



## **City of Seattle partnership**

Presented to: Urban Forestry Commission  
May 2013

**Mission: City Fruit promotes the cultivation of urban fruit in order to nourish people, build community and protect the climate**

- Founded 5 years ago by Gail Savina
  - Gail serves as Executive Director today
- Small, grassroots organization with two part-time staff
- Non-profit corporation (501c[3])
- Supported our programs through grant-writing and on-the-ground fund-raising

# Executive summary

- Urban fruit trees are important
  - Enhance and grow urban forest canopy
  - Contain significant social and cultural significance
  - Provide food
- Over the past five years, City Fruit has played a key role protecting, enhancing, harvesting and planting urban fruit trees
  - Partnered with public, private, and business organizations
  - Trained orchard stewards
  - Provided public education
  - Planted trees
  - Harvested fruit
  - Mapped fruit trees
- City Fruit is committed to continue to serve Seattle, but needs a funding mechanism to sustain its work and meet its growth agenda

# Urban fruit trees enhance and grow urban forest canopy

- **Urban fruit trees contribute to UFM Plan urban canopy goals**
- Fruit trees:
  - Occupy special niche within canopy
  - Provide same environmental benefits as other trees
- City Fruit keeps trees healthy and invasives-free
- Partnership with City agencies and departments



# Urban fruit trees contain significant social and cultural significance

- **People feel strongly about fruit trees and are motivated to plant and care for them**
  - Fruit production one of two significant motivations for Seattle property owners to plant trees in yard<sup>1</sup>
  - When planting, 42% of property owners choose fruit trees over other trees to plant<sup>1</sup>
- **Orchards are living remnants of Seattle's agricultural heritage, connecting us with our past**



<sup>1</sup>Jana Dilley survey of 2,300 Seattle property owners (2010)

# Urban fruit trees provide food

- **Seattle-grown fruit plays a significant role in the local food system;** in 2012 alone:
  - 30K lbs of fruit harvested from residential trees in Seattle
  - More than one ton of fruit harvested from community orchards
- **Fruit that might otherwise wasted is donated to charity or sold to local chefs**
  - Fruit donated to >30 food banks, meals programs, senior centers, shelters, and other charities
  - Sales to local chefs help pay for harvest; allow increasing volume donated to local charities

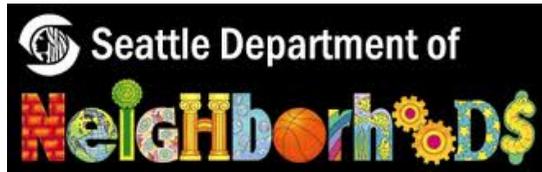


# To date, City Fruit has partnered with >20 organizations

## Funders:



United Way of King County



WASHINGTON STATE DEPARTMENT OF  
**Natural Resources**



## Government partners:



Seattle Department of Transportation



SEATTLE PARKS  
AND RECREATION



Seattle Office of  
Sustainability  
and  
Environment



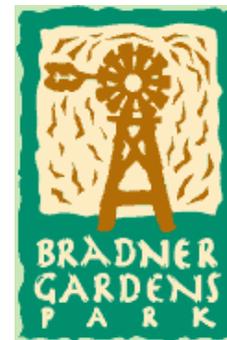
## Community partners:

### **Raintree Nursery**

fruit trees • nut trees • berries • vines • unusuals • citrus  
subtropicals • rootstocks • mushrooms • ornamentals



## Non-profit partners:



Seattle Tree  
Fruit Society



LEARN. GROW. EAT.  
seattle  
tilth



# To date, City Fruit has trained 65 orchard stewards

- **City Fruit developed a curriculum to train orchard stewards to work around Seattle;** stewards:
  - Remove invasives from the orchard floor and mulch with wood chips
  - Plant native berries and insectant attractants
  - Prune and otherwise care for fruit trees
  - Graft new varieties onto existing fruit trees
  - Protect fruit from pests with footies
  - Harvest and donate fruit
- **To date, 65 stewards have been trained, active in eight Seattle parks**
  - Three new parks will be added to the program in 2013



# To date, City Fruit has provided education to 600 Seattle residents

- **In 2012, City Fruit sponsored 23 classes reaching more than 300 Seattle residents**
  - Already in 2013, we have sponsored 15 classes reaching 170 residents
- **Key education efforts:**
  - Grant to develop public education signage about fruit trees and historic orchards
  - Co-sponsor monthly fruit tree care classes at local nurseries
  - Classes in community orchards and private backyards
  - One-on-one tree care consultations
  - Train P Patch gardeners
  - Write fact sheets and online information about fruit tree care
  - Monthly newsletter to 800 subscribers on fruit tree care and related events



