



CITY  **fruit**



# City Fruit 2008-2018

*Our Mission: put Seattle's fruits trees to their best and fullest use, so that everyone in our community shares in the value of fruit*

*Our Goals:*

- *Grow the Harvest*
- *Make the best & fullest use of fruit*
- *Ground our work in Seattle's communities*
- *Enhance organizational capacity*



# The Great Seattle Fruit Harvest

*2018 represented our biggest expansion: we grew to serve ALL of Seattle and reached into South King County*

*Our Growth:*

- Already harvested more than 25,000 pounds of fruit!*
- Registered more than 200 new trees*
- Will host up to 15 Harvest Hubs, with volunteer harvesters*
- Will collect fruit from 100 Harvest Boxes, to increase efficiency*



## Stewardship & Education

*We re-launched our education workshops to include an active stewardship component, to reach a more diverse population; embed our work more deeply in service, and connect more neighbors to the City's orchards.*

### *Our Impact:*

- We engaged several hundred volunteers in direct service,*
- We graduated 18 new Master Fruit Tree Stewards*
- We trained 4 new Orchard Stewards to support City trees*
- Our training workshops resulted in the direct care of more 50 city*



# Youth Programming

*More than 300 underserved youth connected to our City's orchards and harvest through our Harvest Club and Harvest Team programs!*

*Our Training Program:*

- 20 Middle Schoolers became trained as Master Fruit Tree Stewards*
- 1 SYEP intern trained as a Harvest Team member*
- Youth worked together to assess and map trees at 3 orchards*



# Save Seattle's Apples

*We launched our third year of the campaign to protect our City's apple and pear trees!*

## *Our Reach:*

- Distributed 10,000 pest prevention packs across Seattle*
- Netted more than 50 trees in public spaces*
- Launched a pilot study of net & design efficiency at Meridian*
- Distributed more than 100 yard signs to participating homes*



# Tree Care Services



*We launched Tree Care Services in January and blew past our annual projections by May.*

*Our Services:*

- *Tree care assessments*
- *Pruning*
- *Netting*

# Growth of our City Contract

Where have we really grown:

- Increased efficiency in collection
- Dramatic growth in engagement and volunteerism

	2014	2018, anticipated
City Contract Funding	\$59,000	\$68,000
City Fruit Staff	1 FTE 1 FTE AmeriCorps 3 paid harvesters	Staff: 3 FT, 1 PT, 1 QT 3 paid Harvesters
<b>Community Harvest</b>		
Neighborhoods Served	5	All of Seattle
Harvested Fruit	27,399 pounds Value: \$48,222	60,000 pounds Value: \$105,000
Fruit Distribution	shared with 30 food banks & community partners	shared with 50 food banks & community partners
<b>Public Orchard Stewardship</b>		
Volunteers & Hours	561 volunteers 1,503 volunteer hours Value: \$30,060	1200 volunteers 3000 volunteer hours Value: \$60,000
Trees Pruned	N/A	
Trees Netted – Pest prevention	N/A	50 Value: \$10,000
Orchards Stewarded	16	18, including trees at two orchards not currently included in our contract: Maple Playfield and Marra Farm
Overall Value	\$78,282	\$175,000



# What's Next?

- Dig deeper into the City's collective orchard
  - Break down barriers to the trees and fruit
  - Create a comprehensive map of our city's fruit trees
- Continue to increase efficiency in collection
- Invest more in community engagement and volunteerism
- Update our City Contract
  - Align the value of the contract with the value of our work
  - Focus the contract on public trees, volunteerism, and youth programming



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