2016 was a perfect reminder of why we’re named Shalom Farms. “Shalom” itself is a Hebrew word that means completeness, wholeness, and peace. For us, it’s a sign of how all people in our community can be in a healthy, whole relationship with each other and the environment. We believe it’s a fitting way to think about our work to build a strong and healthy Richmond.

We saw this “shalom” or “completeness” at work in countless ways in 2016. We glimpsed it working alongside mothers in Mosby Court in our Kitchen Clinic, who helped us craft recipes that would make healthy eating easier for families across Richmond. We saw Shalom when shoppers expressed their gratitude for our weekly “Grown to Go” mobile markets by going as far as feeding our program staff with homemade empanadas prepared with ingredients purchased at the market. We experienced what this “wholeness” can look like almost every day at the farm, where individuals and families from every corner of our city participated in the transformative power of growing food.

There is much to celebrate, just as there is much work still to be done to achieve wholeness for our entire community. That’s why as we grow and expand we will work more closely with the communities we serve and continue to seek deeper partnerships with organizations outside our “food access” world like Health Brigade, Better Housing Coalition, Richmond City Health District, and Richmond Public Schools. Building healthy and whole communities takes more than just growing and sharing good food, and we are so grateful to have so many partners with us on this journey.
FARM & VOLUNTEERS

In 2016, we grew over 288,000 servings of fresh fruits and vegetables on just over 4.5 acres. Some of what makes Shalom Farms unique is our focus on maximizing food production, while engaging large numbers of volunteers in all aspects of the farm and our commitment to sustainable and regenerative growing practices. We remain dedicated to growing food in a way that cares for the environment and produces high quality, nutrient-dense fruits and vegetables. Our harvest consistently meets or exceeds industry expectations while providing hands-on learning opportunities in sustainable agriculture for people of all ages.

The farm is also a learning lab for visitors and volunteers of all ages and backgrounds. With the exception of driving the tractor, everything at the farm is done with the help of volunteers. We have no age restrictions for volunteers and welcome individuals, families, faith groups, corporate groups, school groups, nonprofit partners, and many others from March to November. We provide hands-on experiences growing fresh fruits and vegetables, and offer introductory educational experiences in sustainable agriculture, K-12 environmental science, health, and nutrition.

In 2016 Shalom Farms partnered with more individuals, families, and groups of all sizes than ever before! Through over 4,547 visits, volunteers spent 12,436 hours investing in the local food system. An additional 1,677 individuals visited our farm for specialized educational visits and tours. Our closest volunteer and education partners include partnerships with Capital One, St. Catherine’s School, Blue Sky Fund, VCU Medical School, and the United Methodist Church.
In 2013, the farm began hosting “Farmers in Residence.” These individuals who work full time from March through November while learning more about farming and organic growing. While working at Shalom Farms, Farmers in Residence work as part of the farm staff managing the growing operations and working with volunteers. They also participate in educational opportunities with farm staff, city programs, and other farms to explore the intersections of food justice and sustainable agriculture. Many Farmers in Residence continue working in agriculture after their first season, whether at Shalom Farms, another farm, or launching their own farm.

In 2016, with much excitement, we announced the expansion and move of our physical farm location. Shalom Farms was created in 2009 at Westview on the James in Goochland, VA as a pilot project of United Methodist Urban Ministries of Richmond (UMUMR). The project grew rapidly, and ultimately UMUMR fully transitioned into Shalom Farms as we know it today. We grew about 6,000 lbs of food on less than an acre in 2009 as a way to use the natural resources of Westview on the James to better serve the needs of those in urban Richmond. As you can see from this Annual Report, the organization has steadily grown since then. This growth means the organization needed more land with increased accessibility to Richmond, and a long term lease so we could build the barns and infrastructure needed to support this increase in size.

The new location is much closer, conveniently located near the intersection of Huguenot Trail and Rt. 288. It will allow the farm to welcome 10,000 visitors and eventually grow 1 million servings of fresh fruits and vegetables annually. In November of 2016, we shut down operations at Westview on the James as we prepared to open our new location in Spring of 2017. This growth would not be possible without the support of so many individuals and organizations from across our region over the last nine years. Shalom Farms is especially grateful to Westview on the James and countless others who helped start what we believe has become a vital community institution.
RICHMOND HEALTHY CORNER STORE INITIATIVE
The Richmond Healthy Corner Store Initiative partners with participating stores to offer fresh produce options in convenience stores and gas stations in communities without access to a full-service grocery store. In collaboration with the Richmond City Health District, we provide weekly produce deliveries of Shalom Farms produce and items sourced from other local businesses, technical assistance to store owners and staff, and in-store tastings and events to promote healthy eating. In 2016, ten stores participated in the program selling over 30,000 servings of fresh fruits and vegetables.

GROWN TO GO MOBILE MARKET
In 2016, with support from RVA Food Collaborative and the Mary Morton Parsons Foundation, Shalom Farms launched the Grown to Go Mobile Market. At weekly locations including public and affordable housing communities, health clinics, and community centers, Shalom Farms sold over 63,000 servings of produce to over 900 customers across 17 different community-based sites between June and November. The Mobile Market offered 50% off for all SNAP purchases and connected customers to educational information and existing community services. Additionally, Community Food Collaborative and other partners used the vehicle to expand or enhance their own food access programs.

