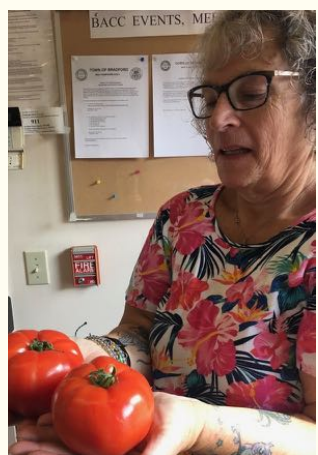




Kearsarge Food Hub 2020 Annual Report



WHAT IS KFH?

You may know Sweet Beet Market as a place to get fresh local foods all year long, but did you know that it is just one entity of a larger nonprofit ecosystem known as the Kearsarge Food Hub? Kearsarge Food Hub (KFH) is the central hub holding various activities together that work collectively to strengthen the local food system and contribute to community resilience.

The infrastructure of KFH includes Sweet Beet Farm, Market, and Kitchen, while our services include increasing food production, access, and distribution in the Kearsarge area, hands-on educational programming for students of all ages, food hub network building across New Hampshire, and regular food donations to local pantries and schools. The central theme that continues to emerge is community building; the most fundamental element of this work is connection.

KFH is a charitable nonprofit organization, a think tank for heart-centered community service, and a seat of strategic networking within the local and regional food system. We can't wait to connect with you and share some really exciting things happening this year!



A WORD FROM 2020 BOARD CHAIR

Welcome,

This Annual Report is a snapshot of the Kearsarge Food Hub in 2020 and it is the story of what it is becoming. It reflects the impact the Kearsarge Food Hub is having since the opening of the Sweet Beet Farm Stand on the side of the road in Bradford, NH on July 4, 2015.

Along the way a town in need of a boost has welcomed the return of young entrepreneurs with a mission and passion to invigorate their hometown with local food. Their energy and visions have touched the foodscape and the landscape of Bradford and the surrounding area. With their hard work and generous contributions from the community, Sweet Beet Market now operates out of an iconic Bradford landmark, the old Bradford Inn, at 11 West Main Street.

As can be seen in these pages, the energy could not be contained in one venture. In addition to offering local produce and goods at a local market, farming, community engagement, food security, and education are also vital parts of this organization. The stories from volunteers, donors and others are a testimony to the reach KFH is having.

From my seat on the board it is incredibly gratifying to watch and be a part of the growth born of the enthusiasm of the founders and the people KFH serves. Landmark growth has taken place in 2020 as the founders offer the organization to the community and bravely begin trusting its governance to a board of directors who share the KFH heartbeat.

The founders' guidance and creativity are still very close at hand as new triumphs and challenges appear. Everyone at the Kearsarge Food Hub is firmly grounded in the idea that there's more growing to be done: On Sweet Beet Farm, in Sweet Beet Market, in classrooms, during community gatherings, as individuals, and in countless other ways. Please join the journey.

With Gratitude,
Kathleen Bigford
Board Chair





VISION

We envision a resilient and connected community where everyone is empowered to access healthy food, where local farmers are supported and the land is nourished, and where all people share a common sense of place.

MISSION

Our mission is to reinvigorate our community within a restorative local food system by cultivating food sovereignty, growing engaged learners, and nurturing community.

SERVICE AREA

Greater Kearsarge / Lake Sunapee region
(Merrimack & Sullivan Counties)

2020 Board

Kathleen Bigford (Chair)
Leon Malan (Vice Chair)
Tara Mahady (Secretary)
Pamela Bruss (Treasurer)
James Rhodes

Special thanks to Kathleen Bigford for serving as board chair in 2020 and staff members that have moved on from KFH. We will miss you!

