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LETTER FROM THE EXECUTIVE DIRECTOR

Dear Nourish Friends and Supporters:

Thank you for taking time to learn what Nourish has been up to in 2016. Since we began in 2009, we’re working hard – with many other private and public systems – to transform our local food system so that more community members and families have improved access to good food and good-food knowledge. That knowledge can include providing students and families with nutrition education, hosting a gardening workshop or a cooking class where participants can see, touch and smell fresh produce, and learn how to include that in their daily meals.

Nourish Farms, its staff, volunteers, partner farms and local supporters believe that when there’s access to good food and opportunities to learn how food impacts our life, it can drive academic success for our kids, improve our long-term health, and provide economic opportunities for families and communities.

Our work and the impact we’re making, is being noticed, as we’ll tell you here. It’s been another great year of growth, collaboration and planning for a better good-food community here in Sheboygan County.

Growth: As we serve more students through our farm-to-school programs and community members with food and good-food education, we have expanded our staff, which now includes four full-time professionals. This staff will be critical in delivering new programs and education in the local schools and community.

Collaboration: We’re very excited to partner further with the Sheboygan Area School District (SASD), which was one of just 16 school districts nationwide to be awarded the Physical Education Program (PEP) Grant from the U.S. Department of Education. Nourish partnered with the SASD the last two years in writing this grant, which will allow us to create a nutrition curriculum and infrastructure to provide “Good Food Education” in local elementary schools.

Community: In addition to a strong farm-to-school menu of programs we deliver to Sheboygan and Plymouth schools, we were proud to introduce monthly Community Dinners at Nourish. On the third Wednesday of each month, more than 25 community members and families from all walks of life, come together to enjoy a three-course meal prepared by Nourish staff, a local chef and volunteers. We’d love to have you join us for a meal soon!

In 2017 we’ll continue to develop and deliver programs that not only improve individual food behaviors, but also systems. We hope our impact lives beyond a garden, dinner or snack, and that local, good produce will be commonplace, and that our community moves forward healthy, resilient, and strong.

Sincerely,

Heather Cleveland
Nourish Executive Director
LETTER FROM THE BOARD PRESIDENT

I am honored to have been chosen to follow Carol Christensen, the founder and first board president of Nourish, as the new board president. Our community owes a great deal to Carol and the other founders of Nourish for their vision, passion and energy that launched Nourish as an idea around a kitchen table in 2009 to what it is today. We would not be able make the impact that we do today if it were not for their efforts!

The same needs that drove the founders to launch Nourish still exist today. Food security, proper nutrition and food quality continue to be very real issues that still significantly impact our community today. The demand for solutions and services for these issues are significant. From the very beginning, Nourish became a focal point for the individuals, school districts, non-profits and other organizations to address these issues. Our organization grew quickly in the attempt to satisfy the demand for programs and services to make a difference in our community in food security, proper nutrition and food quality. As often is the case, rapid growth can create challenges for an organization and they certainly did for Nourish.

Our board conducted a series of strategic planning sessions during the last few months of 2015 which resulted in a focused set of supporting objectives for 2016 necessary to be accomplished in order to position Nourish as a long-term community resource. Our objectives:

1. Focusing and refining our methods and programs that make the biggest and most efficient impact to our community

2. Building the staff and board capacity to deliver those programs

3. Creating the systems and structures to ensure that we have the financial resources to continue to deliver those programs

We have made tremendous progress on these objectives in 2016. Although not the most exciting or flashy, this progress has allowed us to not only make an even greater impact to our community in 2016 but a solid foundation for 2017 and beyond!

Thanks to you, and your commitment to Nourish and good food, we are making a difference here and we are building a healthier and stronger community in Sheboygan County. Together we will continue to make a difference and nourish our community!

Sincerely,

Paul Bartelt
Board President
Nourish Snack

- Nourish snack serves eight sites including three elementary schools in the Sheboygan Area School District, and three Plymouth schools, the Boys and Girls Club, and Salvation Army. Nourish served over 9,600 nutritious snacks in 2016 to nearly 300 students each week. Nourish utilizes its Harvest of the Month to introduce new, tasty food to the students. During the semester a pre- and post-evaluation was done in a fun way to demonstrate what the students start and end the month with as far as knowledge of the food. On average, students demonstrate a 23% increase in knowledge of the Harvest of the Month features.

- Nourish is engaging the students’ families outside of this program and providing support to sites that want to expand the snack program to include teachers and staff. When the teachers and staff are part of the good food choices it further enforces the student’s choices and options when eating.

