

Towne's Harvest Garden

& Community Supported Agriculture Program



Annual Report

2012

Executive Summary



Locally, Sustainably and Educationally Grown
MSU Friends of Local Foods



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For more information about Towne's Harvest, please visit: <http://www.townesharvest.montana.edu>

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THG Practicum Orientation 2012



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THG Income 2012

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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.



Visitors tour improved infrastructure at the Horticulture 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.



New scale appropriate equipment for Towne's Harvest

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
<u>Market and CFT Sales:</u>	<u>\$ 5,000</u>
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)
<u>Assistant Managers:</u>	<u>\$4,000 (summer)</u>
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.



