Annual Report
2012
Executive Summary
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Towne’s Harvest Garden & Community Supported Agriculture Program

Annual Report

2012

Locally, Sustainably and Educationally Grown
MSU Friends of Local Foods
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive Summary</td>
<td>6</td>
</tr>
<tr>
<td>About Towne’s Harvest</td>
<td>8</td>
</tr>
<tr>
<td>Mission, Vision and Values</td>
<td>9</td>
</tr>
<tr>
<td>The Value of Towne’s Harvest Garden</td>
<td>10</td>
</tr>
<tr>
<td>Partner Analysis</td>
<td>11</td>
</tr>
<tr>
<td>2012 Plan of Operations and Organizational Structure</td>
<td>12</td>
</tr>
<tr>
<td>2012 Expenditures and Income</td>
<td>13</td>
</tr>
<tr>
<td>Towne’s Harvest Garden Layout</td>
<td>13</td>
</tr>
<tr>
<td>2012 Crop List</td>
<td>14</td>
</tr>
<tr>
<td>Student Involvement</td>
<td>15</td>
</tr>
<tr>
<td>Community Supported Agriculture Program</td>
<td>16</td>
</tr>
<tr>
<td>Student CSA</td>
<td>17</td>
</tr>
<tr>
<td>Food Bank Partnership</td>
<td>18</td>
</tr>
<tr>
<td>Campus Farm Stand</td>
<td>18</td>
</tr>
<tr>
<td>Towne’s Harvest Distribution Summary</td>
<td>20</td>
</tr>
<tr>
<td>President’s Luncheon</td>
<td>21</td>
</tr>
<tr>
<td>Publicity &amp; Project Dissemination</td>
<td>22</td>
</tr>
<tr>
<td>Lessons Learned</td>
<td>23</td>
</tr>
<tr>
<td>2013 Proposed Plan of Operation</td>
<td>25</td>
</tr>
<tr>
<td>2013 Proposed Organizational Structure</td>
<td>26</td>
</tr>
<tr>
<td>2013 Predicted Expenditures and Income</td>
<td>27</td>
</tr>
<tr>
<td>Towne’s Harvest Annual Timeline</td>
<td>28</td>
</tr>
<tr>
<td>External Funding for Towne’s Harvest Garden</td>
<td>30</td>
</tr>
<tr>
<td>Towne’s Harvest On-going Goals &amp; Progress</td>
<td>31</td>
</tr>
<tr>
<td>Towne’s Harvest On-going Goals &amp; Progress</td>
<td>33</td>
</tr>
<tr>
<td>Appendix</td>
<td>34</td>
</tr>
</tbody>
</table>

## APPENDIX

- THG Income 2012
- THG Expense Records 2012
- 2012 Crop Notes
- Block and Row Crop Plan
- 2012 Harvest Log: Certified Organic, CSA, and Food Bank
- THG Staff Duties
- 2012 CSA Member Survey Results
- CSA Member Information
- Towne’s Harvest Flyer; CSA Brochure; Community Food Truck Marketing Flyer; Student CSA Flyer
EXECUTIVE SUMMARY

The Towne’s Harvest Garden (THG) is a project that was initiated by MSU Friends of Local Foods Student Organization. Friends of Local Foods was formed in the fall of 2006 to bring a diverse group of students and faculty together to raise awareness about local foods and to encourage sustainable lifestyles on campus and in the community. Since that first year of production, Towne’s Harvest has become a cornerstone of the Sustainable Food & Bioenergy Systems Bachelor’s Degree Program. Additionally, Towne’s Harvest operates as a Community Supported Farm, distributing produce to members, Gallatin Valley Food Bank clients, patrons of the MSU campus farm stand, MSU students, and residents of surrounding rural communities via the Community Food Truck. The mission of Towne’s Harvest is to be a source of locally, sustainably, and educationally grown food for the campus and members of the surrounding community.

