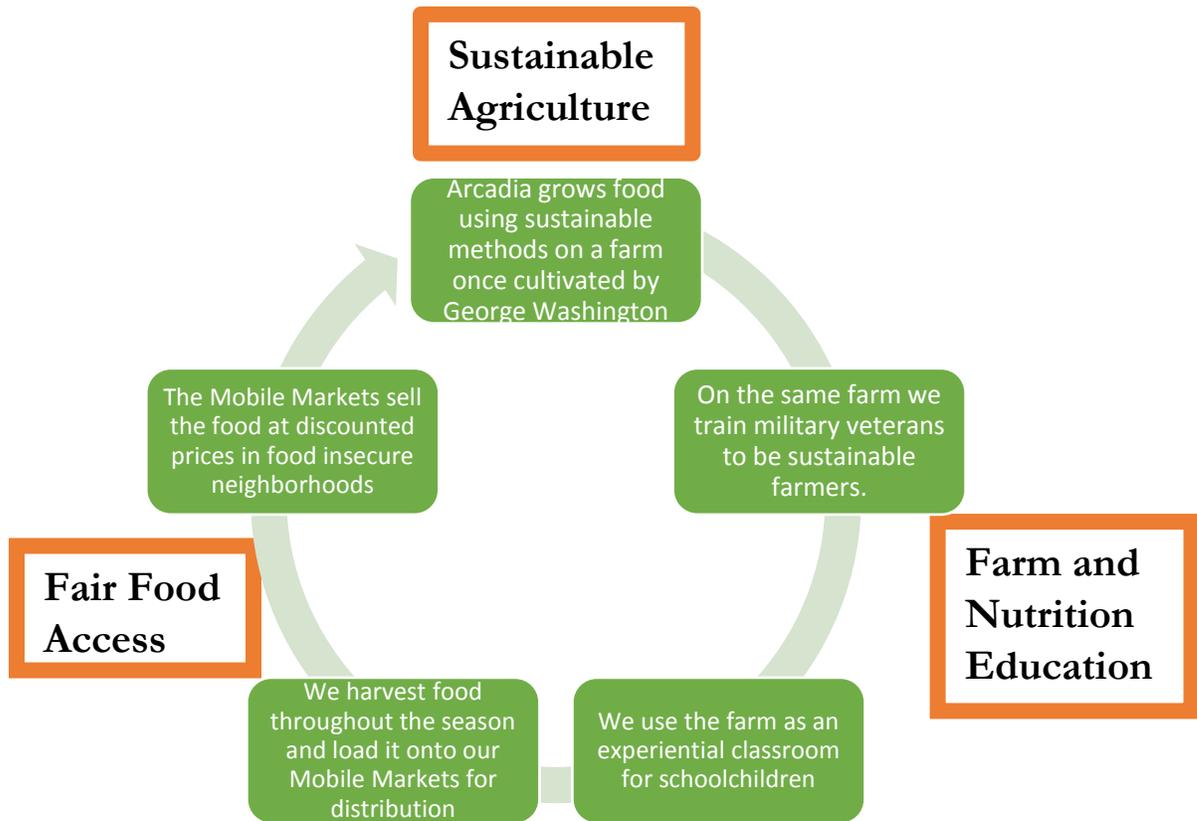


ARCADIA

CENTER FOR SUSTAINABLE FOOD & AGRICULTURE

2017 Report



The History of the Arcadia Center for Sustainable Food & Agriculture

Washington, D.C. restaurateur Michael Babin founded Arcadia to fix a problem he first came into contact with when trying to source local, responsibly grown fruits and vegetables for his restaurants: The supply was small and the price was high, putting it economically out of reach for restaurants trying to control food costs.

He asked himself: if this is so difficult for me, what does that mean for the rest of Washington? That question quickly led him to understand the public health crisis engendered by our food system, which is exceptionally effective at producing nutrition-free calories that are cheap at the point of sale but devastatingly expensive for public health. With few nutritious choices, constrained resources, and limited transportation, low-income communities suffer disproportionate rates of chronic disease that correlate directly with the low-quality food to which they have regular access – diabetes, hypertension, heart disease and obesity. The annual cost of this food system to health care in the United States is staggering – nearly half a trillion dollars, and growing.