2020 Staff

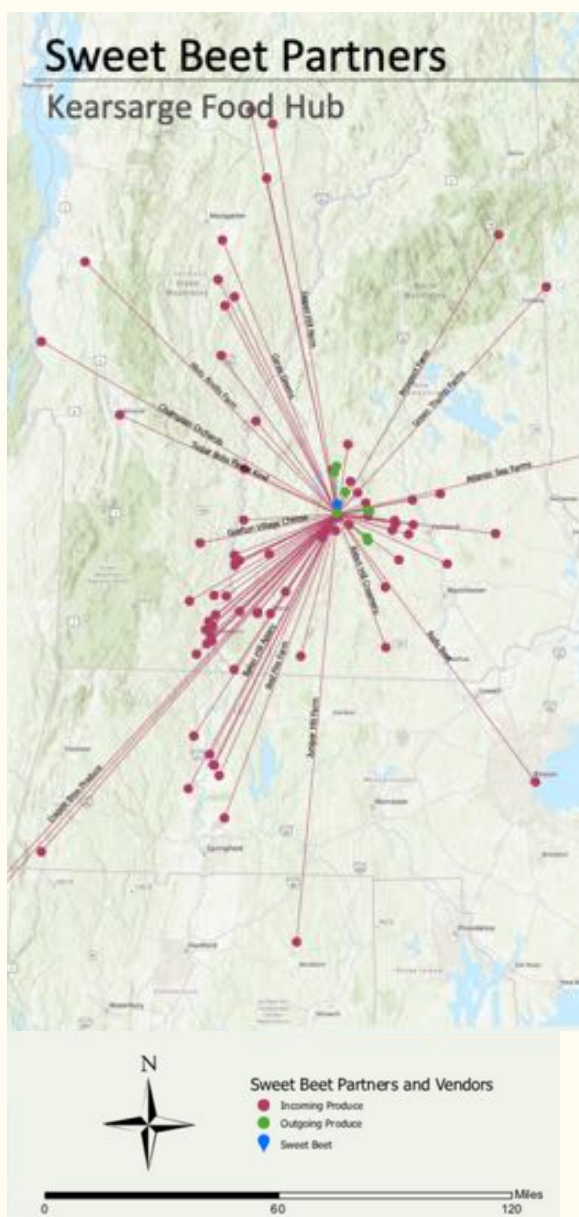
France Hahn
Lauren Howard
Hanna Flanders
Pierre Hahn
Garrett Bauer
Bea Ross
Jenna Cook
Cameron Huftalen
Mike McHugh
Gemma Venuti
Kate Hunter
Jennifer Silvia
Trinity Bigford

PROGRAMMING & IMPACT

KFH programming is a set of systematic and multi-pronged activities that come together to feed our mission in unique ways.

Food access through Sweet Beet Market and Kitchen. Food security through a dynamic donations program. Food production on Sweet Beet Farm • Network building through research and development • Nurturing community with events and outreach • Lifelong learning through education for all ages.

FOOD ACCESS & SECURITY



Food sourced from
17 hyper local produce farms
70+ independent local farmers & producers
3 food hubs
1 statewide distributor



13,395 pounds
Grown On
Sweet Beet Farm



\$210,600 back to local producers
Produce: \$96,400+
Meat: \$61,500+
Dairy: \$35,300+
Eggs: \$10,300+
Seafood: \$7100+



**17,207 pounds/
\$31,845 donated**
7+ Food Access Partners
200+ households served



**\$45,714 aggregated
for partners**
Warner Public Market
Fresh Start Farms



Sweet Beet Market
\$498,754.95
net sales
1,800
customers served
\$1,588
in veterans discounts

FOOD- & FARM-BASED EDUCATION

2020 presented challenges to carrying out our usual educational programming - but that didn't stop us from providing tools and experiences in creative ways to local students and folks of all ages!



85+
Students reached

- On-farm education
- School visits
- Zoom appearances

52
recipes shared
30+
videos made
6
presentations given



2020 SCHOOL PARTNERS
Bradford Elementary School
Colby-Sawyer College

At KFH, education is all about exposure to farming and quality experiences for a lifelong love of food & farms!
 We sorely missed key partnerships in 2020 due to COVID and look forward to expanding these offerings in 2021!

