



Working with farm and city
to cultivate a local
sustainable food system.

FarmFolk/CityFolk Society
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Dear Supporter,

"... we had to think long and hard about including raspberries this week. The weather has been humid and it has been tricky to keep the berries fresh after picking..." Christopher Bodnar, Glen Valley Organic Farm, in an email to weekly produce box customers.

I'm glad Chris decided to include the raspberries. They were the culinary highlight of my summer. Raspberries are fragile. The window of opportunity to capture their newly picked freshness is short. I cherished the taste, texture and life in each one and my husband and toddler shared my enthusiasm. Like the raspberries, FarmFolk/CityFolk bursts with life and energy for its mission: 'to cultivate a local, sustainable food system'. Yet, in this difficult economic climate it is also tricky to keep FarmFolk/CityFolk growing.

As I write this letter, with bright red leaves falling from the trees outside our apartment, I am reminded of the raspberries. As a chartered accountant, the colour red also reminds me of financial danger. In my role as FarmFolk/CityFolk's treasurer, my mission is the financial sustainability of our organization. One of my objectives is to help steer our organization away from the danger of the colour red.

And that's why I'm writing to you today... to invite you to take a giant step in your commitment to achieving a sustainable local food supply by **increasing your usual gift to FarmFolk/CityFolk by 20% or more.**

Why 20%? Well, you may be aware of the recent decision by the provincial government to stop funding all but certain "priority programs" from provincial gaming funds. Like other non-profits and arts organizations, FarmFolk/CityFolk was blindsided with a 20% drop in revenue. This at a time when there is an (agri) cultural renaissance exploding throughout BC, and creative work that FarmFolk/CityFolk is contributing to this momentum. This is why I feel compelled to ask you to consider increasing your gift this year.

Wendell Berry talks about: *"...reclaiming responsibility for one's own part in the food economy"*, and that *"when food, in the minds of eaters, is no longer associated with farming and with the land, then the eaters are suffering a kind of cultural amnesia..."* I offer you this quote, because it expresses the essence of what FarmFolk/CityFolk is really about.

My first contact with FarmFolk/CityFolk was an 'Incredible Edible Tour' in the Fraser Valley. We stopped at Annie's Apple Orchard, Krause Berry Farm, and the memorable Fraser Common Farm, where farm resident and Glorious Organics Cooperative member Susan provided a spontaneous and inspiring entrée into food politics as we ate a delicious farm-made lunch.

From that day on I became increasingly aware of the insecurity and vulnerability of our food system. I began to amass a body of knowledge and understanding of FarmFolk/CityFolk's critical role in our community. My involvement on the Stewardship Team, interacting with the wonderful staff and volunteers, exploring our online "Knowledge Pantry," and being part of fun and stimulating FarmFolk/CityFolk community events have enriched my life.

There is no doubt in my mind that we **must find ways to help FarmFolk/CityFolk continue** to strive, during this challenging time, to nurture the growing work we do with a growing network of food producers and processors, local markets, chefs and eaters in the context of our fertile lands and communities – work we have been doing quietly and consistently for over 15 years. This work and these rich collaborations are the humus we need for securely rooting our future food supply.

I am constantly aware of how vital our volunteers and donors are, and I thank you for your commitment to FarmFolk/CityFolk. Let me remind you of the many options you have in deciding how you would like to make your gift to ensure a vigorous local food supply.

Perennial Donor – Our Perennial Donors contribute a continuing monthly amount from their bank or **Visa** credit card account. We currently have perennial donors who donate from \$10 to \$300 a month. All these donations together provide a stable funding base that FarmFolk/CityFolk can rely on.

Endowment – Making a donation to FarmFolk/CityFolk's endowment can be likened to building the health of the soil. An endowment is an amount of capital (money) that is invested forever, the earnings of which provide annual operating funds to invest in programs and initiatives supporting local food production

within the province. FarmFolk/CityFolk started its endowment in 2006, and thanks to generous donations it has reached \$10,000.

One-Time or Intermittent Donations – We rely on the many generous ‘one-time’ and ‘as possible’ gifts to fund our ongoing programs and projects.

Membership – By becoming a member of FarmFolk/CityFolk, you receive our quarterly newsletter, have access to our Members' Library of food and agricultural books and DVDs, a discount on Feast of Fields tickets and other events. And, members are eligible to do what I've done... join the Stewardship Team and really get involved!

However you support FarmFolk/CityFolk, you can be assured you are investing in your food future. How, you might be asking yourself, is FarmFolk/CityFolk doing this? Let me give you a brief tour through some of the exciting work we are doing – all with your help.

Farm Program: Working with growers to increase the local food supply. **Community Farms** brings landowners, farmers, and local communities together to form community farms. **Seed Security project** helps ensure British Columbia has locally grown organic seed. **Grain Chain** supports the expansion of the production of the grains in southwestern BC including a new **Urban Grains** project.

Farm/City Program: Building the links between farm and city. **Get Local** and **Incredible Edible Tours** both strengthen the connection between the producers and consumers of food. Our annual **Meet Your Maker** event helps connect small-scale food producers with small-scale buyers. Our **Seasonal Sustainability Series** addresses current food systems issues. Our **FarmKids/CityKids** program introduces children to where their food comes from. We celebrate our province's bounty, highlight the connections between farmers and chefs at our annual **Feast of Fields** events, and promote local food and beverages to our guests.

City Program: Securing a local food system by supporting **urban agriculture** projects such as **Chickens in Vancouver**. Supporting local community groups, such as Trout Lake Cedar Cottage Food Security Network, to strengthen neighbourhood level food security. Connecting with local food community groups to create a local food ‘hub’ for Vancouver at the **New City Market**.

Education Program: Providing public **online resources** to anyone seeking information on sustainable food and agriculture in BC. FarmFolk/CityFolk regularly staffs information booths at

community events as well as **participates on a number of committees**, including the Vancouver Food Policy Council, BC Food Systems Network, Metro Vancouver Agricultural Advisory Committee and Local Food First. In addition, we **write regularly** for The Tyee, TreeHugger, The Vancouver Courier, along with a quarterly column, *Field Notes*, in Edible Vancouver Magazine.

Each of us likely has a favourite food memory. My pint of raspberries from Glen Valley Organic Farm is sure to remain one of mine. Please help FarmFolk/CityFolk keep out of the red this year. Help sustain our organization and enable us to continue our mission to cultivate a year-round, local, just, and sustainable food system. Like freezing and canning raspberries, your donations now will sustain us throughout the year. Thank you for your time and consideration.

Sustainably yours,

A handwritten signature in black ink that reads "Allison Bennett". The signature is written in a cursive style with a long, sweeping underline.

Allison Bennett
FarmFolk/CityFolk Stewardship Team (Board) Treasurer

P.S. I have personally increased my Perennial Donation so I now give 20% more per month. Ways you can donate:

1. Return the enclosed reply card with a cheque or Visa credit card information.
2. Call our office at 604-730-0450 to donate over the phone using your Visa card.
3. Visit our home page @ www.farmfolkciteyfolk.ca and click on the **Donate Now** button to give online.

We hope you will help us continue growing in this challenging climate!