



THE EDIBLE SCHOOLYARD PROJECT  
ANNUAL REPORT 2013



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We believe that integrating edible education into all pre-K through 12 schools can transform the health and values of every child in America.

## **THE EDIBLE SCHOOLYARD PROJECT**

At the Edible Schoolyard Project, we celebrate a simple but profound truth: Food has a beautiful way of connecting us to each other and the world. The human rituals of real sustenance are all encompassing—and, when we stop to respect and appreciate them, our lives are changed forever.

## For almost 20 years, we've been championing the social values and health benefits of this universal idea.

Today, the Edible Schoolyard Project stands with a growing cadre of committed change-makers — educators, school administrators, parents, community and social justice advocates, artists, politicians, technologists, environmental leaders, economists, farmers, scientists, healthcare professionals — who are reclaiming the path to a just and sustainable food system for ourselves, our children, and the planet.

For this movement to succeed, we're all going to need an edible education — our children, especially. Edible education encourages students to learn holistically. Learning by doing opens both the senses and the mind. We are nurturing a new generation of eaters and citizens.

Founded nearly 20 years ago, our demonstration and innovation hub on the grounds of King Middle School uses a one-acre teaching garden and a kitchen classroom to integrate food-based learning across all academic subjects. ESY Berkeley has become embedded in the culture of the

school, galvanizing concern for the health issues facing families and changing lives forever. It also has radically influenced the meals program for the entire school district — today, a large, light-filled dining commons is home to a kitchen where chefs prepare 10,000 meals per day from scratch, from whole ingredients, 30% of which are organic and/or from within 100 miles. At lunchtime, students gather around large, communal tables to eat a seasonal, hot lunch on real plates, with real utensils.

Since 2009, our summer Edible Schoolyard Academy has welcomed 500 educators from 200 schools, representing 300,000 students, from Bakersfield, CA, to Malmö, Sweden. These leaders return home inspired and equipped to spread the seeds of edible education ever more widely.



“I don’t want to tell children what to eat. I want to win them over with taste and pleasure. If we all want to live on the planet together, we all need to learn these essential values: stewardship, nourishment, and communication. **We need to know how to come to the table.**”

*Alice Waters*



Our first move beyond Berkeley was to help establish six other “Founding Edible Schoolyards” around the country, between 2006 and 2010. Four school-based programs are flourishing: FirstLine Schools, in New Orleans, LA (now at five school locations); the Larchmont Charter School, in Los Angeles, CA (adding grade levels each year); the North Country School, in Lake Placid, NY (currently constructing a state-of-the-art teaching kitchen); and the Edible Schoolyard NYC, launched at P.S. 216, the Arturo Toscanini School, in Brooklyn (and now expanded to P.S. 7, Samuel Stern, in East Harlem). Additionally, we invited two non-school-based entities to join this core group, and both are thriving: the Hunters Point Willie Mays Boys & Girls Club, in San Francisco, CA, and the Greensboro Children’s Museum, in Greensboro, NC.

Our partnership with UC Berkeley to institutionalize edible education at the university level continues. This past year, Michael Pollan of the Graduate School of Journalism was joined by author and activist Raj Patel in leading a course on the challenges and opportunities of the food system.

Since 2012, we’ve been unifying and mapping the growing edible education field via our Edible Schoolyard Network at [edibleschoolyard.org](http://edibleschoolyard.org).

The site welcomes and provides guidance (via a robust Resources section that includes everything from lesson plans for different grade levels to site plans for greenhouses and chicken coops) to educators who want to incorporate food-based learning and environmental stewardship into their core curriculum. In most cases, they are actively working on remaking their school meals programs at the same time. Each program is different—reflecting the cultural, climatic, human-resource, funding, and organizational development realities of its particular context. Not all have usable outdoor space; not all have kitchens. Many are funding-constrained. Yet all share the “universal idea” of promoting the environmental and social wellbeing of their school community by making healthy food learning experiences a priority.

