



THE ETHICAL FARMING
FUND

2019 Impact Report

February 1, 2018 - January 31, 2019



Letter From The CEO

This past year has constituted a significant milestone in the Ethical Farming Fund's short history. Most notably, we wrapped up the Local Food Chains Project—our biggest undertaking to date—and we are so proud of the impact it has made for Southwestern Pennsylvania's foodshed. We set out to get more people eating food from their local farmers and we achieved that goal by applying our expertise at key stages of the food chain. Among our successes, we produced videos and infographics, and we matched local restaurants with ethical farms, tightening Pittsburgh's food web. Our virtual farm tour catalog continues to grow, as does Pittsburgh's Guide to Ethical Farms. We've seen a surge in support for our organization, which can only mean that interest in humanely raised foods is growing, too. With the many incredible animal farms in our region, we are very optimistic for the future of food in Pittsburgh.

Thank you for a magnificent year!

Sincerely,

Hannah Ridge

2019 By The Numbers

95% increase in e-newsletter subscription

66% increase in Facebook following

7 virtual farm tours added

6 videos released

5 farm-to-restaurant matches

4 farm websites launched

3 infographics published

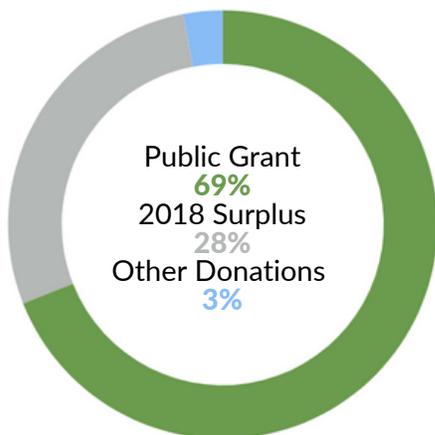




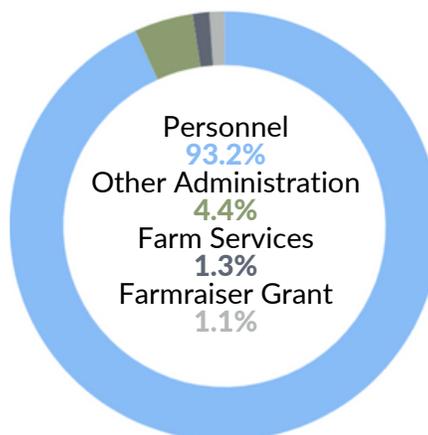
2019 Financials

The Local Food Chains Project was responsible for the majority of 2019's revenue (through the USDA Farmers Market Promotion Program*) and expenses (mostly personnel). Our biggest expense outside of the LFCP was the Farmraiser Grant, which was funded by miscellaneous donations. Due to a clerical error, some funds designated for FYE 2019 were actually disbursed a few months early, in FYE 2018. Thus, last year's surplus has been accounted for in this year's total revenue.

Revenue: \$89,710



Expenses: \$88,625



2019 Programming

The Local Food Chains Project

This year, the Ethical Farming completed the Local Food Chains Project, which began in September of 2016. Using a \$225,000 grant, we increased consumption of locally produced foods by creating resources for farms, restaurants, and eaters.

We decided to conclude the project about five months early, which affected the number of websites launched. Ultimately, we exceeded all KPI targets and tripled both our social media following and our newsletter subscription. Here's what else we accomplished...

We helped farms reach more people by improving their online presence...

through free website development and marketing consultations. We launched seven total websites, completed eight consultations, and published *The Farmer's Social Media Handbook*.

One farmer told us, "I can't imagine a suggestion that would make it better."

We secured wholesale customers for farms by connecting them with restaurants.

Thanks to a partnership with Sustainable Pittsburgh, we established five confirmed farm-to-restaurant relationships.

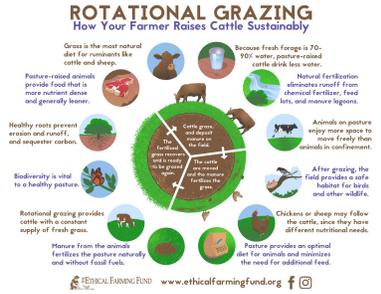
9.7 out of 10 average farmer satisfaction rate for all services

We made it easier to buy local and humane by highlighting farms and restaurants...

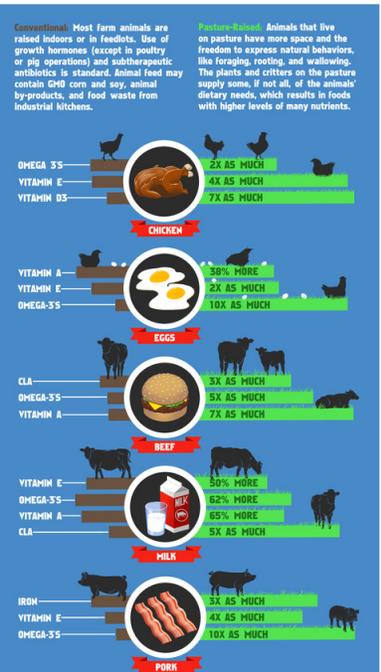
that meet the Ethical Farming Fund's animal welfare standards. Our website now hosts 19 virtual farm tours and we added profiles of restaurants that source from these farms.

We engaged and informed consumers by creating original videos, infographics, and articles...

that make it easier to navigate and enjoy the Southwestern Pennsylvania foodshed. All in all, we released 10 videos, 8 infographics, and many blog articles aimed at helping people support their local farmers.



THE NUTRITIONAL DIFFERENCES BETWEEN CONVENTIONAL & PASTURE-RAISED ANIMALS



2019 Programming (cont'd)



The Farmraiser Grant

As decided by public vote, the 2018 Farmraiser Grant was awarded to Second Wind Farms (AKA Vough Generations Farm) in Markleton, PA. They have been using the \$1000 grant to establish a new paddock for their youngest cattle to graze without competition with the older cattle.

Originally scheduled to be completed in the summer of 2018, unseasonably heavy rainfall delayed their ability to install fence posts. The paddock is now expected to be completed this summer.

"We view this process as a first step in creating new practices that were once part of our family's farm in earlier generations."

- Karey Vough





Farms We've Worked With

Auburn Meadow Farm
Blackberry Meadows Farm
Burns Angus Farm
Burns Heritage Farm
Chaganra Farm
Conforti Family Farm
Fallen Aspen Farm

Family Cow
Footprints Farm
Grateful Life Farm
Jarosinski Farms
Lone Oak Farm
Old Time Farm
Pasture Perfect Beef

Peas and Quiet Farm
Pittsburgher Highland Farm
Serenity Hill Farms
Streets Family Farm
Vough Generations Farm
Walnut Hill Farm
Weatherbury Farm

Board & Staff

Maxwell Cheney • Hannah Cranville • Kathryn Daywalker • Adam Haritan
Kate Langford • Hannah Ridge • Tim Trout

Special Thanks

Katie Amos and A Greener World • Steven Althardt • Mike Badger and the APPPA
Nadine Lehrer and Chatham University • Drager Farms • Eric Mrock
PASA • Rebecca Bykoski and Sustainable Pittsburgh

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