers, Seacoast Eat Local provided a reliable and rewarding link between food producers and consumers, while reflecting on and making plans for how we can support farmers when more challenges arise. Growing conditions in 2017 have improved, and Seacoast Eat Local continues to operate programs providing this critical link, strengthening the resiliency of our communities, farmers, and food producers.

We've spent this past year assessing our strengths and determining where and how

Seacoast Eat Local can best serve our community in the years to come. In our strategic planning work, we've strengthened our commitment to our community's farmers as we work together to support business viability. We're also focusing on the backbone of Seacoast Eat Local itself, ensuring that our systems are efficient and effective in providing services to you, the customers that support our community's farmers. We will need the support of individuals, businesses, organizations, and charitable foundations to continue this important work. We look forward to sharing our strategic plan with you and are eager for the conversation we hope it inspires.

*Sara-Zoe Patterson, Board Chair
and Theresa Walker, Vice Chair*

"So many great people have been part of the growth of Seacoast Eat Local"

It's hard to remember what our local food system looked like before 2006, because it has come so far so fast, through the work and efforts of so many. At the time, the online social media world was just getting started with blogs, providing a great means for more people to connect over shared interests and activism.

2006: FOUNDING

A small group of farmers and consumers set out to convince more people in our community to eat locally grown foods. Our first all-volunteer efforts were Eat Local Challenges (which were decidedly harder then!) and the early version of what would become Seacoast Harvest, listing only 50 farms (today that number is almost 200). In our second year we added the first of our region's Winter Farmers Markets.

2011: NON-PROFIT STATUS

Five years into our grassroots effort, it became clear that in order to tackle the bigger challenges our

community was facing, in particular including people of all incomes in the local food movement, we needed to formalize our work and become a non-profit organization. Generous donations of time and expertise enabled us to be awarded 501c(3) status in February 2012.

2015: BECOMING A STAFFED ORGANIZATION

With programs running and making a difference for farmers and community members, we were quickly outgrowing the capacity of our volunteer board members and temporary stipend support. So many great people have been part of this growth for Seacoast Eat Local, and helped make it possible to hire full-time staff enabling a future as a reliable organization.

2017 : A STRATEGIC PLAN IS FORMED

Unbounded opportunity and enthusiasm, capacity challenges, and a ten year anniversary all add up to good timing for reflection, self-assessment, and planning. For the past year, we've been working on our Strategic Vision (see page 12), and work plan to focus our efforts for the next three years. We've got a lot on our plates: internal

Our History



infrastructure to build, research to determine the most effective ways to support farmers, and much more.

Seacoast Harvest



PROGRAM MISSION

In our hallmark annual publication, Seacoast Harvest, our mission is to provide the information and resources necessary for consumers to access sources of local foods all year long in a variety of ways. Readers of this publication can find a listing of CSA programs, farm stands, farmers markets, food pantries accepting and giving fresh local foods, and food businesses that source locally produced food items. Seacoast Harvest is truly unique in being the most comprehensive, up to date and accurate listing of local foods available across the Seacoast. Seacoast Eat Local is dedicated to maintaining this publication as a free resource for all producers and consumers across our region.

PROGRAM STATS

Edition: 11

Print Copies: 8,000

Online Page Views: 50,000+

Printing Company: RC Brayshaw of Werner, NH

Volunteering: Help complete listings November through January or distribute print copies in June and July.

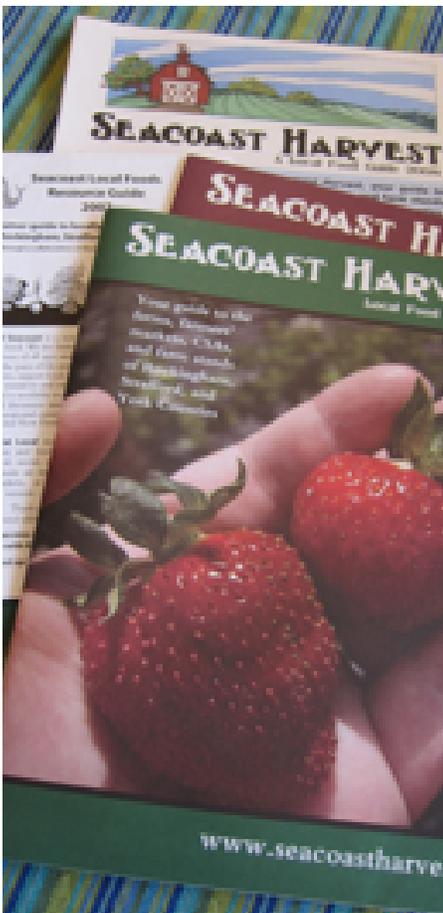
Support: Majority funding through personal donations and business sponsorships.