Babin created Arcadia, a 501c3, in 2010 to innovate and implement solutions to the gaps he saw in the local food system with the mission of improving public health through food.

He established Arcadia on the Woodlawn-Pope-Leighey site in Alexandria, Virginia, just 14 miles from the nation's capital. The historic land was once part of George Washington's Mount Vernon, which sits three miles due east. But its significance for the local food movement goes well beyond the first president.

In 1846, two decades before the Civil War and the Emancipation Proclamation, timber merchants bought the then-2,000 acre-property from Washington's family. These merchants were, not insignificantly, Quakers and abolitionists, and they had a plan for the property: Woodlawn would be a slavery-free farming community that would prove to the rest of the South that slavery was not necessary for a farm to thrive. They sold plots to free African-Americans, Irish and German immigrants, and other Quakers. They established the mansion as an integrated school for the town's children and created an integrated militia to protect the citizens. As a "free labor zone," for the first time in the Woodlawn's history, it was a profitable farming operation.

Arcadia, like the Quakers before it, is using food and agriculture to advance social justice. Arcadia continues the legacy through its three mission areas: sustainable agriculture, farm and nutrition education, and healthy food access.

Arcadia's mission is to create a more equitable and sustainable local food system that will improve the health of our community, the viability of local farmers, and preserve our environment for future generations. Through our programs, we work to improve access to affordable, sustainably grown food for people of all income levels; raise awareness about healthy food and its sources; and establish innovative connections between local, sustainable farms and consumers at all income levels.

Sustainable Agriculture

Veteran Farmer Program

Since 2015, Arcadia has trained 32 military veterans to be farmers on our farm, land that George Washington once cultivated. These beginning farmers learn the art, science and business of agriculture in a one-year program.

There are two training tracks.

Arcadia's Veteran Fellowship is a one-year, salaried on-farm apprenticeship for military veterans to learn and practice and sustainable agricultural methods.

The Veteran Farmer Reserve program meets one weekend a month for 12 months for intensive cultivation, business, botany and farming skills training, along with field visits to successful farms to explore the full range of agricultural businesses. The Reservists also work two weeks a year on Arcadia Farm to experience the challenges, rewards, and day-to-day rhythms of agriculture.

Production Farm & Demonstration Farm

Arcadia cultivates a three-acre sustainable vegetable farm with 15 more arable acres to plant in coming years. Arcadia also cultivates a one-acre demonstration farm which is the campus for field trips and farm camp and the site of many volunteer experiences. Arcadia grows food using methods rooted in the organic program that build soil fertility and protect pollinators, wildlife, the watershed, and protect and support the health of staff, trainees, schoolchildren, and the many volunteers who work on and visit the farm.

The production farm produced more than 113,000 servings of fresh, healthy food for low-food access communities in 2017.

Farm and Nutrition Education

Field Trips

Arcadia offers field trips to our sustainable farm for children pre-K through 5th grade. The field trips meet DC and Virginia standards of learning. The visits introduce children to food at its source and to the tenets of sustainable agriculture. The children harvest eggs from our flock of laying hens; dig in the compost pile; interact with worms and insects, harvest fresh vegetables and use them to prepare delicious, healthy snacks. 40 percent of the students on field trips reporting trying beets for the first time at Arcadia Farm. Arcadia hosted more than 1300 students on 29 field trips from 24 different schools in 2016.

Farm-in-the-Classroom

Arcadia offers an optional follow-up visit to classrooms after their field trips to reinforce the lessons learned on the farm. The classroom visit can focus on worms, chickens, or healthy cooking. Arcadia taught 210 students at three schools in 2016.

Farm Camp

Arcadia offers five weeks of day camp on our farm. The children tend the chickens and compost pile; plant, weed, harvest; interact with visiting goats; create farm-based art; learn about pests and insects; make cheese; cook with professional chefs, and follow their own curiosity through independent farm exploration. Approximately 20 percent of farm campers attend on full, needs-based scholarships funded by Arcadia donors. Arcadia hosted 169 campers in 2017.

Mobile Market School Visits

Arcadia's bright green rolling farm stand brings the field trip to the school yard. The Mobile Market conducts a convenient on-site visit to teach pre-K through 8th graders about food systems, nutrition, botany, and making healthy food choices. Arcadia taught 887 students at seven schools in 2016.

