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!
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

Sweet Beet Partners
Kearsarge Food Hub

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

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

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: $7,100+

$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

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.

COMMUNICATIONS

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

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 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

40% of the participants were new gardeners!

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

NH Food Hubs

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.

<table>
<thead>
<tr>
<th>Bradford Food Pantry</th>
<th>KLS Food Pantry</th>
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<tbody>
<tr>
<td>Bradford Elementary School Backpack Program</td>
<td>Kearsarge Kares Backpack Program</td>
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<tr>
<td>Bradford Senior Center</td>
<td>New London Hospital &amp; The Wellness Connection</td>
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<tr>
<td>Colby-Sawyer College</td>
<td>Greater Sullivan County Public Health Network</td>
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<tr>
<td>Unless LLC</td>
<td>NH Food Alliance</td>
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<tr>
<td>Evergreen Healing Arts</td>
<td>NOFA-NH</td>
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<tr>
<td>Warner Public Market</td>
<td>Genuine Local &amp; Belknap Food Shed</td>
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<tr>
<td>Henniker Food Pantry</td>
<td>Three River Farmers Alliance</td>
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<tr>
<td>Warner Community Action Program</td>
<td>Vital Communities</td>
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<tr>
<td>Springledge Farm</td>
<td>ORIS &amp; Fresh Start Farms</td>
</tr>
<tr>
<td>Kearsarge Neighborhood Partners</td>
<td>Gorhan Public Health Consulting</td>
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</tbody>
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**KFH sponsored these great programs in 2020:**

- NOFA-NH Share the Bounty Day
- NOFA-NH Winter Conference
- NH Eats Local Month
"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 Dobrowksi**  
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**

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020</th>
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<tbody>
<tr>
<td>Sales Revenue</td>
<td>$454,837</td>
<td>$597,205</td>
</tr>
<tr>
<td>Direct Contributions</td>
<td>$35,650</td>
<td>$183,963</td>
</tr>
<tr>
<td>Non-Government Grants</td>
<td>$8,050</td>
<td>$93,650</td>
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<tr>
<td>Government Grants</td>
<td>$23,435</td>
<td>$20,469</td>
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<tr>
<td>Other Income</td>
<td>$619</td>
<td>$657</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$522,591</td>
<td>$895,945</td>
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**EXPENSES**

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020</th>
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<tbody>
<tr>
<td>Programming</td>
<td>$390,955</td>
<td>$642,268</td>
</tr>
<tr>
<td>Admin/General</td>
<td>$20,135</td>
<td>$50,890</td>
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<tr>
<td>Development</td>
<td>$21,464</td>
<td>$15,839</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$442,553</td>
<td>$708,997</td>
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**NET INCOME**

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020</th>
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<tbody>
<tr>
<td></td>
<td>$90,038</td>
<td>$120,043</td>
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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!

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

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
$16,000 in matching funds
$3,408 from online auction
$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 Tacoma Foundation
The Ormiston Family Foundation
Dorothy and Andy Jeffrey
Seddon Savage and Carl Cooley
Allenby Charitable Fund

ONLINE AUCTION CONTRIBUTORS

Ann Eldridge
Twin Lake Villa
Kathy Lowe-Bloch
Peter Bloch
Wood Thrush Farm
Heebie Geebs
Oak & Grain Restaurant
Don Moss
Sue Moss
Faye Graziano
Grounds
Silver Hill Farm
Nourish
George Beaton
Silvatica Designs
Blue Loon bakery
Warner Public Market
Kearsarge Gore Farm
Alicia Bergeron Designs
Rosewood Inn
Sandra Bravo
Micro Mamas
David Ernst Ceramics
Erika Walker Jewelry
Dawn Forde
Gary Kalajian
Mermaid Hill Vineyard
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 Maliewcoco • Jaime Webb
Abbie Castriotta • Cassie Lashier
Emily Karmen • Michelle Roy
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.