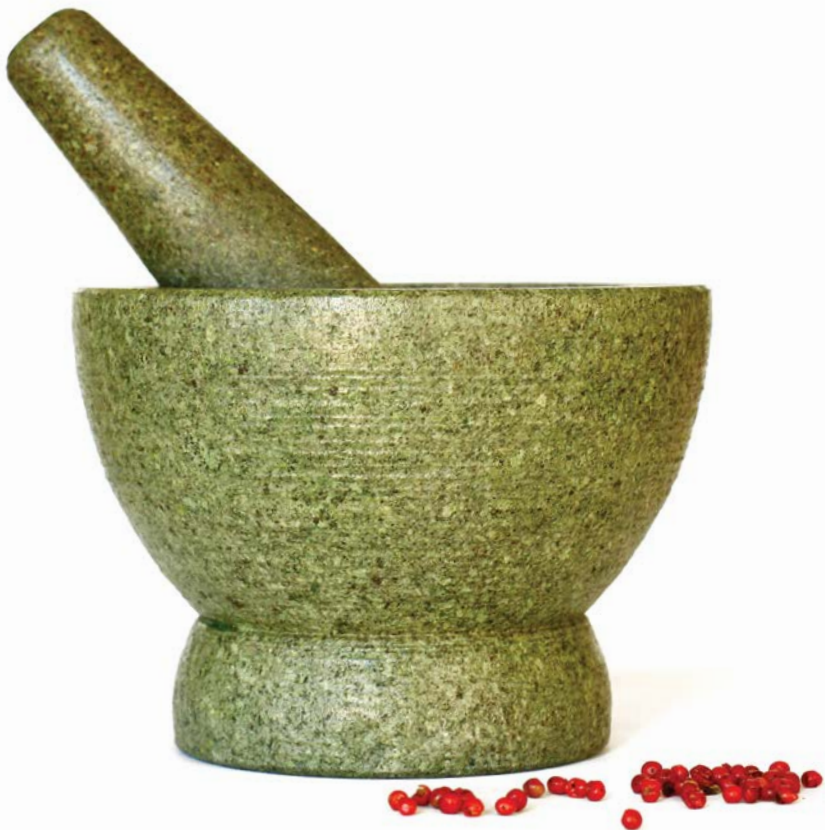
In 2012, the ESY Network launched Partners for Change to celebrate the work of our allies in building the edible education field. We are proud to partner with FoodCorps, National Farm to School Network, Farm-Based Education Network, Whole Kids Foundation, Slow Food USA and Slow Food International, Jamie Oliver and Food Day's Get Food Education in Every School, Ann Cooper's Chef Ann Foundation, and USDA Farm to School.

To support the ever-expanding movement, we continue to create and curate a wide range of standards-based edible education lessons. We are developing a next-stage online distribution platform to pilot a pre-K through 12 edible education curriculum that is free and easily accessible to all.

The Edible Schoolyard Network represents **more than 3,000 member programs from all 50 states and 53 countries**—as you'll see on our map. Unfold the story!







An edible education curriculum transforms science and art into **immersive garden experiences** and brings math and history to life in kitchen classrooms.



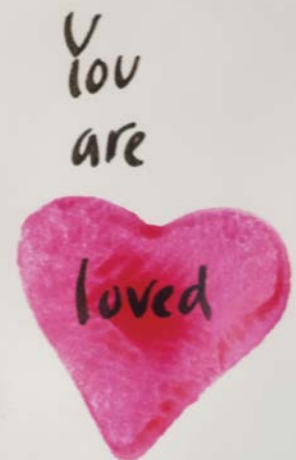


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The Edible Schoolyard Project  
1517 Shattuck Avenue  
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edibleschoolyard.org





EDIBLESCHOOLYARD.ORG



*What is*  
AN EDIBLE EDUCATION?

THE EDIBLE SCHOOLYARD PROJECT

Inspired by the best ideas for school reform, child development, and educational philosophies—from the approaches of Montessori to Dewey to Reggio Emilia to Maslow, Piaget, Vygotsky, Gardner—our model is rooted in watching children fall in love with learning over the past 20 years.

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**THE INGREDIENTS OF  
OUR EDIBLE EDUCATION MODEL**

# 1 CHILDREN LEARN BY DOING

When growing and preparing food is made part of the school day, every academic subject—math, science, the humanities—comes to life, and social and environmental responsibility becomes deeply personal.

## 2 CHILDREN ARE INHERENTLY CAPABLE

Students take pride in working together to complete a job well. By learning to master the essential tools and techniques of growing and making food, they recognize the power of curiosity, exploration, collaboration, and their ability to set and achieve goals.



### 3 GOOD FOOD IS A RIGHT, NOT A PRIVILEGE

When public schools make a free, delicious, organic school lunch for every student, we can address the social inequities of hunger and obesity.

## 4 **SCHOOLS SUPPORT SUSTAINABLE FARMS**

When local, sustainable farms supply a school lunch program, we invest in the local economy. Children begin to know their farmers, and they form a greater appreciation of where their food comes from and how important it is to take care of the land.