Highlight: In 2017, the Seacoast Harvest committee began a comprehensive review of the distribution plan for Seacoast Harvest to best take advantage of high traffic areas and shared audiences.

FUTURE VISION

Seacoast Eat Local envisions a future where all people have access to information about fresh local foods, wherever they are in the Seacoast. This includes an updated, user-friendly search page and a 2021 vision for a Seacoast Harvest app.

Access to the information and resources to eat locally, all year long





Winter Farmers' Market Series

PROGRAM MISSION

Through our winter farmers' market series, Seacoast Eat Local seeks to extend the revenue season for local farmers and complete the circle of local foods availability for consumers. Through quality management and economic development opportunities for small farms, a whole diet of local foods really can be available all year long.

Completing the circle of local foods availability for consumers

PROGRAM STATS

- Years in Operation:** 10
- Number of Markets:** 12
- Locations:** Exeter & Rollinsford
- Avg. Attendance:** 1,355
- Volunteering:** Needed at each winter market, sign up online or through our newsletter
- Support:** Personal donations and business sponsorships
- Highlight:** In February 2017, the market series had its most successful CSA Days program to date, with over 30 people signing up for a CSA at the market.

FUTURE VISION

Seacoast Eat Local envisions a future with increased opportunities for emerging local farms to access our market system. Seacoast Eat Local continues to seek out new ways of growing the customer base of market shoppers through strategic community partnerships and increased targeted outreach in collaboration with market vendors. A diversified financial support plan is also needed for a sustainability future.

SNAP Services



PROGRAM STATS

Years offering service: 6

SNAP acceptance sites: 12

Unique SNAP customers: 720

FINI incentives redeemed:
\$30,302

Vendors benefiting: 96

Volunteering: Needed year-round for distributing flyers in communities and to partner organizations, as well as to support staffing at markets.

Support: Personal donations, business sponsorships, and grants.

Highlight: SNAP incentives inspire healthy eating in favorite market regular, Tony K..(pictured), who lives in Berwick and bikes to all Seacoast markets!

FUTURE VISION

Seacoast Eat Local aims to increase SNAP and Granite State Market Match acceptance at farmers' market and farm stands across the Seacoast Region by empowering and training markets to operate SNAP acceptance services with technical assistance and support from Seacoast Eat Local and the NH Nutrition Incentive Network.

PROGRAM MISSION

More than 5 years ago now, Seacoast Eat Local answered the call to begin providing a sorely missing service to local residents of the Seacoast: introducing SNAP acceptance services at farmers' markets. This program allows SNAP (Supplemental Nutrition Assistance Program) recipients to use their benefits at farmers' markets; increasing access to fresh local foods for low income residents while also boosting revenues for local farmers. We believe that all people deserve the same access to fresh, local foods.



All people deserve the same access to fresh, local foods, regardless of income



S.A.M.M.: Seacoast Area Mobile Market



Spreading services to populations with reduced access to fresh, local foods

PROGRAM MISSION

The mission of S.A.M.M. is to provide access to local foods in communities within our service region that experience reduced access.

PROGRAM STATS

Supplying Farms: 27

Ears of Corn Sold: 662

Volunteering: Volunteers needed during operating season June-October.

Support: S.A.M.M. operates under a 3 year grant from the Harvard Pilgrim Healthcare Foundation and is grateful for personal contributions.

Highlight: S.A.M.M. met its operating and financial goals, grossing over \$6,000 across 9 stops in 6 towns.

FUTURE VISION

S.A.M.M. will spread access to fresh local foods and serve as an ambassador program of Seacoast Eat Local's services across our region. S.A.M.M. will serve as a 'ladder program' for communities as they increase awareness and consumption of local products, paving the way for a successful farmers' market and increasing revenue for local producers along the way.





