PCC FARMLAND TRUST

2019 ANNUAL REPORT

2019 was all about protecting the soil, rivers, and habitat that make up our farming ecosystem, making land affordable and accessible to the next generation of food growers, and forging new pathways and partnerships to sustain a future for farming in Washington.

Dear Friends,

As the board president of PCC Farmland Trust, I am pleased to share some of the organization's key accomplishments in 2019. Last year was all about protecting the soil, rivers, and habitat that make up our farming ecosystem, making land affordable and accessible to the next generation of food growers, and forging new pathways and partnerships to sustain a future for farming in Washington.

We kicked off the year by bringing on a new Executive Director, Melissa Campbell. Since first joining the organization in 2008, Melissa has brought a deep knowledge of natural resource conservation and land access barriers in the Puget Sound region to her work at the Trust, and has already hit the ground running leading the team and establishing a bold vision for the future of the organization.

Three years since launching Advancing Farm Sustainability, our micro-grant program for farmers working on protected land, **the Trust funded its 25th project to support lasting improvements to soil, water, and/or on-farm habitat in 2019.** This milestone prompted the organization to conduct a program evaluation to review its efficacy and help guide its future direction. I am pleased to report that in addition to the $47,000 distributed through the program to date, over $250,000 in match dollars have been leveraged from conservation districts, cost-share programs, and investments from grant recipients themselves.

While our stewardship team worked side by side with farmers, our conservation staff partnered with local government and community stakeholders to queue up projects that protect farmland in priority areas across the region, like the Stillaguamish River Valley. In tandem, **we raised critical dollars through the Our Farms, Our Future campaign to fund this work, bringing our total raised to nearly $23 million** as I write this letter.

Through our land-matching program, Farm to Farmer, our staff connected with food growers across the Puget Sound region to support their land access needs. **Last summer, we expanded Farm to Farmer to Skagit County through a strategic partnership with Viva Farms,** who leverages our land-matching website to staff the program locally.

All along the way, supporters like you have shown up as our biggest champions of these efforts. **Six hundred and fifty of you attended our events throughout the year, and 17,400 of you engaged with our stories online.** By purchasing special products at PCC Community Markets or donating at the register, you helped us raise over $85,000 for farmland. Forty-seven of you restored more than 2.5 acres of salmon and pollinator habitat by removing invasive species and planting 650 native plants.

As our worlds have turned upside down this year, I continue to feel inspired by the generosity of supporters like you, the resilience of farmers, and the important mission of PCC Farmland Trust: to protect and steward threatened farmland across Washington. Thank you!

Sincerely,

Mark Kantor
Board President

KEY ACCOMPLISHMENTS

The PCC Farmland Trust board selected **Melissa Campbell to be the next Executive Director of PCC Farmland Trust.**

We funded our 25th project through our Advancing Farm Sustainability program, supporting lasting improvements to soil, water, and/or habitat on conserved farmland.

In partnership with Viva Farms, **we expanded our land-matching program, Farm to Farmer, to Skagit County.**

After hearing about the need for Farm to Farmer in other regions, **we conducted a six-month expansion and business planning process with funding from The Bullitt Foundation.**

47 volunteers restored more than 2.5 acres of salmon and pollinator habitat on farmland by removing invasive species and planting more than 650 native plants with support from partners at Pierce Conservation District and Washington Conservation Corps.

166 donors gave to us for the first time, generating $108,483 in gifts.

Our long-standing partnership with Powers Winery exceeded $250,000 in lifetime donations from wine sold at PCC Community Markets stores.

PCC Community Markets provided $210,000 in generous financial support and services in-kind. PCC's shoppers and employees donated more than $85,000 in personal gifts made at the register, via payroll contributions, and through purchases of select products.

