

2016 ANNUAL REPORT

Field & Fork Network



To our generous supporters, and to the farmers, chefs, food buyers and others who are our friends and collaborators, we say thank you! Thanks to you, Field & Fork Network is a strong and growing force in ensuring a thriving food system in Western NY.

As you will see in our Annual Report, 2016 was a seminal year for Field & Fork Network. The organization saw sustainable growth in both our internal capacity and the outward impact of our programmatic work. We continue to be a catalyst for economic development in food and agriculture and as an active leader in improving the quality of our food system.

Though an Annual Report is customarily a look back, Field & Fork Network is at this moment also looking ahead to some significant changes within the organization, furthering our foothold as a leader in the food and agriculture community. For example, we are embarking on two significant expansions of our Double Up Food Bucks program this year that will forever change the world of nutrition incentives in Western NY. And we are collaborating on some significant planning projects that will lay the foundation for smart, intentional development in our food system in the future.

To those of you who support Field & Fork Network with your philanthropy, we want you to know your generosity translates into investments in our program staff and resources focused on our mission. We are deeply grateful to you for believing, as we do, that food, farming, and community matter.



Russ Papia
President, Board of Directors



Lisa Tucker French
Co-founder & Executive Director

2016 Impact by the numbers



2,000+

new participants in our Double Up Food bucks program



200+

farm businesses have benefited from our programming and technical assistance



\$190,000

in sales of healthy food in SNAP and Double up



35+

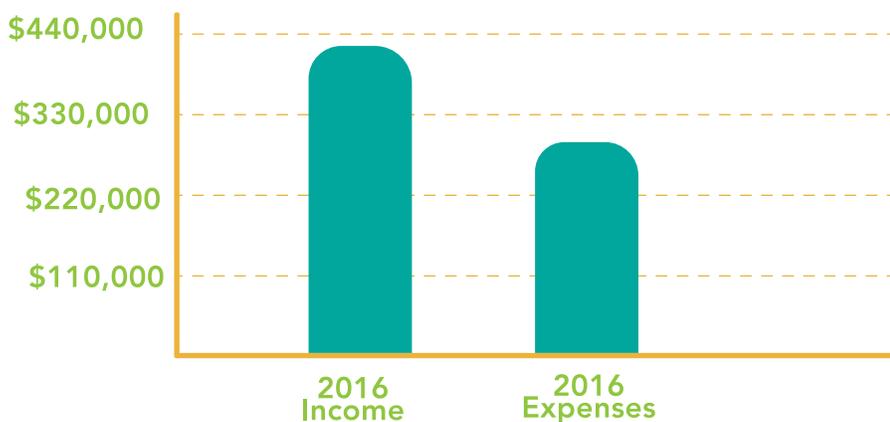
partners we collaborate with to deliver high quality programs and outreach

Source of our funding:

- Philanthropic Funding
- Corporate Funding
- Federal Funding



Income vs. Expenses



OUR WORK.

Sparking Economic Development in Food & Agriculture

A core component of our mission is to be a catalyst for increasing economic development in the local food and agriculture industries in Western NY. Agriculture is one of our region's greatest assets and we continue to support the growth of this important industry in many ways. In 2016, we continued our support of the **Western NY Food Hub** as a technical assistance advisor. This support has been made possible through our partnership with Eden Valley Growers – the operator of the food hub – and Cornell Cooperative Extension with resources provided by a Local Food Promotion Program implementation grant through the USDA. The goal is to help the food hub business achieve a steady state of operations by the end of 2017.

Our involvement in various regional farm to institution efforts took off this past year as we spearheaded a **Farm to School** planning initiative with the Niagara Falls City School District. As co-chair of the planning committee, Field & Fork Network is assisting the district on improving their school meal programs with increased purchasing of locally grown foods, menu development and culinary training of cook staff to increase their ability to prepare fresh farm products. The farm to school implementation plan will be completed in the spring of 2017.



Taking the lead in catalyzing change in institutional food procurement in New York State, Field & Fork Network partnered with the Buffalo Niagara Medical Campus (BNMC) and a team of food, agriculture and urban planning professionals on a **Farm to Hospital** initiative in Buffalo. The planning project focused on five objectives: build a shared understanding of and commitment to local food procurement among member institutions; complete

market research and analysis for demand of local agricultural products among member institutions; identify and engage farmers, producers, distributors, and processors to connect local products with BNMC institution markets; propose solutions to identified barriers by participating member institutions; and share recommendations as widely as possible at local, regional, state, and national levels.



Niagara Falls Mayor Dyster with MAPsCorp youth.



Raised bed garden at Women & Children's Hospital of Buffalo.



Niagara Falls City School District cook staff training at the Niagara Falls Culinary Institute.

Improving Access to Healthy Foods & Healthy Lifestyles

Double Up Food Bucks, our nutrition incentive program, saw significant growth in 2016 largely due to our receipt of a Food Insecurity Nutrition Incentive grant through the USDA and the National Institute of Food & Agriculture. These resources allowed us to expand the Double Up program from 15 sites to nearly 90+ unique sites by the end of 2016. The program is now available to SNAP recipients in Buffalo and Rochester and many rural communities across 11 counties. We also expanded to two year-round programs – Curbside Market in Rochester and the Elmwood Bidwell Farmers Market (summer & winter markets).