NUTRITION DISTRIBUTION NETWORK
Shalom Farms works with community partners to provide fresh produce to enhance existing nutrition services and programs. In 2016, 86,546 servings of our produce was distributed through FeedMore, and 74,989 servings were distributed to local partners offering nutrition services like meals, after school snacks, and emergency food assistance. Our nutrition distribution partners include:

- Peter Paul Development Center
- Welborne United Methodist Church
- Church Hill Activities and Tutoring
- Ginter Park United Methodist Church
- Neighborhood Resource Center
- Oakwood United Methodist Church
- Belmont United Methodist Church
- Goochland Free Clinic and Family Services
- 31st Street Baptist Church
- Atlee Community Church
- FeedMore
- MARCH
- St. Marks Episcopal Church
- Koinonia Christian Church
- Love Center of Unity
- VCU Ram Pantry

30,630 servings of fresh fruits and vegetables sold to ten stores

63,538 servings of Shalom Farms produce were sold through 331 individual farm stands operated in areas with limited access to fresh produce

161,535 servings of fresh produce distributed through over sixteen different partner organizations, including FeedMore, community nutrition programs, and local food pantries.
The Prescription Produce Plan partners with families over 10 weeks to provide health checks, produce at no cost, and opportunities to practice and share food skills. The goal of this program is to help families connect diet, nutrition, and management or prevention of chronic disease.

Piloted in 2016 in partnership with Fit4Kids, the Kitchen Clinic gathers a cohort of families weekly for 10 weeks of cooking classes focused on having participants test and adapt recipes to make them family friendly, delicious, affordable, fit for health, and fast (completed in under an hour). Each class integrates nutrition, cooking techniques and budget friendly ways to source healthy options.

Youth Run Farm Stands uses “good food” as a transformative tool to help youth develop healthy habits and critical life skills, while providing youth participants the opportunity to become changemakers in their community. Our 8 week curriculum provides hands-on opportunities to learn more about nutrition, try new foods, and develop critical thinking skills to use while facilitating a weekly farm stand.

In 2016, program locations included Highland Park and Oakland Village Apartments, reaching 30 families between June and November. Each program site collaborates with other partners, including Greater Richmond Fit4Kids, Boaz and Ruth, and Oakland Village Connect. Across both sites, 83% of participants report feeling healthier after participating.

In partnership with Church Hill Activities and Tutoring, youth participants volunteered a day a week at Shalom Farms, worked in urban gardens, and facilitated a farm stand in the East End at the Robinson Theater.

83% participants feel healthier after participating

100% participants were satisfied with the program

60% youth became more familiar with fresh produce
2016 FINANCIAL INFORMATION

Income
$799,657

- Foundations 34%, $275,600
- Private Support 34%, $270,220
- Faith Communities 12%, $97,000
- Earned Income 12%, $96,012
- Government Contributions 8%, $60,820

Expenses
$572,893

- City Programs 39%, $224,123
- Farm Programs 32%, $182,802
- Fundraising 10%, $58,414
- Volunteer Program 10%, $55,409
- Administration 9%, $52,145

*This financial information reflects $302,857 in income and $44,435 in expenses related to our Grow Shalom Capital Campaign in 2016.
INVESTING IN SHALOM FARMS

Our continued success has been made possible by the support of thousands of volunteers, donors, and partners. Thank you to everyone who contributed to the success of Shalom Farms in 2016! We would like to particularly thank the following major donors for their generosity.

$100,000 and up
Impact 100
The Mary Morton Parsons Foundation

$50,000 - $99,999
Blithewood Farm
United Methodist Church Richmond
District Board of Missions

$25,000 - $49,999
Altria
Altria Companies Employee Community Fund
Bon Secours Richmond Health System

$2,500 - $4,999
The Anne Carter Robins and
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Danny and Kim Bottoms
Tom and Daisy Byrd
Ellwood Thompson’s Local Market
Ms. Jane Fancher Hendley
Trinity United Methodist Church
United Methodist Urban
Ministries of Richmond Auxiliary

$1,000 - $2,499
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Grace Covenant Presbyterian Church
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$5,000 - $9,999
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$1,000 - $2,499
Midas of Richmond
Mimi Siff

$25,000 - $49,999
Mr. and Mrs. Roger Boeve
Bon Air United Methodist Church

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Midas of Richmond
Mimi Siff

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Mimi Siff

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Mr. and Mrs. Matt Gottwald

Mr. Kelly Johnston
Nan Leake and John Shepherd
Salisbury Presbyterian Church

TO INVEST
To financially support Shalom Farms, please visit our website at www.shalomfarms.org/donate or call (804) 266-1914 for more information.

TO VOLUNTEER
We welcome individuals and groups of all ages and abilities to volunteer. School groups, faith communities, after-school programs, corporate teams, families and more make this work possible. For more information on volunteering, see www.shalomfarms.org/volunteer
WE ARE ROOTED IN PEOPLE

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