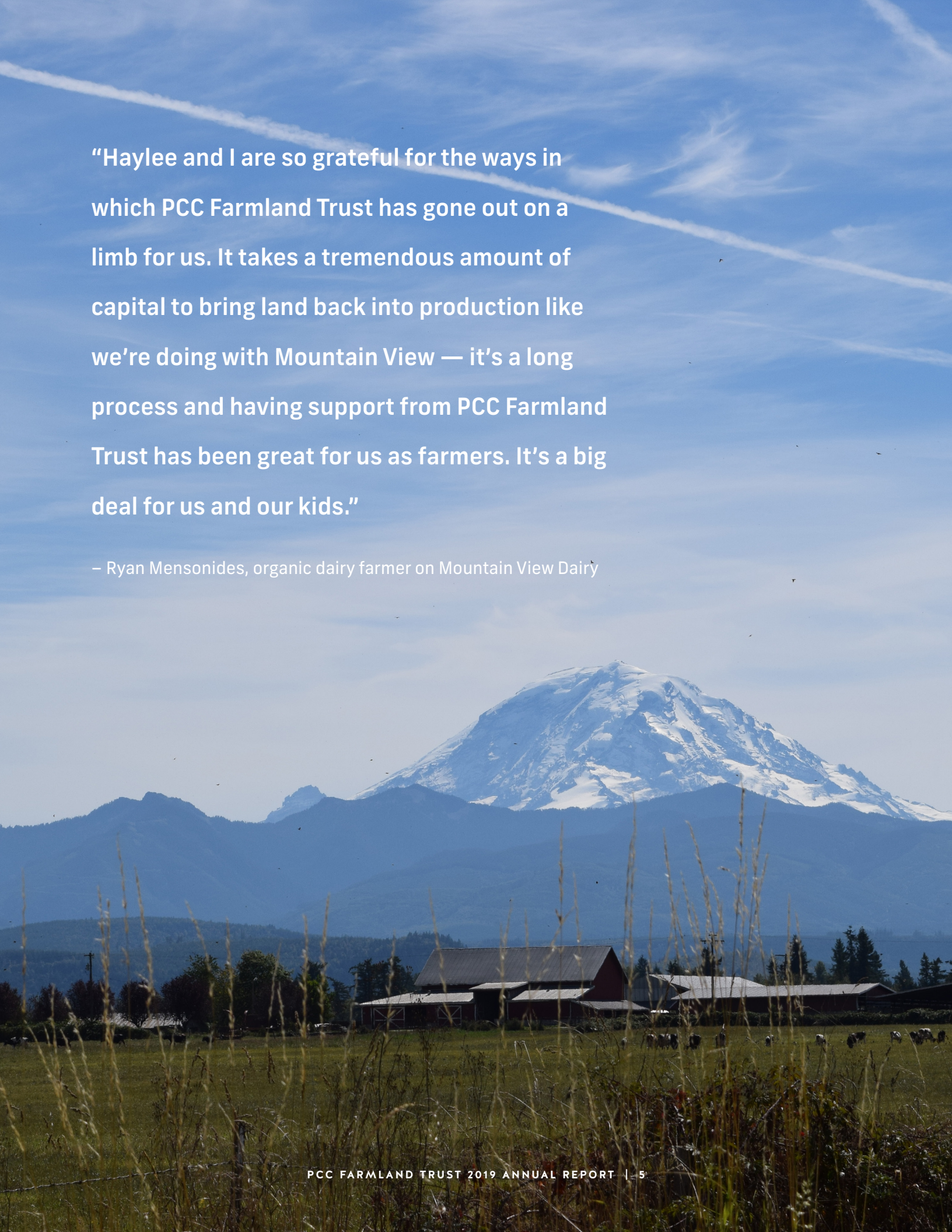
We permanently protected land on two farms that we own, by closing the conservation easement and a bridge financing loan from The Conservation Fund on Mountain View Dairy and selling Harman Farm's riparian habitat to Pierce County.

318 donors gave over $44,950 through online giving days, GiveBIG and Giving Tuesday.

We collaborated with community partners to **secure $2.23 million in conservation funding** that will protect 1,443 acres on 10 farms in three counties.

We convened 50 stakeholders from across Western Washington to help identify threats and opportunities for farmland protection statewide, informing our long-range conservation plan.

We deepened our partnerships with government officials, Tribes, and local farmers through our leadership of the Snohomish Farmland Conservation Strategy.