## 5 THE CAFETERIA IS THE HEART OF THE SCHOOL

Teachers and cooks alike use the daily meal to nourish students' minds as well as their bodies. Students every day discover how the ritual of eating together at the table teaches the values of communication and generosity.

## 6 BEAUTY IS A LANGUAGE OF CARE

An environment where careful thought has gone into everything, from the colors of the walls to the plates on the tables, communicates to children that we care about them and that they are valued.

“Food is the one central thing  
about human experience that  
can open up both our senses  
and our conscience to our place  
in the world.”

*Alice Waters*

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Thanks to you, our community of support, the Edible Schoolyard Project is flourishing. To those who have been with us since the beginning, and to the many who have joined our table over the last year, we extend our sincerest appreciation.



We recognize with gratitude our Edible Education Trustees, who have shown confidence in our work with their investment over multiple years.

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 EMIKA Fund  
 Grabe Family Foundation, Inc.  
 Heffernan Group Foundation  
 The James Irvine Foundation  
 Lucasfilm Foundation  
 Anonymous  
 The Mosaic Foundation of R. & P. Heydon  
 Osborne Family Foundation  
 Patrice K. Aaron Family Foundation  
 Pisces Foundation  
 Raymond Family Foundation  
 The Robert M. Sinskey Foundation

The Swig Foundation  
 The Viniar Family Foundation  
 The Zalec Familian &  
 Lilian Levinson Foundation

\$500 - \$999

Arthur Berliner Philanthropic Fund  
 Coyer Family Fund  
 Anonymous  
 Farber-Patterson Family Trust

\$100 - \$499

Cakebread Family Revocable Trust  
 Dick & Kathie Hanson Fund  
 James R. or Christine M. Scott  
 Family Foundation  
 The Leo J. & Celia Carlin Fund  
 Martinelli Family Trust  
 McNamara Family Foundation  
 Mobile Giving Foundation  
 Patricia W. Cliff & Karl von Frieling  
 Foundation

## CORPORATE &amp; SMALL BUSINESS SUPPORT

\$50,000 & ABOVE

Hyatt Corporation

\$20,000 - \$49,999

Blu Homes  
 Integrated Archive Systems  
 One Kings Lane

\$10,000 - \$19,999

Anthropologie  
 dosa, inc.  
 Heath Ceramics  
 Media Matters for America

\$5,000 - \$9,999

Barneys New York  
 goop  
 San Francisco Film Society  
 Whole Foods Market

\$1,000 - \$4,999

Acme Bread Company  
 Alabama Chanin  
 Bruce Norelius Studio  
 Chez Panisse Restaurant & Café  
 Denis Colomb Lifestyle  
 Friends of Barbara Boxer

## IDEO

Meyer Sound Laboratories  
 Monterey Fish Market  
 North Atlantic Books, Society for the  
 Study of Native Arts & Sciences  
 Pachatusan  
 Rock Field Co., Ltd.  
 RoliRoti  
 Spottswoode Vineyard  
 Urban Village Farmers' Market  
 Association

\$500 - \$999

Brandeis Hillel Day School  
 Calicraft Brewing Co.  
 Green & Red Vineyard  
 Ici Ice Cream  
 Jiun Ho, Inc.  
 Red Bird  
 Selerum  
 Spindrift Soda Company

\$100 - \$499

AXE Restaurant  
 Bacstrom Import Company / Buddy Born  
 Cater Communications  
 Coke Farm  
 Comet Ping Pong  
 Cosecha



## OUR GRATITUDE

Culinary Institute of America at Greystone  
 Darwin Cafe  
 Four Barrel Coffee  
 Frog Hollow Farm  
 International Association of Culinary Professionals  
 Lance & Gay at The James Ranch  
 Merritt College  
 Palm Beach Food & Wine Festival  
 Saint Mary's College High School  
 Tail of the Yak Trading Company  
 University of California Berkeley, Osher Lifelong Learning Center  
 Wishnow Tea

UP TO \$100

ableBanking customer Anthony Kadell  
 Ackerman's Servicing Volvos, Inc.  
 Arkin Tilt Architects  
 The Blended Table USA  
 Fathom Change  
 Putney School  
 Restaurant Good Luck  
 TemPositions

MATCHING GIFTS

Apple Matching Gifts Program  
 Bank of America Matching Gifts  
 Flora Family Foundation  
 Google Matching Gifts Program  
 Luke 12:48 Foundation  
 Microsoft Matching Gifts Program