- During the semester students journal what they learned. At the end of the year they were quizzed for prizes that promote healthy lives. Students show retention of the weekly information and were able to answer all of the questions as a group. Many of the questions are not subjects that would be common knowledge for an elementary student. Nourish believes that when students are empowered to know more about their food, their comfort and familiarity with food can help increase frequency and quantity of fresh produce eaten.

ACHIEVEMENT MOMENTS

- Students’ trust is gained, and not only do they want to eat the healthy snack, but help dish up and pass out the snack to fellow students.

- Staff learns about how to prepare snacks to serve to kids. Not all adults are familiar with how to serve various types of fresh produce, and therefore, they benefit from this also.

FROM JEFFERSON ELEMENTARY STUDENTS:

“Last year when I started eating the Nourish snack I didn’t like produce. Your snacks are always good and I trust that when I eat the healthy snack you serve it will be good. Now I have your snack every single week.”

“You always ask us to think about how the food makes me feel. The food you give us doesn’t make me feel yucky, it makes me feel good.”
Weekend Food Backpack

Nourish Weekend Food Backpack program at Longfellow Elementary School serves 16 families with food for the weekend, reaching 106 individuals. The 38-week program supplied food for over 4,000 servings to the families in the program. There was a holiday dinner offered to the families that were part of the Backpack program as well.

“We didn’t have the money to buy spinach but when we found out our kids would eat spinach we started to buy it instead of the iceberg lettuce.”
- MOM OF FOUR KIDS

“My kids and I have never prepared and eaten fresh garlic. It really made the food taste great and you said it’s healthy so we will eat it more often.”
- MOM OF TWO KIDS

Summer Lunch

We helped align the Harvest of the Week items with foods that are local and in season. AJ Produce helped procure this locally. Nourish volunteers encouraged students to try the produce by showing them plants, giving them stickers, and most of all, a smile and a high five. Students were more likely to try the produce, take more of it, eat it, and also take multiple types of produce from the lunch line when Nourish was present and supporting good-food choices. Nourish encouraged students one day per week during the six-week program which helped the Sheboygan Area School District serve 3,730 servings of healthy, fresh produce.

After evaluating this program, Nourish is working to improve the program by identifying additional local produce choices, communicating with farmers, and selecting which days of the week are most effective to serve the produce.

More than 600 children benefitted from a weekly fresh, produce item during the summer.
Good Food Education

The Sheboygan Area School District (SASD) was one of 16 school districts nationally to be awarded the Carol M. White Physical Education Program Grant, also known as the PEP Grant, in 2016.

Nourish is contracted by the SASD to implement the nutrition education portion of the grant over the next three years. We labeled our involvement as “Good Food Education” and will be working with K-5 teachers to develop a nutrition and gardening curriculum that is practical and effective. We will also use grant funds to provide food-system related field trips, cooking demonstrations, and presentations to North and South High School classes.

Nourish and SASD School Nutrition Program began piloting 'Good Food Education' in 2014 for kindergarten and 5th grade classrooms. USDA’s Discover My Plate and Serving Up My Plate curriculums were distributed throughout the district for teachers to try.

Positive feedback from this pilot program provided momentum to expand our Good Food Education efforts through the recently awarded PEP Grant.

Hartman Group Study

In 2016, Nourish was the fortunate recipient of a second pro-bono Hartman Group Study, a strategic research group in the food and beverage industry based in Seattle.

Hartman Group conducted interviews of Nourish stakeholders, including students, parents, teachers, and Nourish volunteers. Their report included recommendations on ways Nourish can make a greater impact by:

- engaging parents
- tailoring recipes to a child’s palate
- offering teachers clear support and services
- clearly define the meaning of success for Nourish

Nourish’s Board of Directors and staff are taking their recommendations to heart and will use them to improve our organization, communication, program, and ultimately, our impact.
FARM-TO-TABLE PROGRAMS

Community Tours

Nourish offered 13 farm-to-table tours in the community last year. The tours engaged 60 community members who participated in the hands-on farm experience and the culinary education. They finished the tour by serving and enjoying a meal with local shelter residents. These volunteers are the clients who Nourish works to engage and support as they shape the good-food movement in Sheboygan. During the summer there were over 500 meals served to local community members.

The 13 farm-to-table community tours also served 500 meals to local homeless shelter residents.