“Haylee and I are so grateful for the ways in which PCC Farmland Trust has gone out on a limb for us. It takes a tremendous amount of capital to bring land back into production like we’re doing with Mountain View — it’s a long process and having support from PCC Farmland Trust has been great for us as farmers. It’s a big deal for us and our kids.”

– Ryan Mensonides, organic dairy farmer on Mountain View Dairy

LOOKING AHEAD

We have raised nearly $23 million of our $26 million goal for the Our Farms, Our Future campaign thanks to supporters like you.

As we mark our 20th year, we are preparing a new strategic plan that aims to broaden our impact in response to the growing and changing needs of our community.

In spite of a challenging federal funding climate, **we have many projects lined up in priority areas like the Buckley Plateau, Eatonville, and Roy in Pierce County and the Stilliguamish Valley in Snohomish County.**

To meet the growing needs of farmers across Washington, **PCC Farmland Trust and partners are exploring a significant expansion of the Farm to Farmer program.**

FINANCIAL REPORT

JANUARY 1 - DECEMBER 31, 2019

OPERATING EXPENSES

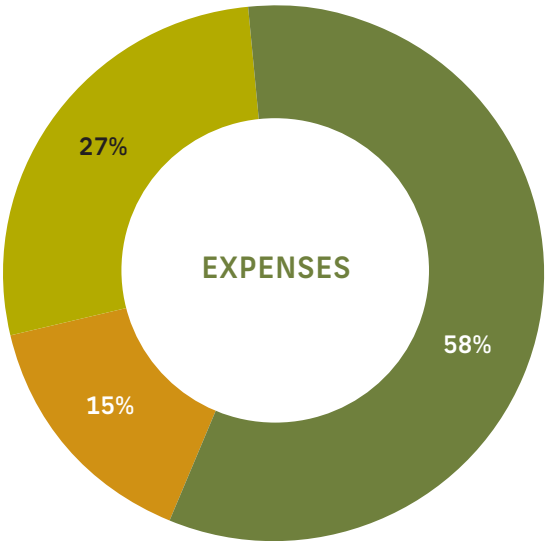
Fund Development	$558,351
Management	$319,955
All Programs	$1,224,802
Community Engagement	$268,670
Farm to Farmer	$153,223
Stewardship	$316,440
Conservation	$486,469
TOTAL	**$2,103,108**

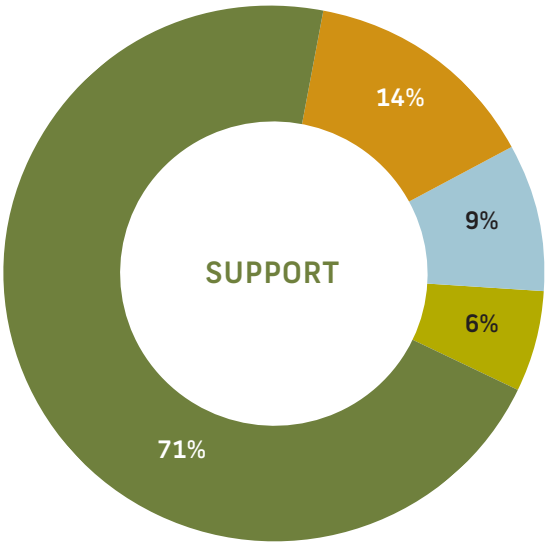
OPERATING SUPPORT

Donations	$ 1,253,141
Special Events	$161,991
Land lease, earned, and investment income	$112,040
TOTAL	**$1,527,172**

CONSERVATION CAPITAL SUPPORT	
Donations	$243,610

COMBINED SUPPORT TOTAL **$1,770,782**





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Organically Grown Company
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Patagonia
Patagonia Provisions
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Pierce County
Pike Brewing Company
Powers Winery
Primo Grill
Recreation & Conservation Office
RXBAR
Savannah and Olive
Scuttlebutt Brewing
Seattle Good Business Network
Snohomish Conservation District
Snohomish County
Spoon Full Farm
Sunrise Tacos
Tahoma Audubon Society
Teatro ZinZanni
Teresa and Kurt Lutterman
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Photos: Molly Goren, Amelia Vaughn and Karen Wang