EVENTS & WORKSHOPS

5
events hosted
115
participants



COMMUNICATIONS

6,140
social media followers
1,700+
email subscribers
60+
informational newsletters



Rooted: Community conversations series was a collaborative program bringing people together around good food.

It was paused halfway due to COVID, and set to resume later in 2021!

Supported by the Champions of NH Farms Grant.

We were featured in a documentary film, *Communities & Consequences II* via NH PBS, with appearances in the Concord Monitor, Stonebridge Post, and NH Magazine.

GROWTH

STORAGE

167% increase
in cold storage thanks to a grant from Greater Sullivan County Community Relief Fund and a generous donor!
That means more capacity to distribute local food!



SWEET BEET FARM

"2020 was a year of growth on Sweet Beet Farm. We built a nursery which has drastically improved our seed starting operation and tool shed for all KFH tools.

We bought many ground breaking (no pun?) tools. **A Jang precision seeder, a rotary plow to build beds, a greens harvester, the famous paper pot transplanter and different cultivators** to help with weed management. All of these tools have made our farm much more efficient and we are looking to educating other farmers on how to use these."

Pierre Hahn
Co-Founder & Manager of Sweet Beet Farm



133% increase in high tunnel growing
50% increase in outdoor growing

FOOD DONATIONS



737% increase in food donations in 2020!

Our team responded to the economic hardships of the pandemic by doubling down on food donations to our partners, emphasizing fresh fruits and veggies and other local goods.

COLLABORATION

KFH is deeply committed to collaborating with other individuals, businesses, and organizations to amplify impact, serve mutual needs, identify efficiencies, and empower all members of the community to get involved!

SHARED INITIATIVES

FEED KEARSARGE & THE VICTORY GARDEN REVIVAL



FEED Kearsarge

Food :: Expansion + Education + Distribution

40% of the participants were new gardeners!

FEED Kearsarge is a shared initiative that arose in response to COVID. Through this partnership, the Tray it Forward program distributing **10,500 seedlings to home gardens** along with ongoing education and support.

3 new gardens built in Bradford
114 members Victory Garden Support group



DEVELOPING A FOOD HUB NETWORK IN NH

- Objective 1:** Complete a SWOT Analysis
- Objective 2:** Conduct a logistics analysis of product movement
- Objective 3:** Facilitate a network development retreat
- Objective 4:** Develop an implementation plan

<p>Kearsarge Food Hub France Hahn france.hahn@gmail.com www.kearsargefoodhub.org</p> <p>KEARSARGE FOOD HUB Sweet Beet Market</p>	<p>Food Connects and Monadnock Fresh Richard Berkfield Richard@foodconnects.org www.foodconnects.org</p> <p>FOOD CONNECTS</p>	<p>Three River Farmers Alliance Evan Epler Evan@threeriverfa.com www.threeriverfa.com</p> <p>Three River Farmers Alliance</p>
<p>The Belknap Food Shed Mary and Gavin MacDonald mary@genuinelocal.org gavin@genuinelocal.org www.genuinelocal.org</p> <p>THE BELKNAP FOODSHED GENUINE local</p>	<p>Fresh Start Farms Jameson Small jsmall@refugeeaccess.org www.freshstartfarmnh.com</p> <p>FRESH START FARMS</p>	<p>Taproot/Root Seller Marketplace Melissa Grella melissa@taprootnh.org www.taprootnh.org</p> <p>TAPROOT</p>

KFH is continuing research started in 2017 with a **Specialty Crop Block Grant** to Develop a Food Hub Network for New Hampshire. This means greater collaboration, sharing resources, and building infrastructure statewide to **distribute more local foods!**

Special thanks to project lead: **Gorhan Public Health Consulting** in partnership with **NH Food Alliance**

PARTNERSHIPS

We are so grateful to have numerous partnerships that span all sectors of the community. While we have many valued relationships of various kinds, listed here are partnerships that actively fuel our mission or that of our partners.