Fair Food Access

Mobile Market

Arcadia launched its Mobile Market in 2012 as a rolling farm stand stocked with locally, sustainably grown foods including fruits and vegetables, herbs, pastured eggs, grass-fed and pastured beef, pork, organic milk, cheese, handmade bread and honey.

The Mobile Market makes regularly weekly stops in low-food access neighborhoods and accepts and doubles the face value of food stamps (SNAP, WIC, and Senior FMNP). The neighborhoods we serve typically have high SNAP usage, low car ownership, and are at least a mile from a grocery store that can support a healthy diet.

While many nonprofits working in food access distribute healthy food for free, Arcadia's market model charges customers for the food it sells. This enlists our customers as partners in their health and the health of their families. Because they pay for it, the food has inherent value and they choose what they most want -- and therefore are highly likely to consume it. Through our Fresh Match (formerly Bonus Bucks) program, we make the food especially affordable for our SNAP, WIC and Senior FMNP customers by matching their purchase dollar for dollar.

In testament to the success of the model, SNAP customers have increased the amount they spend with us from an average of \$8 per transaction in 2012 to more than \$19 per transaction in 2017. Our sales have increased nearly 500 percent over six seasons -- from \$44,000 to \$235,000 this year -- with almost no marketing budget while selling to the poorest residents in the region. The Arcadia Mobile Market represents less than 2 percent of all farmers market revenue in Washington DC but accounts for almost 30 percent of all SNAP sales at DC farmers markets.

The Mobile Market is not just about food access. It also supports the local farm economy. Arcadia grows much of the food on the Mobile Market but we also purchase food at wholesale prices from other farmers to resell. This diversifies their businesses and gives them new customers in a market that they would not otherwise reach, with no financial risk because we pay them up front for their product.

Arcadia also stokes demand for the food we sell and increases our customers' culinary skills through the Arcadia Mobile Market Seasonal Cookbook. Launched by a donation from the Bon Appetit Management Company and continued through sponsorship by Organic Valley and the DC Department of Health, Arcadia gives this book free to customers who receive nutrition benefits to inspire them to cook from scratch at home. The 92-page cookbook with all original photography by Molly M. Peterson has been praised by The Washington Post, Essence magazine, NPR, Food Tank and many other food advocates. More than 6,800 copies of the book have been distributed around the world and locally to low-income customers.

The remarkable effectiveness of the Mobile Market is attributable to our high-quality food, excellent customer service, affordable prices, and locations that are convenient to people with limited incomes.

Leveraging Data

Good data provides unparalleled insight. It exposes trends, problems, opportunities. And it points to solutions.

For-profit companies invest hard in data. But small nonprofits, schools, businesses, and farmers lack the resources to exercise the same tools.

At Arcadia, we believe in the power of data to trigger transformation, improvement, and innovation. We leverage data for good – wellness, health, equity, access, and efficiency. And we want to help other farmers, farm educators, and healthy food retailers do the same.

In 2016 Arcadia partnered with engineer Justin Smith to use data and information technology to solve some of the unique challenges our staff faces, allowing them to collect and leverage data that helps us accomplish our mission.

Tracking the Harvest: Our farmers want to know, in real time, how their harvest stacks up against their projections, down to the row and plant – without sitting at a desk long into the night inputting numbers into a tiny spreadsheet. We track the harvest on our phones.

Tracking our Food: Our farmers want an easy way to analyze distribution and invoice customers for the food they work so hard to grow. Where does each bean, tomato, and head of lettuce end up? How much makes it into low-income communities? We track the food on a mobile device.

Tracking our Impact: Our farm-to-school staff want an easy way to measure how much the children in our programs learn during field trips. Pre- and post-tests are standard fare in farm-to-school programs, but capturing the data and leveraging it for impact is a challenge. We measure student learning

Arcadia Farmers Register

With software partner Perigee, Arcadia developed an elegant iPad-based mobile point of sale system for the Mobile Market. The Arcadia Farmers Register speeds customer transactions, manages inventory, and expedites financial reporting. Because it associates every transaction with the form of tender used to purchase it, the location, time, and price, it also yields valuable data on the food purchasing patterns of our customers. Arcadia is now working with the city of Washington to use the data to inform and design food policies and interventions that encourage the purchase of nutrient dense foods.