Corporate Tours

Three community organizations participated in a Corporate Tour in 2016. Similar to the Community tours, these feature a customized tour at one of our partner farms. There, the group walks the land, learns from the farmer about growing fresh produce, and harvests the produce that will later be served and prepared for shelter residents.

Kohler Co. employees meet at a local farm.

over 500 meals served

over 60 volunteers

over 100 meals served
FARM-TO-COMMUNITY PROGRAMS

**Community Dinners**

Nourish hosted four community dinners in 2016. BMO Harris Bank sponsored this new program and also provided staff members who volunteered for the events. The dinners offered a seasonal beverage and a three-course, family-style meal that featured seasonal, local ingredients. Recipes and a cooking demonstration were offered at each event.

We hosted 150 people, who represented a nice cross section of our community: people new to Nourish, long-time fans and board members, single people, families, and senior citizens. Each dinner included several regulars along with several new faces.

**Sheboygan Housing Authority Dinners**

Nourish worked with the Sheboygan Housing Authority to offer community dinners at residential locations. Nourish engaged dinner participants in board games, cooking demonstrations, garden-based education, and more. Each dinner had 30-60 minutes of education or community building with residents, followed by a meal that was comprised of fresh produce, main dish, dessert, and a seasonal beverage. Nourish engaged over 50 people for dinner during our monthly events over 12 months.

“*I wouldn’t miss this event for the world. When you are like me and you can’t get out and don’t have a lot to look forward to, this event is the highlight of my month. The food brings me back to a great time when I was a little boy and my grandma and I made fresh food together from her garden.*” - Wasserman House Resident

Wasserman House was one of the local housing locations benefitting from Nourish dinners.
EDUCATIONAL URBAN FARM

The Education Urban Farm is located at 15th and Geele to the north of RCS Empowers. It is a wonderful learning environment for children and adults alike.

The farm, which is managed by Nourish staff and volunteers, boasted over 80 different varieties of fruits and vegetables, such as:

- Radish
- Parsnip
- Spinach
- Peas
- Lettuce
- Carrots
- Beets
- Herbs
- Swiss Chard
- Popcorn
- Beans
- Potatoes
- Onions
- Shallots
- Peppers
- Broccoli
- Tomatoes
- Eggplant
- Cucumbers
- Zucchini
- Winter Squash
- Kohlrabi
- Melons
- Pumpkins
- Brussels Sprouts
- Cabbage
- Kale
- Cauliflower
- Sunchoke
- Garlic
- Blackberries
- Raspberries
- Peaches
- Honey

In the 70 days of harvesting from May to October, the Educational Urban Farm produced over 1,800 pounds of fruits, vegetables, and herbs. Many storage crops were saved for winter use for our programs such as Nourish Snack, Summer Lunch, and Community Dinners.

During the United Way Day of Caring, volunteers built a grape arbor for the Educational Urban Farm.

1,800 pounds of fruits, vegetables, and herbs were harvested from the Educational Urban Farm.

600 pounds were used in Nourish programs such as Weekend Food Backpack, Snack, and Community Dinners.
of vegetables and fruits grown at the Educational Urban Farm were distributed to these community organizations and locations:

- RCS Empowers
- Bridgeway House
- Salvation Army
- Lakeshore Culinary Institute
- Tamarack Housing
- South High
- Nourish programs (community dinners, housing authority dinners, farm-to-table tours, Dinner on the Farm, Good Food Party, various demos)

at the farm, by 190 people from these groups:

- Urban Farm Workshop Participants
- Kohler Challenge Day
- South High Botany Classes
- RCS Empowers
- Mosaic School 7th grade
- Day of Caring (United Way)
- Various workers during open volunteer hours
- Various tour groups (church, Girl Scouts)
- Nourish Farm-to-Table Tours

attended six workshops covering subjects such as:

- Pollinators
- Honeybees
- Gardening Basics
- Composting

Projects completed at the farm include:

- Beehive Installation
- Grape Arbor Construction
- Flowerbed Block Wall
- Vegetable Wash Basin Construction
- Grill Acquisition for Community Dinners
- Urban Farm Sign Installation
- Planting and Care of two Pollinator Beds
OUR PARTNER FARMS

Without our local farms as strong partners, Nourish would not exist. Four local farms, plus the Nourish Educational Urban Farm, are the sources for the fresh, seasonal produce that we in turn harvest, prepare, and share with those in our community - in schools, churches, shelters, and through our community dinners.

