



NORTH COAST
FOOD WEB

2022 Report

A YEAR OF GROWTH & TRANSFORMATION





Mission

North Coast Food Web cultivates a resilient and equitable food system by supporting producers & improving access to local food.

Values

We believe that cultivating a resilient and just food system is long-term, complex work. We celebrate our capacity to grow and adapt to the evolving environmental & economic crises of our community and our world.

OUR WORK IS GROUNDED IN AND GUIDED BY OUR VALUES:

JUSTICE

We define justice as a system in which equity is the norm. We work in pursuit of justice by acknowledging and dismantling existing racial and class barriers to equitable food access and food production in our community. We value people over profits, and center our work on the needs of vulnerable populations, including low-income consumers and food producers, people of color, and immigrants and refugees.

COMMUNITY

We understand our community is part of an intricate food system, made up of social, economic, political and ecological systems. We are embedded and invested in our local community, and celebrate the web of connection that growing, making, and sharing food provides. We support farmers and food businesses that strengthen our community's well being. We create opportunities for all community members to access and engage with this local food. We understand that in doing so, we also strengthen our resilience and ability to thrive.

NOURISHMENT

We believe that access to good food is a basic human right. We provide nourishment:

- to individuals through access to good food
- to our local food system through supporting local food businesses to grow and thrive
- to our community through dynamic local partnerships
- and to surroundings through a commitment to land stewardship and resiliency

RESPONSIVENESS

We are active listeners and respond to the real needs expressed by our community. We practice transparency about who we are, what we do, and what motivates us. When we make mistakes, we are both clear and responsive in our corrections.

Programs

North Coast Online Farmers Market

Our flagship program is a year round, local food market supporting small farmers and food makers within 100 miles of Astoria, Oregon. We offer services to increase food access for low income customers, including SNAP, FDNP, and Double Up Food Bucks. The market operates weekly and currently supports over 45 local food vendors and 400+ customers annually.

Incubator Kitchen

Our commercial kitchen is available for rent with highly discounted rates for local food businesses - with priority going to new food producers, people of color and renters identifying as low-income.

Food Business Support

We support beginning and small food businesses scale up to financial sustainability. These 1-on-1 services assist with packaging and food safety compliance, product pricing and marketing, navigating licensing, insurance and more.



Year in *review*

END OF AN ERA...

Several things happened in 2022 that marked the end of an era for NCFW. In June, we mourned the unexpected passing of Rod Nichols. Rod was our Treasurer and the last Board member who was part of the very early days of NCFW. Rod's passing was not the only major shift for us that added up to NCFW being a new organization in some significant ways. The fabulous Kayla Warner's time on the Board came to an end after 5 years. Our beloved Executive Director Jess Tantisook left the Food Web to travel with her daughter to Thailand for a year. And our move to Astoria Food Hub in September took us from a building that was purchased specifically to support our development by co-founder Merianne Myers. The building (and Merianne!) fulfilled their purpose beautifully and got us to a place of being ready for our next big steps as an organization.

...AND THE START OF A NEW ONE

2022 also saw a lot of new: new faces and spaces, new structures and strategies!

Mid-year brought us a new Executive Director, Yana Ludwig (that's me!) and new Market and Food Access Manager, Twila Pierson. We go into 2023 welcoming Shelby Meyers and Andy Catalano (both well known in Astoria for their food systems work) to our staff. The growth from three to six staff members in a short period of time is almost as big of a shift for us as our new location in the beautiful Astoria Food Hub downtown.

We also incubated nine businesses through our kitchen, and are delighted to have "graduated" three of them into their own spaces: Olebob's Seafood / Sue's Crab Cakes (Sue and Bill Hagerup), Sage Bleu Catering (Lavonne Cimbak) and Goon Dawgz (Danielle Meyer and Zach Tuter). Our incubation program is one of the most critical ways that we grow our local economy and food scene.

Our programs continue to be incredibly important for our local food producers and for all of us to have better access to local food. With over \$92,000 going directly to local producers from our market, and new opportunities for direct engagement like our first Farmers Social this November, we know that we're doing a great job of feeding the people who feed us!

It's also been a year of change internally. Our Staff & Board put into place many new systems to help us meet the demands of growth. The most important of those from the standpoint of living into our values is a new Employee Handbook. That might not sound very sexy, but for our employees who have found themselves with a more robust paid time off, health insurance and living wages, it is VERY sexy! And our most recent round of hiring showed us that it is already making a difference- multiple applicants cited our HR policies as one reason they applied: NCFW is officially a great place to work.

Last, but in some ways most important: in December, months of work, contemplation and deep dialogue culminated in the Board passing a new Strategic Plan. This plan brings with it a deepened focus on equity and food access, and renewed commitment to our local food producers through three more programs: our Online Farmers Market, the Kitchen Incubator, and Direct Producer Support. You can read the whole plan on our website, and we hope you will!

YANA LUDWIG
EXECUTIVE DIRECTOR



North Coast Online Farmers Market

It was a big year for our flagship program! Moving office locations meant we had to redesign our market systems, volunteer shifts, & customer pick-up. We hired a full-time Market & Food Access Manager, Twila Pierson, to ensure the smooth running of the weekly market, as well as increase food access programming for low income community members experiencing food insecurity. Amidst all the changes, our incredible community of customers, volunteers, and vendors made 2022 a success for our market & our local food system as a whole.