## IN-KIND SUPPORT

*We greatly appreciate the businesses and people in our community who offer their services in support of our work.*

510 Skateboarding	Magnani's Poultry
A Verb for Keeping Warm	Marshall's Farm Natural Honey
Acme Bread Company	Masse's Pastries
Aftelier Perfumes	Maybach Family Vineyards
Amphora Nueva	Mi Tierra Foods
Berkeley Horticultural Nursery	Moe's Books
Berkeley Repertory Theatre	Monterey Fish Market
Blue Bottle Coffee	Monterey Market
Camino Restaurant	Namaste Yoga + Wellness
Casa de Chocolates	Oaktown Spice Shop
Chez Panisse Restaurant & Café	Pizzaiolo/Boot & Shoe Service
Dave Wilson Nursery	Ramen Shop
Fellini Coffeebar	RoliRoti
Gregoire	Semifreddi's
Katz & Company	Summer Kitchen
Kermit Lynch Wine Merchant	Victory Seed Company
Joel Linzner & Teresa Picchi	Lorraine Wild, Green Dragon Office

## VOLUNTEERS

*Volunteers are an integral part of the Edible Schoolyard Berkeley program. They bring dedication, energy, and expertise to the garden and kitchen classrooms at King Middle School and help keep our programs running in a variety of other ways.*

Elizabeth Augustyn	Heather Knape	Lynn Signorelli
Lucy Baker	Rachel Knight	Hayley Sloan
Maggie Bertolani	Pei-Ru Ko	Ian Stevenson
Alison Brantely	Debra Lande	Beebo Turman
Sophie Brunner	Jillian Landry	Dana Welsh
Onie Burge	Polly Lappetito	Shinwha Whang
Giancarlo Calabrese	Denise Lassauzet	Harue Wiedlin
Patti Callison	Darrell MacAulay	Simone Wojtaszek
Patricia Callison	Giuliana Marchesi	Jenny Wood
Angel Cho	Daisy Mauldin	William Wyatt
Alexsarah Collier	Ian McFaul	Virginia Yang
Emily Dellas	Jillian Moritz	Pamela Zelnik
Gloria Elissha	Robbie Motton	
Sarah Erickson	Liam Murphy-Hoffman (Liam Woods)	
Hilary Fessler	Laura Olson	
Gabrielle Fishman	Taylor Pattinson	
Tobie Garcia	MaryJane Pauley	
Ruby Geballe	Holly Pérez	
Matthew Gilliland	Cal Peternell	
Christine Golden	Teresa Picchi	
Susan Hantz	Margaret Radke	
Mollie Hart	Joan Ramo	
Jim Hart	Carly Roemmer	
Mackenzie Holtog	Helen Rothbaum	
Karen Kiyo Huster	Carrie Rybczynski	
Naushon Kabat-Zinn	Grace Schoenwald	
Yamini Kesavan		

## FORMER COLLEAGUES

*We gratefully acknowledge the hard work and contributions of previous staff members.*