During the 2012 season, Bill Dyer of the Plant Sciences and Plant Pathology Department supervised production at Towne’s Harvest, and Alison Harmon of the Department of Health and Human Development supervised marketing. The Production Manager (Chaz Holt), who was hired in 2010 continued on his 3rd year as a full-time classified employee of MSU. He was responsible for planning and overseeing all production activities. The Marketing Managers (Anna Diffenderfer along with Tim Reusch in the Fall) focused on accounting, supervision of students and communication with the CSA and community partners. THG Practicum Students were involved in planting, weeding, harvesting, and distribution, along with other volunteers and Montana Dietetic Interns. The Production manager is currently a permanent paid employee of the College of Agriculture, as the result of investment dollars awarded in early 2012. Other THG staff are paid from vegetable sales income.

In 2012 the Towne’s Harvest expenses for seeds, supplies, administration, capital investments and promotion totaled $25,965.11. Sources of Income included the sale of CSA shares ($16,303.58) a contract from the Gallatin Valley Food Bank ($3,835.00), sales to the University Foodservice ($3,063.75) Campus Farm Stand sales ($2,817.53), Community Food Truck Sales ($1,037.73), Student CSA Sales ($1,200.82), Miscellaneous sales ($821.24) and support from a grant from the AARP ($2,000) Income from all sources totaled $31,079.65 at the end of the year.

Labor was performed by the production manager, marketing manager, 12 THG Summer practicum students, 10 Culinary Marketing Students, 4 Spring and 5 Fall THG interns, 14 Montana Dietetic Interns, volunteers, and organizations visiting the farm.
Towne’s Harvest produces a variety of herbs and flowers as well as beans, beets, broccoli, cabbage, carrots, cauliflower, Swiss chard, cucumbers, mixed salad greens, kale, kohlrabi, leeks, arugula, melons, onions, parsnips, peas, peppers, potatoes, pumpkins, radishes, spinach, squash, and tomatoes. The total yield for 2011 was approximately 31,528 lbs of produce which was distributed to CSA members, patrons of the MSU campus farm stand, patrons of the student CSA, to the University Foodservice, through the Community Food Truck, to the Culinary Marketing Class and the Montana Dietetic internship, to the Food Bank, and as donations to other area organization fundraisers.

More than 35 students were directly involved in production, distribution and marketing at Towne’s Harvest in 2012, including students in the THG internship (fall and spring) and summer practicum, Culinary Marketing students, dietetic interns, graduate students and volunteers. More than 100 students were enrolled in the SFBS program by the end of 2012, suggesting that future classes at Towne’s Harvest may increase in size.

By the end of the 2012, a new pole barn at the MSU Horticulture Farm was able to be used for class, meetings, and for post harvest preparation of produce, CSA distribution and storage. This improved building infrastructure is very much appreciated and will contribute to the long term sustainability of the Towne’s Harvest Garden project. Funding for new equipment was provided by the MT Agriculture Experiment Station.
2013 PREDICTED EXPENDITURES AND INCOME

For a detailed record of actual THG income and expenditures, see past annual reports 2007-2011. The THG budget has been greatly simplified by the provision of permanent monies for paying the salary and benefits of the Production Manager. Alison Harmon will continue to oversee produce marketing at THG and Bill Dyer will continue to oversee production. A newly hired SFBS coordinator will begin coordinating the teaching and outreach at THG in 2013. Produce sales and other external funds will be used to cover the costs of production and marketing including supplies and labor expenses. Funds available in excess of our operational needs can be spent on capital improvements and student projects, as outlined below.

Towne’s Harvest Proposed Budget 2013:

THG Projected Income from Produce Sales:
- CSA memberships: $22,000
- Student CSA: $1,500
- Food Bank: $2,500
- Foodservice/Restaurant Sales: $3,000
- Coursework/MDI Sales: $1,000
- Market and CFT Sales: $5,000
**TOTAL:** $35,000

Staff and Supplies:
- Production Supplies: $6,000
- Equipment Repairs; Fuel: $2,000
- Communication, Promotion, Marketing: $2,000
- Rental of PGC/Hort Farm: $2,000
- Marketing and Outreach Manager: $17,000 (year round)
- Assistant Managers: $4,000 (summer)
**TOTAL:** $33,000

Other Optional Expenses as funds are available from produce sales or grants:
- Capital Improvements
- Work Study Student
- THG Staff Travel
- Student Travel
- Student Projects
- Alumni Events
- Scholarships and Awards
Anna Diffenderfer,  
Marketing & Outreach Manager

Chaz Holt and Nic Acker,  
Production Managers.