Our Volunteers

VOLUNTEER WITH US

Seacoast Eat Local welcomes volunteer support on an on-going basis. Each season and each program has volunteer needs that are compatible with a variety of schedules, commitments, skills, interests and ages.

To learn more about opportunities to volunteer with our organization please contact our staff. Winter Farmers' Market volunteers have the ability to sign up for market shifts directly from our e-mail newsletter.

Seacoast Eat Local also prides itself as an organization dedicated to providing quality educational experiences. Over the course of a typical year, SEL is a regular host to high school and college interns and also collaborates with individuals conducting advanced research and degrees. We welcome student inquiries in participating in our work and mission. and are often able to grant credit.

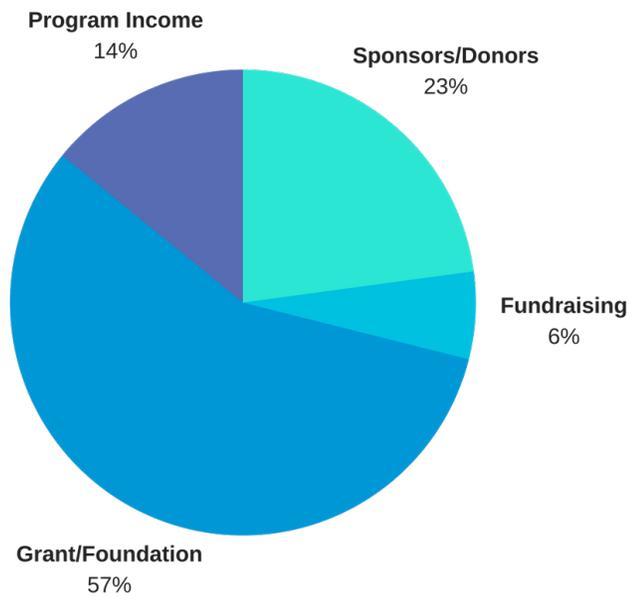
OPPORTUNITIES

- Winter Farmers' Markets
- Gleaning
- SAMM
- Board/Committee Members
- Internships

DIG DEEPER

Looking to expand your volunteer experience to include serving on a committee with Seacoast Eat Local? We are always interested in meeting dynamic and motivated community members drawn to the mission of connecting more people with more local food.



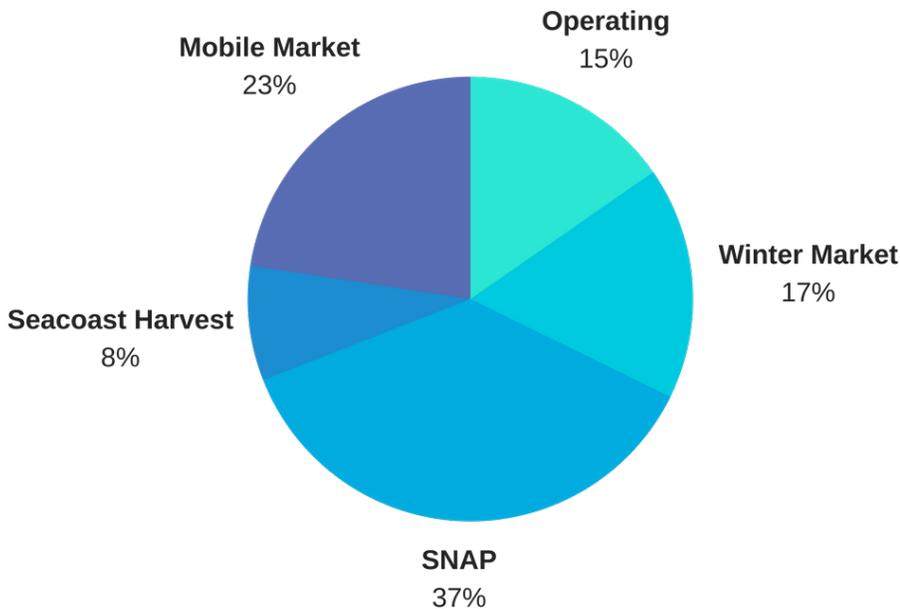


Financial Report

2016-17 FINANCIAL INFORMATION FOR SEACOAST EAT LOCAL

Income Category	% of Total
Sponsorships/Donations	22.4%
Grants/Foundation Gifts	57.3%
Fundraising	6.1%
Program Income	14.2%