BY THE NUMBERS:

2,024 \$111,994

Market Orders

Market Sales

46 \$92,348

Market Vendors

Paid to Market Vendors

9 170

New Market Vendors

SNAP Orders



“A local food system cannot exist without locally grown and processed food—produce, eggs, meat, fish, and so much more. **North Coast Food Web’s Online Farmers Market is providing the kind of meaningful support and selling opportunities for local farms that didn’t exist when I was an inexperienced beginning farmer on the north Oregon coast almost twenty years ago.** Whether a farm is part time or full time, just getting started and figuring out how and what to grow and where to sell, or they’ve been up and running for years but are looking for more flexibility, outreach, and profit in their income streams, the Online Farmers Market is a resource that works directly with producers to ensure that there is locally grown food available year-round on Oregon’s north coast.”

Teresa Retzlaff

Farmer & Owner, 46 North Farm



STRAIGHT FROM THE SOURCE

Words from our vendors



"I love the way the North Coast Food Web directly connects my fresh market goods to the consumer. My goal with my little hobby farm has been to provide fresh food locally and with North Coast Food Web this has been the best and easiest way for me to succeed. The support from staff has been phenomenal."

*Esther Moberg
Lagom Small Farm*



"NCFW expands the accessibility, availability and distance for us to provide our products to conscientious clientele. The customer base that we provide through the NCFW helps us to connect with like minded individuals. It's a hub creating an attraction to those with similar concerns and goals for our viability and sustainability as producers as well as consumers. As caretakers of this planet/universe we have an important role given to us to walk lightly and give back for our preservation. This organization provides us with tools to utilize and creates a platform for us to fulfill these intentions."

*Brandy & Bill Sheppard
Mountains to Rivers Ranch*



"Having a year round, established market outlet means we can keep growing and harvesting for our community even in the winter months. The online marketplace makes it easy to provide what we have any given week and takes the pressure off when we might have a slow or vacation week since we know other growers will still be there."

*Kelly Huckestein
Spring Up Farm*

Community & Governmental Support Made 2022 Possible

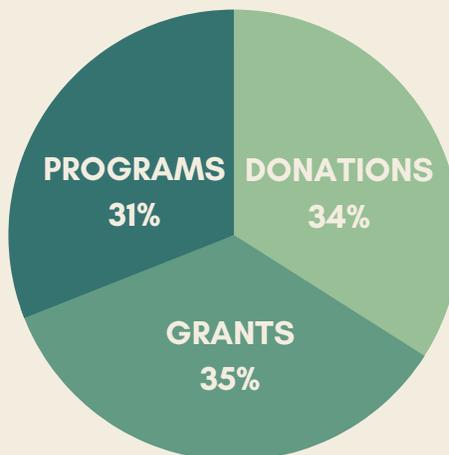
We did more grant writing in 2022 than ever before, and it paid off in more funds for better programs. Clatsop County and the cities of Astoria, Gearhart and Cannon Beach continue to be funders for us, and we now have three grants from the federal government, one through Columbia-Pacific CCO that has been supporting organizational development, and then grants from Columbia Pacific Economic Development District and the USDA providing direct program support. We also saw more foundation support than ever, including new awards from the Roundhouse Foundation and Oregon Food Bank.



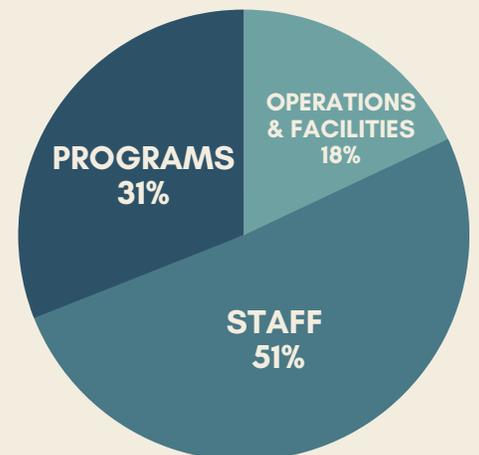
We also saw tremendous support this year from area businesses, including: Providence Hospital, Adrift, Blue Scorcher, Astoria Co+op, Fort George Brewery, Cleanline Surf Shop, Jacobson's Jewelry, Gathered, Gaetano's Deli, Fede, Brut, Churchill Mortgage, Candles by Kayla, Smorgas, and of course Buoy Beer, Jambot Donuts and Astoria Food Hub, all three of whom are daily partners for us in a host of ways that make our food system more resilient.

Finally, individual donations hit an all-time high this year, helping affirm for us that our community is really behind us. Thanks to everyone who donated this year, and who joined us for our Hub Warming Party in October to celebrate!

INCOME



EXPENSES





We couldn't have done it
without your generous *support*

Thank you

to all our donors and volunteers!

Learn more about our work, read our strategic plan,
& get involved in our programs by visiting our website:

WWW.NORTHCOASTFOODWEB.ORG



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