Bradford Food Pantry

KLS Food Pantry

**Bradford Elementary
School Backpack
Program**

**Kearsarge Kares Backpack
Program**

Bradford Senior Center

**New London Hospital &
The Wellness Connection**

Colby-Sawyer College

**Greater Sullivan County
Public Health Network**

Unless LLC

NH Food Alliance

Evergreen Healing Arts

NOFA-NH

Warner Public Market

**Genuine Local & Belknap
Food Shed**

Henniker Food Pantry

**Three River Farmers
Alliance**

**Warner Community
Action Program**

Vital Communities

Springledge Farm

ORIS & Fresh Start Farms

**Kearsarge Neighborhood
Partners**

**Gorhan Public
Health Consulting**

KFH sponsored these great programs in 2020:

NOFA-NH Share the Bounty Day

NOFA-NH Winter Conference

NH Eats Local Month



STORIES

“As a Colby-Sawyer student, working with the Kearsarge Food Hub has allowed for me to take all I’ve studied in the classroom and apply it to the real-world. I’ve learned invaluable skills, including how to creatively combat food insecurity, implement sustainable farming techniques, and cultivate

community.”

Cassie Lashier

Student, Volunteer, Monthly Donor



Over the last few years, the Kearsarge Food Hub has expanded the local markets for our farm. KFH has been able to grow our region's customer base and provide a convenient outlet for not only our certified organic vegetables, mushrooms, herbs, and fruit but also our value added and seasonal goods.

Ben Dobrowski

Farmer, Greenhill Farm

"I wish everyone had access to a Sweet Beet Market! Delicious quality food grown sustainably by local farmers who care about quality. Baked goods and other products produced locally with skill and care - great tasting and always nourishing. The most spirit-lifting beautiful people who create all this, and who make us smile and feel life's joy. And, we have the Kearsarge Food Hub where the same amazing, wonderful crew work each day to foster community, to take care of those in need, to teach kids what food is and how to grow it, and to always integrate the needs of people with the needs of the earth locally and beyond. This is the most inspiring, worthwhile, productive effort on behalf of people that I have seen in decades."

Sandy Robinson

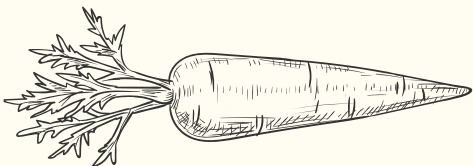
Sweet Beet Market Customer, Monthly Donor



“I have always enjoyed being part of a team and working with groups of teammates. I jumped at the opportunity to join the Sweet Beet Team. Each week that I peeled, cut and bagged carrots to be donated to Bradford families to give them healthy snacks, was another chance for me to be part of something positive for our local community. I also get to see the wonderful, expanding outreach of positivity that the Sweet Beet Team fosters with each new and exciting endeavor that they take on. They live by a motto that I like to follow...“Together we are better”.

Mike Heffernon

Volunteer & Donor



RESPONDING TO COVID-19

“During the spring of 2020 the Kearsarge Regional Elementary School at Bradford reached out to families in the community to offer food to those in need. Unexpectedly, the school received a message from a member of the Kearsarge Food Hub asking what they could do to help feed members of the school community. After a few meetings it was established that the Kearsarge Food Hub would provide fresh produce on a weekly basis to the families in the community. The school was already providing bags to families every week. Being able to provide fresh produce and organic food to the families in the KRES at Bradford community has been a rewarding experience. The families have expressed gratitude for the fresh fruits and vegetables they receive every week...



...Not only did the Kearsarge Food Hub work to provide food to families, but they helped the school and other locations within the community build garden beds to grow fresh produce. The garden beds provide an opportunity to educate the students and members of the community about how to grow their own nutritious food. We are grateful for the opportunity to provide the community with the knowledge to maintain a healthy lifestyle.”