Expenses by Program Area	% of Total
Operating Funds	15.4%
Winter Farmers' Markets	16.5%
SNAP Programs	37%
Seacoast Harvest	8.4%
Mobile Market	22.7%





Seacoast Eat Local Strategic Framework

VISION

The Seacoast Region will have a vibrant and diverse community of thriving, sustainable local farms, farm-friendly communities and an expanding circle of passionate consumers who eat locally-grown food all year long.

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 programs, advocacy and education, we work toward a thriving local food system that improves the profitability and sustainability of local farmers and is accessible to all.

STRATEGY:

Stimulate passion, commitment and demand for locally grown food

STRATEGY:

Increase and promote diverse options to access locally grown food

STRATEGY:

Mobilize support for local farmers

Seacoast Eat Local pursues these strategies through the following programs:

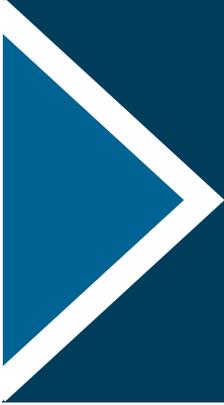
- **Seacoast Harvest Publication** to provide information and resources necessary for consumers to access local foods all year long in a variety of ways
- **Winter Farmers' Markets** to extend the revenue season for local farmers and create a complete circle of local food availability for consumers
- **SNAP/EBT Program** to increase access to local food among SNAP/EBT benefit recipients
- **Seacoast Area Mobile Market (SAMM)** program to reach those parts of the region that are underserved and where local food access is limited
- **Serve as a Resource** for local food information and education
- **Other efforts** to respond to the evolving needs of our local food system

Core Values

- We believe it is important to have thriving local farms and local farmers.
- We are committed to making local food accessible to people of all income levels.
- We believe there is a value in having personal connections between the people who produce, distribute and eat local food.
- We are committed to fostering a healthy and sustainable natural environment.
- We believe that it is prudent for a region to have a local food infrastructure that makes it possible for a region to feed itself.

Principles that Guide How We Function as an Organization

- We use our resources and invest in strategies that are likely to be successful.
- As an organization we strive to be flexible, nimble and responsive to gaps and emerging needs.
- We are committed to quality in everything we do.
- We strive to focus on what we are for, not what we are against.
- We nurture an organizational culture that is creative, energizing, flexible and fun.



Business, Organizational and Grant Support

Allagash Brewing Company

Allergy Associates NH

Amadeus Hospitality

Applecrest Farm Orchards

Applied Geosolutions

Baer's Best Beans

Bank of New Hampshire

Barker's Farm

BCM Environmental & Land Law

Bear-Paw Regional Greenways

Black Trumpet

Blue Moon Evolution

Brandmoore Farm

Brookford Farm

Butternut Farm LLC

Cafe Services, Inc

CLIPPERS Farm to School Program

Coppal House Farm

Crosser Chiropractic

DeMeritt Hill Farm

Diary of a Tomato

Dodge's Agway

East Wind Farm

Emery Farm Market and Cafe

Exeter Hospital

Farm Credit East, ACA

Fat Peach Farm

Figtree Kitchen

Forty Five Market Street Bakery

Frisbie Memorial Hospital

Garens Greens, LLC at Riverside Farm

Great Works Regional Land Trust

Harvard Pilgrim Healthcare, Healthy
Food Fund

Heirloom Harvest Project

Heron Pond Farm

HNH Foundation

Karimah's Kitchen Lebanese Cuisine

Karmic Food

Kennebunk Savings Bank

Kittery Community Market

Las Olas, LLC

Lows' Farm

Marco Rubber and Plastic

McDougal Orchards, LLC

Measured Progress

Misty Meadows Herbal Center

NH Dept of Agriculture

NH Farm Bureau Federation

North Country Hard Cider

Revision Energy

Riverside Farm Stand

Riverslea Farm

Rockingham County Conservation
District

Rolling Green Nursery

Sanford Farmers Market

Seacoast Permaculture Group

SELT - Southeast Land Trust of New
Hampshire

Short Creek Farm

Slow Food Seacoast

Spiller Farm

Stout Oak Farm

Strafford County Conservation District
STREET

Thomas W Haas Fund of the New
Hampshire Charitable Foundation

Throwback Brewery

Town of Durham

Town of Farmington (Conservation
Commission)

