In 2020, paperwork was filed to change this organization’s name from The Perennial Farming Initiative (PFI) to Zero Foodprint (ZFP). This report will follow the naming conventions that were used in 2019; that is, “PFI” will be used as the organizational name, while “Zero Foodprint” will refer to a program within PFI that mobilizes restaurants around food-related climate solutions.
Dear Friends,

Looking back on 2019 from the perspective of 2020 reminds me of a feeling that I used to have as a kid, when I’d flip back to the first page of my school notebook and realize how much my handwriting—and even my personality—had changed over the course of a school year. Preparing our 2019 annual report brought on a similar sense of vertigo, as we reflected on how much the coronavirus has transformed the world in 2020.

2019 was a year of enormous progress toward The Perennial Farming Initiative’s mission to build a renewable food system rooted in healthy soil, through expanded programs, strengthened partnerships, and increased funding. Since the period discussed here, we have begun the process of changing the organization’s name to Zero Foodprint, but we remain very proud of all the work that we did under the PFI name. As we enter a new era in which the public cannot take the food system for granted, we believe more than ever in our values of regeneration, collective action, justice, and prosperity through good food grown in healthy soil for all.

Sincerely,

Karen Leibowitz, PhD
President & CEO
MILESTONES

FEBRUARY

PFI absorbed Zero Foodprint as a program. Founded in 2015 by Anthony Myint, Chris Ying, and Peter Freed, Zero Foodprint had a track record of food-and-climate action by helping restaurants to assess, reduce, and offset their carbon footprints. It made good sense to bring Zero Foodprint’s restaurant-facing programs together with PFI’s agricultural programs, particularly given PFI’s larger mission of connecting diverse aspects of the food system.

AUGUST

PFI’s staff and board gathered with operational partners and allied organizations to begin planning the Restore California program. At this retreat, we conceptualized an application process that would allow producers to propose their own price to implement a given healthy soil practice, and a scoring process that would rank applications in terms of carbon return on investment, using COMET-Planner. We also began to consider rebranding the organization as Zero Foodprint.

APRIL

PFI announced a collaboration with the State of California’s Healthy Soils Program to direct funds raised by Zero Foodprint members into a public-private partnership to support on-farm healthy soil projects in the state of California. Known as Restore California, the program would launch in 2020 and disburse funding to farmers through through a new streamlined approach in which restaurants could add a 1% surcharge to diners’ bills in lieu of undergoing a life cycle assessment.

JULY

Co-founder Anthony Myint was awarded the Basque Culinary World Prize, an honor designed to recognize chefs’ impact in the world beyond their own kitchens, carrying a €100,000 grant for The Perennial Farming Initiative’s ongoing work through the Zero Foodprint program.

The judging panel of chefs from around the world gathered with San Francisco’s food community for a conference on sustainability in the restaurant industry.

DECEMBER

PFI was approved for a two-year Conservation Innovation Grant from the Natural Resources Conservation Service (a division of the USDA). The grant funds the development of our Restore California program for a two-year period spanning 2020-2022.

We undertake this project in partnership with the California Association of Resource Conservation Districts and 3Degrees, Inc. and with matching grant support from Grantham Environmental Trust.
PROGRAMS

Building on our existing Zero Foodprint program, which calculated dues from member restaurants in proportion to their carbon footprint throughout 2019, we developed a simplified mechanism for member participation, calculated as a function of a business’s economic footprint: adding a 1% surcharge in lieu of undergoing a life cycle assessment. As a pilot program in 2019, Handline in Sebastopol added 1%, while Mission Chinese Food in San Francisco added 3%.

In January 2020, Zero Foodprint rolled out the 1% model of membership to all interested members, while retaining the existing membership based on emissions. Both membership pathways provide funding for grants made through our Restore California program.

PFi also served as fiscal sponsor to the nonprofit Soil Centric through 2019. Under the direction of Diana Donlon, Soil Centric built a digital “Pathfinder Tool,” which is a curated online platform connecting users with an array of regenerative opportunities, and released a prototype in late 2019.
1% restaurant members gather funds from the public as a 1% surcharge on consumer bills. Of these funds, 95% is for grants and 5% is retained to cover administrative costs.

Carbon-neutral members undergo a life cycle assessment, purchase verified carbon offsets reflecting Scope 1 and 2 emissions, and address Scope 3 (ingredient-related) emissions through contributions to Restore California at a rate of $15/ton.
Between the contributions of the 2019 pilot projects and Q1 2020 funds raised before the novel coronavirus prompted an unprecedented contraction of the restaurant industry, Restore California has collected $81,016 to be distributed in grants for healthy soil projects in California. We estimate that grants made from this funding can sequester 680 tons of atmospheric carbon.

In collaboration with the California Association of Resource Conservation Districts, we opened Restore California to applications from farmers and ranchers for grants to implement healthy soil practices such as compost application and cover cropping in January 2020. We designed the program in consultation with California’s Healthy Soils Program and numerous carbon farming experts including individual Resource Conservation Districts and the Carbon Cycle Institute.

The application period will close on June 30, at which point we will score the applications using a finalized version of the criteria we have drafted in recent months. We have also developed a contract for use with farmers and ranchers and circulated these contracts to the pilot projects we are funding, in order to troubleshoot before we begin implementing projects through the regular application process.
The Perennial Farming Initiative is a 501(c)3 organization registered in California, and has filed a Form 990 federal tax return for 2019, available online via Guidestar.

### 2019 Income
- Grants and donations: $396,112 (84%)
- Program Revenue: $77,126 (16%)

### 2019 Expenses
- Program Expenses: $382,021 (91%)
- Management: $28,422 (7%)
- Fundraising costs: $10,000 (2%)
Thank you for your generous and thoughtful gifts to support the creation of a renewable food system.

We are grateful to the following major supporters (in alphabetical order) of The Perennial Farming Initiative in 2019:

- Fidelity Charitable & PIF
- HAZI Fundazioa
- Hunter Grubb Foundation
- Invoking the Pause
- JEC Foundation
- Jeremy and Hannelore Grantham Environmental Trust
- Marin Community Foundation
- Mission Chinese Food
- New Priorities Foundation
- Springcreek Foundation
- The Tides Foundation
- Trust for Conservation Innovation
- Vanguard Charitable