Stephanie Laurendeau
School Nurse, Bradford Elementary School

FINANCIALS

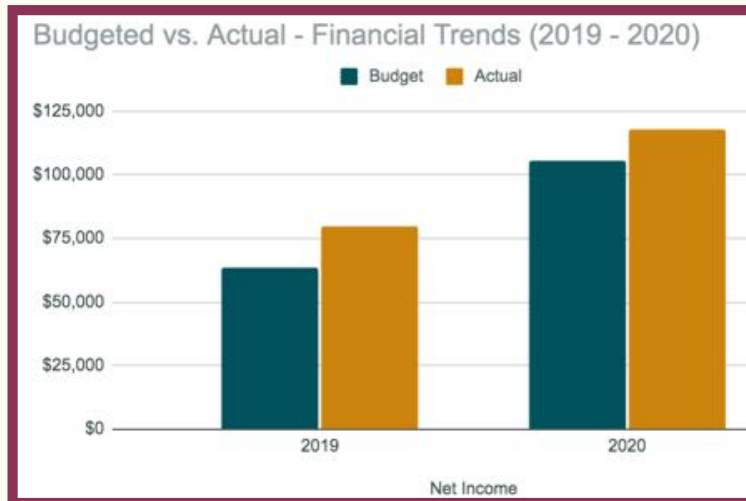
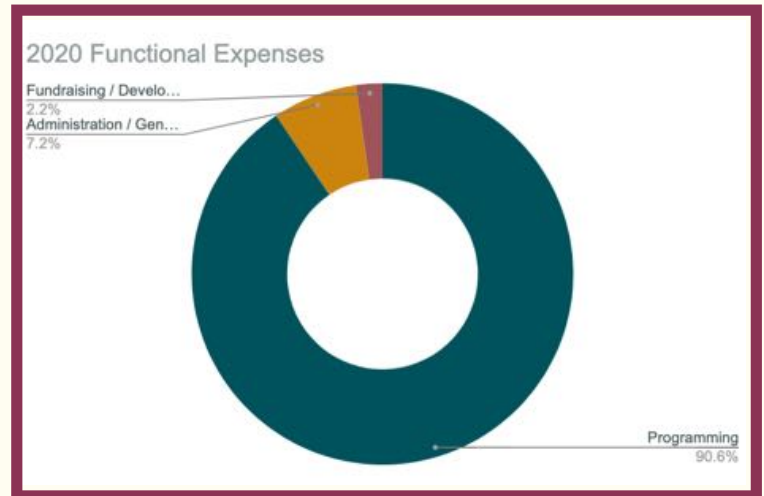
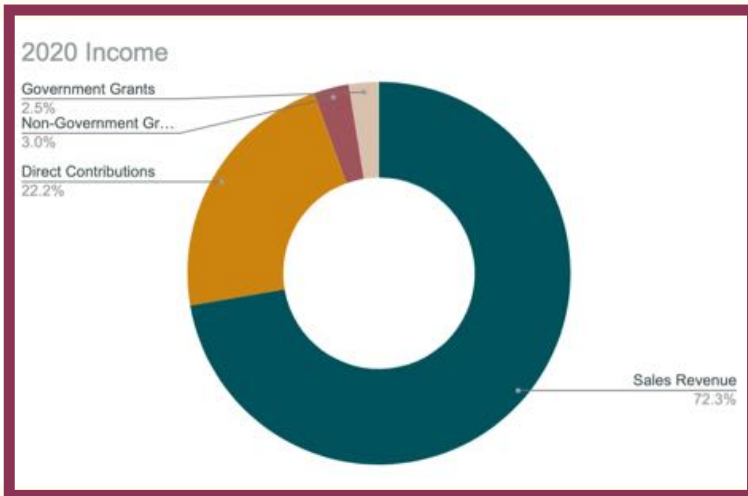
KFH is committed to pursuing a multitude of funding streams to contribute to the financial viability of our charitable activities.

