



# Petaluma Bounty:

A Community Food Security  
Project & Urban Farm

# Food Insecurity

- In the U.S. 40 million people (12%) of the population live in food insecure households (USDA, 2017)
- Low-income individuals and families are at greater risk of facing food insecurity.
- Most small-scale farmers can't afford to feed low-income people (since they often are, too) and most low-income consumers can't afford to buy locally grown produce.



## Sonoma County Hunger Index

- Reported  $\frac{1}{3}$  of Sonoma County residents went hungry in 2018.
- 60,000 at-risk households making <\$50k, often choosing between rent and food
- 14 million meal shortfall between what low-income residents could buy and what nonprofits, government programs (WIC, CalFresh) could provide.

# Our Vision

Co-create a thriving local food system where consumers make informed choices; farmers make a decent living while prioritizing ecological stewardship of the land; and all people - regardless of income - have access to healthy food.

# Our Mission

To achieve **community food security** with healthy food for everyone through collaboration, education, and empowerment.





# The Bounty Farm

- Located in Central Petaluma since 2007
- 3 acre production farm of over 60 diversified vegetable crops, 75 fruit tree orchard.
- Produces over 12,000 lbs of sustainably raised food annually, majority goes to low-income families.
- Hub, heart, and core of organization.



*“We grow health soil that feeds healthy plants that nourish healthy people.”*

## Food Access

- Sliding scale produce outlets Farmacy, Farmstand, and CSA
- Bounty Hunters
- Farmers' Market LIFE

## Engagement

- Service Learning
- Volunteering
- Community Gardens
- Local partnerships

## Education

- A.L.I.V.E. Program
- Field trips
- Community Workshops
- Internships



*Empowerment*



# The Bounty Farmstand

- Weekly farmstand operating June - December
- Tiered pricing system based on economic need: Retail, 30% limited-income discount, 50% discount EBT/CalFresh/WIC
- In conjunction with “Bounty Bag” CSA program, also tiered pricing.

## The Bounty Farm Stand

The Bounty Farm Stand directly supports Petaluma Bounty's mission to make healthy, sustainably grown food available to everyone by offering 30% discounts for limited-income households. If your family earns more than the amounts listed below, please pay the full retail price for your purchase and consider making a donation. Thank you!

Source: 200% of the Federal Poverty Level, as of 7/9/2019.

### Qualification for 30% Discount Rate:

|                     |                      |                     |                     |
|---------------------|----------------------|---------------------|---------------------|
| <b>Individual:</b>  | <b>&lt; \$24,980</b> | <b>Family of 2:</b> | <b>&lt;\$33,820</b> |
| <b>Family of 3:</b> | <b>&lt; \$42,660</b> | <b>Family of 4:</b> | <b>&lt;\$51,550</b> |
| <b>Family of 5:</b> | <b>&lt; \$60,340</b> | <b>Family of 6:</b> | <b>&lt;\$69,180</b> |



## El Puesto de la Granja Bounty

El puesto de la granja Bounty contribuye directamente a la misión de Petaluma Bounty que es comida sostenible, saludable y barata para todos. Hacemos descuentos de 30% para las familias de bajos recursos. Si su familia tiene ingresos superiores a la lista incluida abajo, por favor pague el precio de venta regular. Gracias!

Fuente: 200% de nivel federal de pobreza, a partir de 2 de julio de 2019.

### Las Calificaciones para el 30% de descuentos:

|                      |                      |                      |                     |
|----------------------|----------------------|----------------------|---------------------|
| <b>Individual:</b>   | <b>&lt; \$24,980</b> | <b>Familia de 2:</b> | <b>&lt;\$33,820</b> |
| <b>Familia de 3:</b> | <b>&lt; \$42,660</b> | <b>Familia de 4:</b> | <b>&lt;\$51,550</b> |
| <b>Familia de 5:</b> | <b>&lt; \$60,340</b> | <b>Familia de 6:</b> | <b>&lt;\$69,180</b> |





# COVID-19 and the Farmstand

## Pre-Pandemic

- Slower traffic
- Constant outreach to communities in need
- Combination of Farmacy, Farmstand and CSA on Thursdays
- Volunteer hours & CSA pickup planned at same time as farmstand





# COVID-19 and the Farmstand

## Pandemic

- COVID coincided with Plant Sale Fundraiser - increased awareness
- Volunteerism and farm production
- High demand for CSA, expanded to winter, 76% subsidized (Sponsor-a-Box).
- Sales increased 566%...
- 25% were discounted sales
- Unprecedented demand for CalFresh/SNAP funds at state and fed level, Bounty not awarded needed grant to cover 50% discount for EBT- Crowdfunded instead!







# *Sponsor-A-Box*

Help us continue to raise funds to help those in our community by giving to our Sponsor-A-Box Fundraiser!

- COVID disruption of supply chain opted to seek out more fresh, local produce.
- Difficult for small-scale farms to offer as an option because of high up front costs.
- **Result:** Partner with Singing Frogs Farm, FEED Sonoma, and Sonoma Family Meal to expand Bounty nutrition incentives to their CSA base to CalFresh customers.
- Ran through Summer to Fall collecting donations at Farmstand, online, etc. Reached \$6,200 of \$8,000 goal.

# COVID-19 and the Farmstand

## Logistics:

- Staff handles all produce = takes longer, staff taxed
- Physical barrier (tables), caution tape
- Distance Internship impact on staff
- Farmstand located near entrance, easy for parking outside farm, able to form line
- Increased outreach: weekly video and social media in English and Spanish
- Encourage at home washing
- Customers ok with waiting. Had option to self-tour farm.
- Increasingly families with children came out, had chance to explore, friends met up.







# Farmstand Activities





# Bounty Bags Testimonials

"As a self-employed, single mom, the pandemic put us in a tough spot. Being able to get a weekly Bounty Bag, overflowing with fresh fruits, vegetables and herbs, allows me to continue to feed my family quality food. With every bite or new creation (you gotta creative when you've never made kohlrabi before!) we delighted in knowing that our food came "from the farm" right here in town. You can't more local than that. I love this community!" -Bounty Bag member 2020



"Being 67 and no end in sight w/ COVID virus I'm extremely grateful to have fresh vegetables and fruits. (without too much exposure)" -Bounty Bag member 2020



To know that my family can count on Petaluma Bounty Farm to provide us access to the tastiest, most nutritious produce at an affordable price means more to us than words can ever express. Not only that but the individuals associated with the farm are some of the most supportive, understanding, non-judgemental individuals you will ever meet. I feel blessed to have been introduced to this wonderful community. Thank you for all you do!" -Bounty Bag member 2020



# Takeaways

- Increased volunteerism = increased production
- More produce with same amount of staff = taxing
- Wildfires a detriment (Bounty able to pivot to emergency food)
- Strategize and increase outreach to low-income/EBT to ensure equity
- Plan to increase CSA and move Farmacy for increased produce offering
- Should senior/immunocompromised/EBT demand increase, consider slating first hour for them.
- Informs our future outreach and engagement, pandemic or not.





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