The Arcadia Farmers Register is a scalable solution to creating a national database of healthy food purchasing behaviors available free of charge to government policy makers and public health researchers. It can also be used to ascertain prices at farmers markets nationwide, and to improve the farm business valuation system used to determine capital lent to small farmers.

ARCADIA AT WOODLAWN

Standing on the shoulders of those who came before, Arcadia is partnering with the National Trust for Historic Preservation to transform the 126-acre Woodlawn-Pope-Leighey estate into a true Center for Sustainable Food & Agriculture.

Just 25 minutes from Washington, D.C., Arcadia at Woodlawn will offer a landmark destination farmhouse restaurant, year-round farm stand, farm café, Virginia wine and cider tasting room, and craft food pavilion that will link the property's inspiring legacy of social and racial justice to food equity, public health, and the strengthening of the regional food system. Arcadia's programming and events will be expanded to include food policy conferences, lectures, culinary and gardening classes, edible landscaping, art and design events, and an expanded veteran farmer training program, enriched school programs, and experiential agriculture.

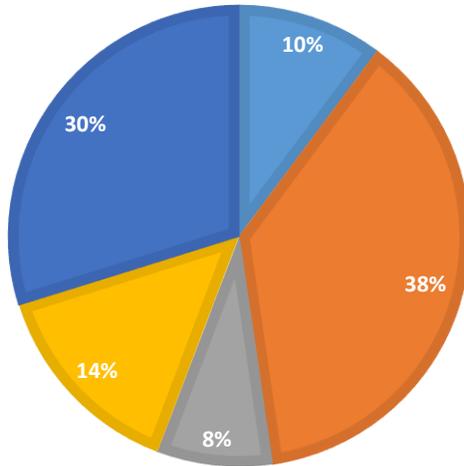
Arcadia at Woodlawn will once again reclaim the central role the property has historically occupied, serving as a beacon for food justice, environmental sustainability, and a healthy food system.

Arcadia has launched a \$20 million capital campaign to fund the rehabilitation of the historic farm buildings and finance new construction.

**Fiscal Year 2017
(July 1, 2016 – June 30, 2017)**

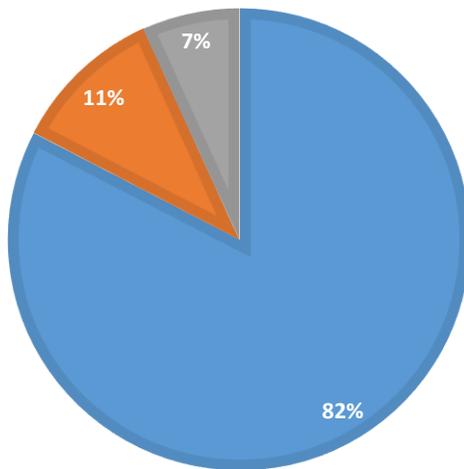
**FY2017 INCOME
TOTAL REVENUE: \$948,325**

■ Government ■ Foundation Grants ■ Corporate Giving ■ Individual Giving ■ Earned/Program Revenue



**FY2017 EXPENSE
TOTAL EXPENSE: \$804,623**

■ Program/Service ■ Management ■ Fundraising



Major Donors

Alston & Bird LLP	Christiane Hyland
Bainum Family Foundation	Mary Kennedy
BAE Systems	INOVA
Elizabeth Bennett	Clifford Mauck
Episcopal High School	Mount Vernon Unitarian Church
Boeing Foundation	Neighborhood Restaurant Group
Morris and Gwendolyn Cafritz Foundation	Jeffrey Noce
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Lisa Dezzutti	Rumsfeld Foundation
Lee and Kathy Dotson	Smith Richardson Foundation
George Washington University Inversity Grant	USDA Farm Services Agency
Grace Communications Foundation	USDA Beginning Farmer and Rancher Development Program
Greater Washington Community Foundation	USDA Local Food Promotion Program Grant
Tony & Jean Greenwald	Steven and Caroline VanRoekel Charitable Fund
Patricia Griffin	David Wermouth
John Hamre Fund	Washington D.C. MOAPIA
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Max Holtzman	

We would like to express our sincerest gratitude to all of the donors who supported Arcadia in 2017. Our work is only possible with your support.