Turnip the Beet

TVC Systems

Vida Cantina

Waddell and Reed Financial Advising

Wake Robin Farm

Well Sense Health Plan

Wentworth Greenhouses

White Gate Farm

White Heron Tea & Coffee

Winnepesaukee Chocolates

YogaLife Institute

YourCause LLC

Zach's Farm

ZipSprout.com

Individual Donors

Erin Allgood
Nellie Ambrose
Barbara Arkwell
Dawn Barker
Nancy Bassett
Karen Batchelder
Jonathan Blakeslee
John Blowen
Dina Bock
Barbara Broderick
Laura Brown
Lynda Brushett
Lisa Burk-McCoy
Joanne Burke
Theresa Carey
John and Diana Carroll
Joanne and Ray Celentano
Bailey Chauner
Kelly Cioe
Hilary Clark
Janet Cody
Carl Coerdts and Constance Parsons
Cynthia Colvin
Sandy and Bruce Cornwell
Mrs. Culbert
Romeo Danais
Kelly Dawson
Karen Dearborn
Hank and Louise Deshaies
Kristen Deshaies & Toby Ferdyn
Anne Dickerson
Kathy Donlon
Scott Drummey
Chris Duffy
Louise Eiber
Jenna Evans
Judith Evans
Helen Frink
Martha Fuller Clark
Kathy Gifford
Kathy Gunst
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Diane Healy
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Joanne Holman
Heather Hughes
Jess Hunt
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Jennifer Kinsey
Gretchen Knight
Anna Kovalcik
Sarah Kroeker
Ron Laurence
Christopher Leddy
Annette Lee
Vanessa Levin
Cornelia Lewis
Jane Lyman
Mary Martin
Diane McDonough
Claire McGrail
Dionne and Sterling McKay
Annette and Jon McKenney
Marilyn Miller
Stacy Moore
Alex Myers
Kimberly Nadeau
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Joan Pratt
Carol Pray
Gregory and Margery Prazar
Kenneth Rea
Chris Redmond
Chuck Rhoades
Kelly Robinson
Pat Robinson
Robert Rochford
Sylvia Russell
Carol Rutenberg
Robin Schweikart & David Farrington
George Shea
Colin Smith
Karen Smith
Michael Smith
Sophie Robinson
Lisa Sweet
Carl Tabor
Joy Tarbell
Amy Tauchert
Roy Tellini
Denise Trottier
Theresa Walker
Bonny Whalen
Denise Wheeler
Sheri Wright



Jillian Hall, Ed.M

Director of Programs

Jill joined the staff in October of 2015 as the organization's Director of Programs. In this role, Jill works closely with Board and Staff members to define and implement our organizational vision and manages the grants and fundraising functions of the organization.



Shelly Smith

Program Coordinator

A former farm owner and farmer herself, Shelly took the stage in June of 2015 as Seacoast Eat Local's first ever full-time, year-round professional staff person. Her enthusiasm infectious, her energy unending and her dedication to local foods unequalled, Shelly leads the day-to-day implementation of Seacoast Eat Local's programming.



Celeste Gingras

Mobile Market Coordinator

Celeste left the board of Seacoast Eat Local to join its staff in April 2016 as the Mobile Market Coordinator. As a local restaurant owner for more than 20 years, Celeste brings many strong relationships, valuable experience and passion for food to our team. In her new role, Celeste has pioneered the mobile market landscape in New Hampshire.

Sara-Zoe Patterson, Chair

Newington, NH

Theresa Walker, Vice Chair

Durham, NH

Sherri Nixon, Treasurer

Exeter, NH

Jean Pauly, Secretary

Stratham, NH

Kate Donald

Brentwood, NH

Chris Duffy

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Andy Gagnon

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Megan Grocki

Portsmouth, NH

Annette Lee

North Hampton, NH

Robin Schweikart

Portsmouth, NH

Our
Board
and Staff



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