We thank our partner farms mentioned below:

Old Plank Farm (Plymouth)
Springdale Farm (Plymouth)
Perennial Farms (Waldo)
Glacial Hills Community Farm (Sheboygan)
Nourish Educational Urban Farm
**FUNDRAISERS**

**Dinner on the Farm**
Nearly 50 guests enjoyed a four-course meal and Milwaukee jazz music at Lake Orchard Farm Retreat, a century farm along Lake Michigan.

**Good Food Party**
Nourish’s annual fundraiser attracts over 200 guests who enjoy seasonal, local food prepared by Sheboygan’s up-and-coming chefs. Guests also enjoy cooking demonstrations, music, and a live and silent auction.

**Membership**
Thank you to our founding members who supported us in the beginning.

**Founders 500**
individuals and organizations that donated $500 or more during Nourish’s first season of operation in 2009:

- Power Box Innovation - Brad Flatoff, Oostburg
- First Congregational Church UCC, Port Washington
- Joseph Henderson, Sterling, Illinois
- St. Paul Lutheran Church, Sheboygan Falls
- Roy and Linda Huffman, Zelienople Pennsylvania
- Clarice Christensen, Madison
- First Congregational Church UCC, Sheboygan
- Girl Scout Troop #461, Kohler
- First Presbyterian Church, Sheboygan
- The Aymond Family, Sheboygan
- The Delahunt Family, Kohler
- The Wise Group-Kym Liebham, Sheboygan
- The Dyksterhouse Family, Sheboygan
- The Peterson Family, Kiel

In 2016, we initiated an ongoing, annual membership for individuals and corporations. Incentives included stickers or t-shirts to a cooking demonstration for up to 50 people. 2017 Nourish members will be published in next year’s annual report.
SUPPORT

FOOD SYSTEM CHANGE MAKERS- $20K OR GREATER
Lakeshore Community Foundation*
Herman Miller Cares*
United Way of Sheboygan County*

LOCAL FOOD CHAMPIONS- $10K OR GREATER
The Vollrath Company
BMO Harris Bank
Kohler Company
Merkel Foundation

FOOD SECURITY LEADERS- $5K OR GREATER
Paul and Beth Bartelt
The Zieve Foundation
Kohler Company-Hospitality & Real Estate Group

GOOD FOOD ADVOCATES- $1K OR GREATER
Kohler Company
Better Life Chiropractic and Wellness
Mike and Pam Langan
John and Kate Miller
RCS Empowers**

SEED STARTERS- UP TO $999
Greg Zahn
Steve Proudman
UAW Local 833
Sargent
Deb and Norm Giertz
Dwight and Sheryl Dyksterhouse
Margaret Trager
Mark and Laura Becherer
Kirk Obear
Bill and Tricia Reiss
David Begalke
Darren and Elise Opel
David and Cheryl Gass
John and Carol Rost
Peter and Jean Pittner
Mike and Deb Matoska
Carrie and Charles Green
Tyler Strzyzewski
Amy Jo Biznek
Mark Quasius
Bob and Pam Hertel
Brian and Jessica Childs
Lori Deering
Rob Thomas
Nancy Buhr
Geralynn Leannah
Ruth Luedke
Kimberly Keller
Joseph Sheehan
Sarah Molepske
Dale Robson
Shannon Bullard
Daniel Knoedler

* Pledged in prior year, and revenue in prior year. Contribution was received in 2016.
** In-kind donation.
In 2016, Nourish invested funds to build infrastructure and capacity to sustain the organization into the future.
VISION
To help create a healthy community through food security.

MISSION
By providing equitable access to hands-on education and connections to local, sustainable food systems, Nourish empowers the community to make wholesome food choices.

BOARD MEMBER LIST

OFFICERS
Carol Christensen - President (through December 2016)
Paul Bartelt - Vice President
Barb Dodge, PhD. - Secretary (through July 2016)
Sharon Bruckschen - Secretary (July 2016 - present)
Tandra Sbrocco - Treasurer (through July 2016)
Kelly Cowhig - Treasurer (July 2016 - present)

DIRECTORS
Brian Schwaller
Stephanie Dlugopolski
Craig Harms
John Miller
Dick Bemis

STAFF LIST

Heather Cleveland, Executive Director
Ryan Laswell, Program Coordinator
Jake Lambrecht, Urban Farm Manager and Culinary Coordinator
Terri Saxe, Administrative Assistant (through May 2016)
Heather Bassett, Administrative and Program Assistant (May 2016 - present)
Douglas Schmidt, Urban Farm Landscaper (May - October 2016)

Nourish Farms, Inc.
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www.NourishFarms.org