Elena Garcia  
GARDEN TEACHER

Marsha Guerrero  
DIRECTOR, SPECIAL PROJECTS

Emma Jones  
GARDEN AMERICORPS MEMBER

Stacey Slate  
COMMUNITY MANAGER

## *The* EDIBLE SCHOOLYARD PROJECT BOARD of DIRECTORS

Alice Waters  
PRESIDENT

Martin Krasney  
TREASURER

Greta Caruso

Sherry Hirota

Mark Buell  
CHAIR

Christina Kim

Troy Duster

## *The* EDIBLE SCHOOLYARD PROJECT AMBASSADORS

Jake Gyllenhaal

Raj Patel

## *The* EDIBLE SCHOOLYARD PROJECT BOARD of ADVISORS

Michael Ableman

Jonathan Kozol

Orville Schell

Mikhail Baryshnikov

Frances Moore Lappé

Eric Schlosser

Wendell Berry

Phillip Lopate

Gus Schumacher

Kelly Brownell

David Mas Masumoto

Peter Sellars

Peter Buckley

Frances McDormand

Anna Deavere Smith

Susie Tompkins Buell

Nan McEvoy

Meryl Streep

Nancy Rutter Clark

Bette Midler

Michael Tilson Thomas

Billy Collins

Daphne Miller

Calvin Trillin

Eleanor Coppola

Margrit Mondavi

Alice Walker

Delaine Eastin

Davia Nelson

Jacqui West

Angelo Garro

Marion Nestle

Stanlee Gatti

Nell Newman

Adam Gopnik

Michael Pollan

Carole Shorenstein Hays

Robert Redford

Wes Jackson

Ruth Reichl

Bob Kerrey

Boz Scaggs

## *The* EDIBLE SCHOOLYARD PROJECT STAFF

Katrina Heron  
EXECUTIVE DIRECTOR

Joshua Cohen  
ADMINISTRATIVE COORDINATOR

Esther Cook  
HEAD CHEF TEACHER

Griselda Cooney  
FAMILY NIGHTS OUT  
COORDINATOR

Kyle Cornforth  
DIRECTOR, EDIBLE SCHOOLYARD  
BERKELEY

Emilie Gioia  
DIRECTOR OF PROGRAMS

Ashlee Johnson  
GARDEN AMERICORPS MEMBER

Nick Lee  
CHEF TEACHER

Monica Linzner  
CHEF TEACHER

Krissa Nichols  
OPERATIONS MANAGER

Geoff Palla  
GARDEN MANAGER & TEACHER

Hannah Piercey  
COMMUNITY MANAGER

Liza Siegler  
DIRECTOR OF PARTNERSHIPS &  
ENGAGEMENT

Tanya Stiller  
GARDEN TEACHER

Cristine Tennant  
ADMINISTRATIVE COORDINATOR

Jason Uribe  
GARDEN TEACHER

## CONSULTANTS

Irisa Charney-Sirott  
EDUCATIONAL CONSULTANT

Carolyn Federman  
PRODUCER, EDIBLE EDUCATION AT UC BERKELEY

Wendy Johnson  
GARDEN CONSULTANT

Greg Plotkin  
GRANT WRITER

Christopher Simmons  
DESIGN

## INTERNS

Briana Cahn

Dana Crary

Denise Dill

Andriana Hench

Megan Holmes

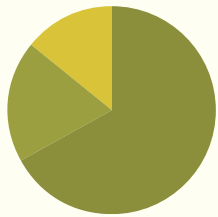
Norah Mueller

FINANCIALS



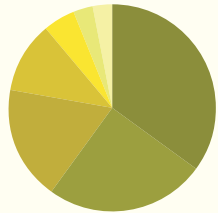
## FY 2013

By % for Income, Expense & Programs



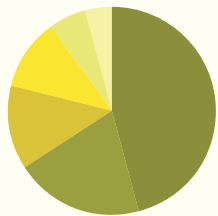
### EXPENSE BY CATEGORY

- 67% Program Services
- 19% Fundraising
- 14% Management & General



### EXPENSE BY PROGRAM

- 35% ESY Berkeley
- 25% Edible Schoolyard Network
- 18% Partnerships & Policy
- 11% ESY Academy
- 5% Edible Schoolyard Curriculum Development
- 3% Edible Schoolyard Family Nights Out
- 3% Edible Education Course with UC Berkeley



### REGULAR INCOME BY CATEGORY

- 46% Foundations
- 20% Individuals
- 13% Corporate
- 11% Events
- 6% Program Revenue
- 4% Dividend & Interest

## Summary Balance Sheet

As of June 30, 2013

### ASSETS

#### Current Assets

CHECKING	275,141
INVESTMENTS	2,726,269
RECEIVABLES	466,429
INVENTORY	13,236
PREPAID EXPENSES	18,003

Total Current Assets 3,499,078

Total Fixed Assets 76,187

**Total Assets \$ 3,575,265**

### LIABILITIES & EQUITY

#### Current Liabilities

PAYABLES	33,849
DEFERRED REVENUE	—
ACCRUED LIABILITIES	35,484

Total Liabilities 69,333

#### Equity

UNRESTRICTED 3,505,932

Total Equity 3,505,932

**Total Liabilities & Equity \$ 3,575,265**

## Profit & Loss

*July 1, 2012 through June 30, 2013*

### INCOME

#### Donations

INDIVIDUALS	386,256
FOUNDATIONS	871,250
EVENTS	210,653
CORPORATIONS	241,994
<hr/> Total Donations	1,710,153
Program Revenue	121,820
Dividend & Interest	75,277
Unrealized Gain/Loss	106,745
<hr/> <b>Total Income</b>	<b>\$ 2,013,995</b>

### EXPENSE

Program Services	1,228,641
Fundraising	264,779
Management & General	338,827
<hr/> <b>Total Expense</b>	<b>\$ 1,832,247</b>

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