# City Fruit promotes and teaches residents to plant trees

- **We work with community gardens, Parks and individual homeowners to encourage planting of fruit trees and berry bushes**
- We teach classes on the correct planting of fruit trees
- We partner with local nurseries to make trees available for planting
  - In 2012, we provided 100 fruit trees and berry bushes to gardens in the Rainier Valley
  - Sell fruit trees at Bradner Gardens annual sale
  - Provided trees and bushes for the initial planting of the Beacon Food Forest



# To date, City Fruit has harvested 45K lbs of fruit (18K lbs in 2012)

- **City Fruit harvests ~60% of the 32K lbs of fruit harvested annually from residential trees and community orchards in Seattle**

- In the past four years, we have harvested >45K lbs

- The harvest increases every year as community interest grows

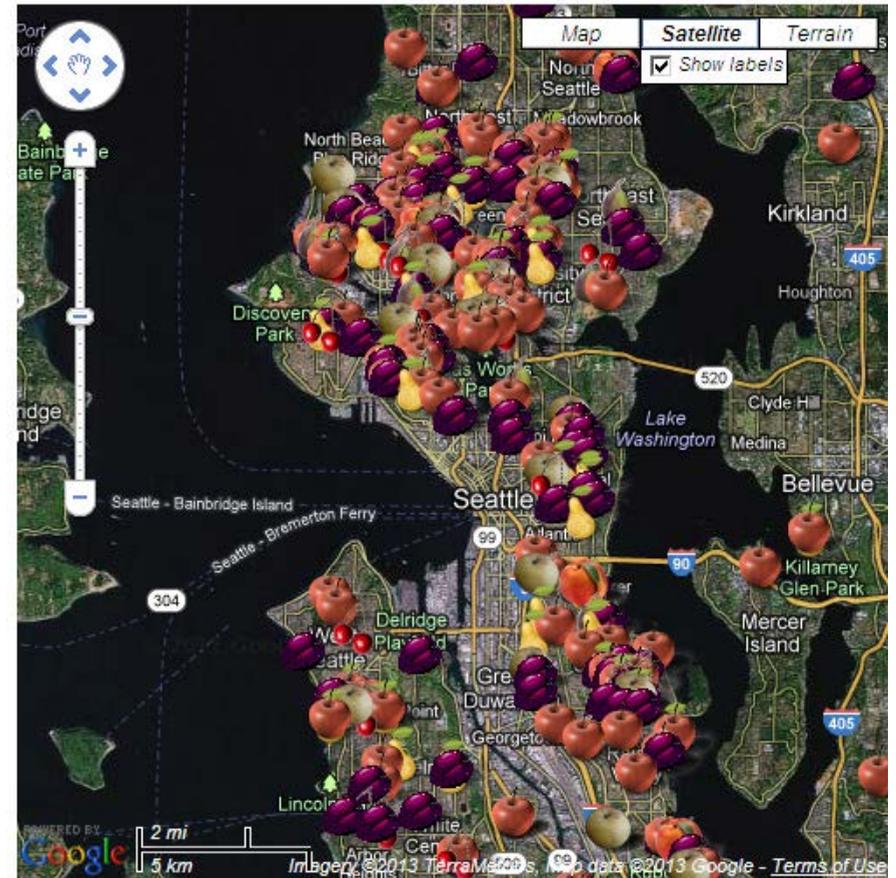
- **Fruit that might otherwise wasted is donated to charity or sold to local chefs**

- Fruit donated to >30 food banks, meals programs, senior centers, shelters, and other charities



# More recently, City Fruit has been mapping fruit trees in parks

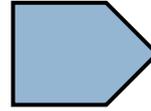
- **Developed an online mapping program on which Seattle residents could voluntarily post their fruit trees**
  - Hundreds of people have done so
  - Cities throughout U.S. have sought advice on how to replicate
- In 2011-12, we mapped the fruit trees in six Seattle Parks with a GIS system
- Currently developing a phone app to map Seattle's urban fruit trees



# City Fruit seeks to build off current successes and infrastructure

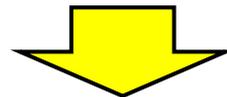
## Current City Fruit programs

- Further develop **steward program in eight parks**
- Continue **harvest in three neighborhoods**
  - Avg 6K lbs per neighborhood
- **Continue current community education programs** (harvest, tree planting)



## City Fruit's future

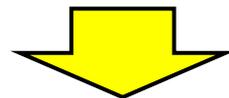
- Create steward programs in **ten additional parks**
- **Expand to one additional neighborhood each year**
- **Meet growing demand for educational programs**
- **Reduce class size**
  - e.g., classes at City People's Garden Store are all over-crowded



**Important community partner for Urban Forestry Commission**

# City Fruit needs help to be able to sustain our mission and grow

- **To date, City Fruit has been small, operating as a grass-roots organization dependent on grants**
  - Currently two part-time staff
- **Grant-dependent programs aren't sustainable long-term**
- **With no incremental funding, City Fruit would operate at 100-145K annual deficit**



**Without incremental funding, City Fruit cannot deliver on future initiatives and current initiatives are at risk**