INCOME

	2019	2020
Sales Revenue.....	\$454,837	\$597,205
Direct Contributions.....	\$35,650	\$183,963
Non-Government Grants.....	\$8,050	\$93,650
Government Grants.....	\$23,435	\$20,469
Other Income.....	\$619	\$657
TOTAL.....	\$522,591	\$895,945

EXPENSES

	2019	2020
Programming	\$390,955	\$642,268
Admin/General	\$20,135	\$50,890
Development	\$21,464	\$15,839
TOTAL	\$442,553	\$708,997
NET INCOME	\$90,038	\$120,043



Sales revenue through Sweet Beet Farm, Market and Kitchen directly supports the mission of KFH by increasing access to and education about local food while generating the majority of income to support all other charitable activities. We aim to further diversify funding streams to provide greater support to existing programs and promote the development of new outcome oriented programs.

THANK YOU TO OUR DONORS!

Abbie Castriotta	David Chaim	Jason Regan	Lois Dupuis	Peter & Kathy Lowe-Bloch
Abigail Bower	David Click	Jeff Klein	Lori Flower	Peter Bauer
Al Byam	David Ivey	Jeff LaShier	Lori Richer	Phyllis Wadsworth
Al Dekin	David Levine	Jeff Maguire	Lynie Castriotta	Rachel Charlton
Alesha Forget	David Reetz	Jeff Milne	Lynn Madigan	Rachel Zivic
Alex Barton	Dean & Karen Bensley	Jessica Bray	Lynn Montanez	Randy and Jill Thompson
Alex Koby	Deborah & Harry Mahar/Seide	Jessica Gelbard	Lynne Saltonstall	Rebecca Hutchins
Alicia Bergeron	Deborah Barton	Jessica Karmen	Marcia & Dick Keller	Rhoda Gelbard
Alison Alberta	Deborah Breth	Jessie Freeman	margaret dellert	Rhodora Finnan
Alison Blake	Deborah Broderick	jessie sofield	Margaret Monsell	Rob Schultz
Allan Reetz	Deborah Brower	Jillian Gross	Maria Lourdes Donahoe	Robert and Rochelle Friedman
Allie Abbey	Deborah Bruss	Joan Dickey	Maria Storm	Robert DiClerico
Amber Buckley	Deborah Gates	Joan Packard	Marianne Sinopoli	Robert DiGrigoli
Amy Buonpane	Dedra & Daniel Coulter	Jocelyn Burdick	Marie Maliawco	Robert Frisch
Amy Pagnani	Deneé Woods	John Chadwick	Marie Viaud	Roger Wilkerson
Andrea Nimmo	Denise Rico	John Magee	Marina Paladino	Rory Lettvin
Andy Harte	Devi Bhaktananda	Jonathan Hall	Marnie Townsend	Ruth Heath
Angelo Falcone	Diana Wieland	Joseph Kenneally	Mary and Sean Carroll	Ruthie Cherry
Ann Harris	Diane Brown	Joy Hammond	Mary Congoran	Ryan Jerke
Ann Ryan	Diane Lavos	Joyce Neilsen	Mary Fuller	Sadie Courser
Ann Walls	Dick Matthews	Judith Ann Eldridge	Mary Keegan-Dayton	Sage Scott
Anna Phelan	Donna Richeson	Judith Buck	Mary Margaret Sloan	Saint Louis Family Fund
Anne Appel	Dorothy and Andy Jeffrey	Judith Sherwood	Maureen Buonpane	Sally Keating
Anne Kratz	Doug Peel	Judy Thackaberry	Maureen Mccrum	Sandra Bravo
arthur pappas	Dzintars Lauris	Julie Doherty	Meghan Wells Fournier	Sandra Robinson
Aviva Whelan	Eileen Dingle	Justin Munroe	Melissa leintz	Sandy Luckury
Barbara Pontier	Eileen Kelly	K. Reznicek	Michael Andrews	Sandy Wadlington
Barbara Southard	Elaine Wood	Karisa Centanni	Michael Coll	Sarah (Sally) O'Neil