In Spring 2016 we launched our new customer-facing website that provides information to SNAP (supplemental nutrition assistance program) recipients on how the program works and with our zip code locator customers can easily find a participating Double Up site. www.doubleupnys.com

Field & Fork Network is a member of the Creating a Healthier Niagara Falls Collaborative and Healthy Foods Healthy People workgroup, where we were integrally involved in the **Healthy Neighborhoods Initiative** in Niagara Falls. This multi-stakeholder partnership focused on food access and improved built environment projects originating in the north end and rippled throughout neighborhoods across the city. Whether it was training a cohort of resident leaders to become strong food advocates or transforming a vacant lot into a Pop-up Park where young residents can be active in play, the Healthy Neighborhoods Initiative continues to build momentum for the next generation.



Niagara Falls Pop-up Park promoting safe outdoor play

DOUBLE UP FOOD BUCKS™ IN WESTERN NEW YORK



 **\$445,565**
in sales

of healthy food in SNAP and Double Up since 2014 – dollars supporting New York farmers and area businesses

 **185+**
farmers
participate in
Double Up



 **282,000**
pounds

of healthy food families
have purchased with SNAP
& Double Up since 2014

 **7 to 90+**
sites
growth of Double
Up sites since 2014

Investing in Good Food & Getting Great Results!

Evaluation is a key component of the Double Up Food Bucks program. With the assistance from market managers and outside evaluators, we are able to do a robust evaluation of the program that has informed program expansion and implementation. See below for 2016 highlights of the program in Western NY.

 **4,500**
new

customers using
Double Up since 2014



FAMILIES EAT MORE HEALTHY FOOD

92% of Double Up shoppers reported an increase in purchasing fresh fruits and vegetables

90% of Double Up shoppers said their families are eating more fresh fruits and vegetables

89% of Double Up shoppers reported they are purchasing more fruits and vegetables for snacks since using the program

83% of Double Up shoppers said they are more confident in their ability to prepare fresh fruits and vegetables since using the program

FARMERS GET A FINANCIAL BOOST

61% of farmers said they are making more money as a result of participating in the program

67% of farmers said they are selling more fruits & vegetables since joining the Double Up program

67% of farmers reported having a new customer base as a result of participating in Double Up



**DOUBLE UP
FOOD BUCKS™**

Double Up Food Bucks is a nutrition incentive program that matches SNAP (Supplemental Nutrition Assistance Program) purchases \$1 for \$1 at participating sites across Western NY. The Double Up incentive can only be used to purchase fresh fruits and vegetables thereby promoting healthier eating habits and redirecting federal food assistance dollars into the local food and agriculture economy.

HEALTHY GROWTH AND STRATEGIC EXPANSION.

Field & Fork Network was awarded a Food Insecurity Nutrition Incentive (FINI) program grant from the USDA and the National Institute of Food & Agriculture. This grant provided resources to increase our internal capacity for administering the program and allowed us to strategically expand to an additional 5 counties across Western NY. Additionally, the multi-year grant will allow us to introduce new technology to ease the earning and redeeming of incentives for Double Up shoppers at participating sites and allow for some year round sites to participate.

In August 2016, we launched our partnership with Curbside Market a year-round mobile market program of Foodlink in Rochester. This strategic partnership has allowed us to expand Double Up to over 90 unique participating sites. In addition to reaching new customers in Rochester, Double Up is now available in surrounding counties that connects to more remote, food insecure populations.

GOING DIGITAL.

In June 2016 we launched the Double Up Food Bucks New York State website. The website features everything Double Up including information on how the program works and a zip code locator so customers can easily locate the closest Double Up site. The site also includes a portal for participating market managers to enter their data into a secure portal. WWW.DOUBLEUPNYS.COM

"The produce at the farmer's market is far superior to the grocery store—I would shop there year-round. Double Up [Food Bucks] has enabled me to eat better."

- Double Up Shopper

"We have a lot of different ethnic groups buying from us. I had this guy from Nigeria and we started talking about kohlrabi and now he comes back for it all the time. We ask people, what are you looking for? It [Double Up] brings in a lot of people you wouldn't normally get."

- Double Up Farmer & Vendor

"The Double Up program positions getting my produce to people who would not otherwise have a chance. It [Double Up] helps to educate people how the food is produced."

- Double Up Farmer & Vendor

"It's a great way to stretch your money."

- Double Up Shopper

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 @fieldandforkWNY

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Thank You

TO OUR FUNDERS

Who Help Us Advance Our Work.

John R. Oishei Foundation, Community Foundation of Greater Buffalo, Western New York Foundation, East Hill Foundation, Grigg Lewis Foundation, New York State Health Foundation, Univera Healthcare, First Niagara Foundation, Chautauqua Region Community Foundation, United States Department of Agriculture, National Institute of Food & Agriculture, and Garman Family Fund.

Our Mission.

Field & Fork Network is a food and farming organization. Our mission is to build capacity for a thriving regional food system in Western New York. We promote connections between the consumers, food producers, and food buyers in the eight county region. We strive to create a practical economic engine for local, sustainable agriculture and to provide our region with access to fresh, healthy food.

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