Belinda Nerl	Elizabeth Howell	Karl Brooks	Michael Elmes	Sarah Amitay
Beth Eldridge	Elizabeth Kelleher	Kasey Ormiston	Michael Heffernan	Sarah Anderson
Betty Arnold	Elizabeth Labbe	Kathleen Bigford	Michael Howley	Sarah Hebert
Bob and Missy Carroll	Elizabeth Rodd	Kathleen Bollard	Michael Todd	Sarah Jeffrey
Bob Sherman	Ellen Brownson	Kathleen O'Malley	Michele Morley	Sarah Reetz
Brackett Scheffy	Ellen Polansky	Kathleen Upton	Michelle Roy	Scott and Lisa Maclean
Brianna Villandry	Ellie Brown	Katrina Amaral	Mike & Betty Hague	Scott Bundy
Bridget LeRoy	Emerson Lennon	Kaylin Purple	Mike & Karin Heffernan	Scott McCaskill
Bruce Freeman	Emilie Brown	KB Markers	Mike & Claire James	Scott Taylor
Bruce Ritz	Emily Doyle	Ken Miller	Mike Greenberg	Seddon Savage
Bryan Dwyer	Emily Jones	Kenneth Bartholomew	Mimi Wiggin	Signe Linville
Bryan Leary	Emily Karmen	Kit Ross	Mitchell Harris	Simeon Chapin
Caitlin Banaszak	Emily Wrubel	Kris and Stephen Foss	Nancy LaRowe	Stephen Taylor
Caitlin Danielson	Erika Hokanson	Kristen West	Natalie Laflamme	Steve and Nancy Allenby
Cameron Huftalen	Erika Mills	Kristin Kelsey	Natalie Lanocha	Sue Henderson
Carissa Cournoyer	Eve Tapper	Kristina Folcik	Natasha Ghaiy	Susan & Don Moss
Carl Cooley	Frederick Stecker	Kristina Lafiosca	Nathanial Bruss	Susan Arnold
Carol and Mike Meise	Geary Vail	Kristina Thompson	Nicholas Brown	Susan Beauchemin
Carrie anne Roy	Grounds Cafe	Kurstin Kohnowich	Nick Martin	Susan E. Smith
Cassie Lashier	Hanna Flanders	L Noether	Nicole Gage	Susan Fass
Catherine Bushueff	Hannah Leigh	Laura and Brick Russell	Nicow CaptivPictures	Susan Wellhofer
Catherine Hogan	Hannah Robinson	Laura and David Mackenzie	Niki & Corey Fein	Tamara Krenn
Charlene Baxter	Harold Wright	Laura Hallahan	Nina and Peter Blain	Tara Mahady & Vicki Coltey
Charlie Darling	Heide & Alan Menard	Lauren Cole-Johnson	Nishant Ghaiy	Terry Appleby
Charlie Kelsey	Helmut Shwarzer	Laurie Buchar	Nora Donnelly	Terry Coll
Cindy House	Holly McCormack	Laurie DiClerico	Owen Dempsey	Thelastris Durand
Claudia Altemus	Ingrid Stallsmith	Leah Cummings	Padraic Dayton	Thomas Kelly
Complete Land Organics	Ivor Freeman	Lee Mayman	Paige Newman	Thorsten Maly
Connie & Bob Brookes	Jackie Nowicki	Len & Mary Cadwallader	Pamela Payson	Todd Webber
Connor Shannon	Jaime Webb	Leon Malan	Pamela Pryor	Tom Reizes
Cosette Viaud	James Fruitt	Leslie Dick	Pamela Rimato Tirone	Tonya and Orhun Orme
Courtney Perron	Jan Schaffer	Lexi B	Patricia Berkov	Trinity Bigford
Crispin Fletcher	Jane Coplan	Linda Hagan	Patricia Bourassa	Virginia Milord
Cynthia Taft	Jane Driscoll	Lindsey Lafond	Patrick O'Hearn	Wayne Harling
Dabney Kelsey	Janet Bavicchi	Lisa Howard	Patti Cohen	Wendy Dennis
Daralynn Doucette	Janet Castriotta	Lisa Madden	Paul Guidone	Wendy Sanford
Darryl Park	Janet Taft	Lisa Meehan	Paul Maliawco	William Reinstein
David and MJ Scott	Jason Fitch	Liz Peterson	Persis Wirkkala	

American Farmland Trust • Bar Harbor Bank & Trust • TDS Telecom
 Bradford Community Church • Bradford PTO • Community Action Program
 First Free Will Baptist Church of Sutton • Hanover Community Cooperative Fund
 Kearsarge Neighborhood Partners • Mountain View Senior Center • Morgan Stanley Gift Fund
 NH Charitable Foundation • Spring Ledge Farm • Greater Sullivan County Public Health Network

CAMPAIGNS & SUPPORTERS

A beautiful network of community supporters came together to breathe life into this organization and lend a unique kind of vibrancy and stability to this living ecosystem.

VOLUNTEERS

Over **40 folks** showed up to help serve our mission in 2020!



DONORS

330
individual donors

198
new donors

\$53
average gift

+72.9 %
in total giving from 2019

\$2,287 raised from the Sweet Beet Market round up jar!

MONTHLY GIVING

80+
monthly donors

\$20,000+
raised



Our Grow with Us Monthly Giving Program is the lifeblood of our fundraising. Mega thanks to these individuals for their monthly commitment!



\$17,600
raised

\$3,408
from online auction

\$16,000
in matching funds

\$2,250
in sponsorships

SPONSORS

Kearsarge Area Chamber of Commerce
Secondwind Water Systems Inc.
NOFA-NH
Grounding Stone Farm
The Lumber Barn



MATCHING FUND CONTRIBUTORS

Arthur Ashley Williams Foundation
The Tacooma Fund
The Ormiston Family Foundation
Dorothy and Andy Jeffrey
Seddon Savage and Carl Cooley
Allenby Charitable Fund

ONLINE AUCTION CONTRIBUTORS

Ann Eldridge	Silvatica Designs
Twin Lake Villa	Blue Loon bakery
Kathy Lowe-Bloch	Warner Public Market
Peter Bloch	Kearsarge Gore Farm
Wood Thrush Farm	Alicia Bergeron Designs
Heebee Geebs	Rosewood Inn
Oak & Grain Restaurant	Sandra Bravo
Don Moss	Micro Mamas
Sue Moss	David Ernster Ceramics
Faye Graziano	Erika Walker Jewelry
Grounds	Dawn Forde
Silver Hill Farm	Gary Kalajian
Nourish	Mermaid Hill Vineyard
George Beaton	Sage Scott

VIRTUAL PARTY HOSTS

THANKS TO THESE FOLKS FOR
RAISING FUNDS FOR KFH -
THAT'S ANOTHER LEVEL OF SUPPORT!

Sage Scott • Charlie Kelsey
Allan Reetz • Kaylin Purple
Marie Maliawco • Jaime Webb
Abbie Castriotta • Cassie Lashier
Emily Karmen • Michelle Roy

REFLECTIONS



Before COVID hit in March of 2020, the year was off to a great start. We presented at NOFA-NH Winter Conference and received an award for Food System Partner of the Year alongside our friends at Warner Public Market. We had a wonderful full board and staff strategic planning retreat at Bethel Farm. We attended the NH Food Alliance Statewide Gathering. And we were just gearing up for our 1st Annual Aru-Gala community event. Like all of us, we had to reimagine what we were doing and where we were heading overnight. Questions sparked from 2020 include who's voice is not currently at the table, how can we widen access to local food for more neighbors in innovative and inclusive ways, and how can we center the needs of the community in outcome-oriented programming. In 2021 we have exciting things underway, and most of all we look forward to finding our way back to gathering and sharing food and conversation with you.