

**Sustainability is a journey, not a destination.**



**Progress Report 2008**



# A Message from Our Executive Director

At Food Alliance we believe sustainability is a journey, traveled along a path of continual improvement. In 2008 we made significant progress toward our goal of a more just and sustainable food system. I am pleased to share these accomplishments with you in this Progress Report.

Since our founding 11 years ago, Food Alliance has documented improved practices on participating farms and ranches that have led to better conditions for thousands of workers, more humane treatment of hundreds of thousands of animals, and reduced pesticide use, healthier soils, cleaner water, and enhanced wildlife habitat on millions of acres of range and farmland.

By the end of 2008, more than 320 Food Alliance Certified farms and ranches managed nearly six million acres in states and provinces throughout North America. Food Alliance also counts 24 food “handlers” among its certified members. These include six regional distribution facilities and 18 food processors. Nearly all are mid-sized or smaller family-owned and operated businesses.

Farm gate sales of Food Alliance Certified products topped \$110 million in 2008, and member businesses consistently report a variety of market benefits from certification, including positive customer feedback, new markets, and increased sales.

In 2008, Consumer Reports magazine listed Food Alliance as a consumer label that is “worth spending extra on.” We were also endorsed by the Earthwatch Institute, the National Geographic Green Guide, the Green Guide for Health Care, Green Seal’s Green Restaurant Certification, and the Association for the Advancements of Sustainability in Higher Education’s Sustainability Tracking, Assessment, and Rating System.

Food Alliance continues to gain stature and influence as the most comprehensive certification for sustainable agricultural and food handling practices. We are extremely happy with the progress made and grateful to all of you for helping to make it happen. On behalf of the Food Alliance board and staff, thank you very much for your continued interest and support.



Sincerely,

A handwritten signature in black ink, appearing to read "Scott Exo". The signature is fluid and cursive.

Scott Exo, Executive Director

## Food Alliance Staff

Scott Exo, Executive Director

Matthew Buck, Assistant Director

Karen Lewotsky, Certification Director

Lynn Fitch, Development and Marketing Director

Roberta Anderson, Business Development Manager

Heather Saam, Certification Manager

John Harrington, Communications Manager

Jessica Metteer, Administrative Assistant

Elizabeth Palles, Bookkeeper

## Board of Directors

Peter Bloome, Ph.D. (Chair)

Emeritus Professor of Biological and Ecological  
Engineering, Oregon State University

Kevin Edberg (Secretary)

Executive Director, Cooperative Development Services

John W. Haines (Vice-Chair)

Executive Director, Mercy Corps Northwest

Karen Karp

President, Karp Resources

Fred Kirschenmann

Distinguished Fellow, Leopold Center for Sustainable  
Agriculture Iowa State Univ.; President, Stone Barns Center

Jennifer Maxwell-Muir

Founder and President, Maxwell PR

Kenneth M. Odza

Attorney, Stoel Rives, LLP

Mellie Pullman (Treasurer)

Associate Professor of Operations Management,  
Portland State University

Mark Swenson

Regional Vice President, Bon Appétit Management Company

Larry Yee

Director Emeritus, Ventura County Cooperative Extension,  
University of California

## Foundation & Public Partners

Bill Healy Foundation  
Bullitt Foundation  
Campbell Foundation  
Cedar Tree Foundation  
Ecoworks Foundation  
M.J. Murdock Charitable Trust  
Russell Family Foundation  
Sequoia Foundation  
US EPA Region 9  
US EPA Region 10  
USDA NRCS California  
USDA NRCS Oregon  
Wildlife Forever Fund  
Wallace Center for Sustainable Agriculture

## Individual & Corporate Donors

### \$5,000 or more

Aramark  
Bon Appétit Management Co.  
Clif Bar Family Foundation  
Kaiser Permanente NW  
Pacific Natural Foods  
Pacifcorp  
Sodexo Campus Services  
SYSCO Food Services - Portland  
The Holland Inc.  
Truitt Brothers, Inc.  
University of Portland

### \$2,500 - \$4,999

Charlie's Produce - Seattle  
Culinate, Inc.  
Edible Portland  
Food Services of America - Portland  
Kettle Foods Inc.  
Maxwell PR  
New Seasons Market  
NW Natural  
Providence Health & Services  
United Natural Foods Inc.

### \$1,000 - \$2,499

Peter Bloome  
Bob's Red Mill  
Duck Delivery Produce, Inc.  
Kevin Edberg  
Food Industry Leadership Center  
Amy P. Goldman  
Hazelnut Growers of Oregon  
Lane Powell PC  
Maxwell PR  
Morton & Associates  
NORPAC Foods, Inc.  
Northwest Food Processors Assoc.  
Oregon Dept. of Agriculture  
Oregon Restaurant Association  
Oregon State University  
PCC Natural Markets  
Portland Roasting  
Mellie Pullman  
Shorebank Pacific, Portland Office  
Spectrum Organic Products Inc.  
Stahlbush Island Farms, Inc.  
Starbucks Coffee Company  
Stoel Rives LLP  
Stone-Buhr Flour Company  
Sustainable Food News  
Sustainable Industries Journal  
The Standard  
United Salad Co.

### \$100 - \$999

Stan Amy & Christy Eugenis  
Bill Boggess  
Ben Davis  
Allison Demeritt  
Gun Denhart  
Gerry Dory  
Jay Dudley  
Warren & Susan Exo  
F.C. Bloxom Company  
Joe Fugere  
Dennis Gilliam  
Kathleen Hagberg  
John Haines

Harry & David Operations Corp.  
Kate Kimball  
Destin Joy Layne  
Mark Lopez  
Tom Mattox  
Natural Foodservice Brokerage  
Cathy Nehl  
Pacific Ethanol-Portland  
Provvista Specialty Foods  
Rogue Creamery  
Julie and Brian Satterwhite  
Trink & Ernie Schurian  
Annie Shull  
Barbara Slaughter  
Mark Swenson  
Alan Turanski  
Tom Underwood  
Jan Waker  
Carol Whipple  
WSU-CSANR  
Lynn Youngbar

### Under \$100

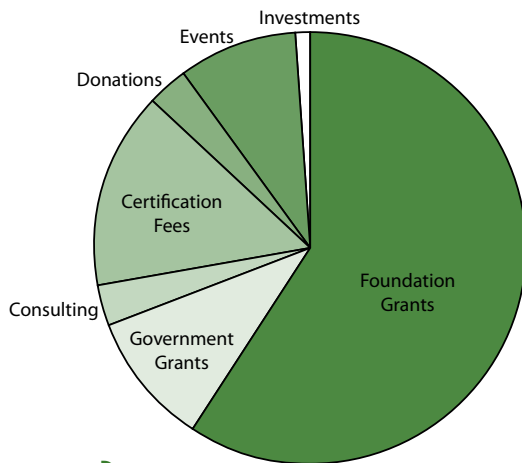
Kelliann Amico  
Tim Annala  
Doreen Baldrige  
Marsha Cade  
Linda Craig  
Eden Valley Naturals  
Glen Fischer  
David Granatstein  
Alan Locklear  
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Kent & Phyllis Snyder  
Daniell C. Walters  
Mary Lou Weiss  
Jeffrey Weih  
Christian Wise  
Sharon & David Wynde



## 2008 Milestones

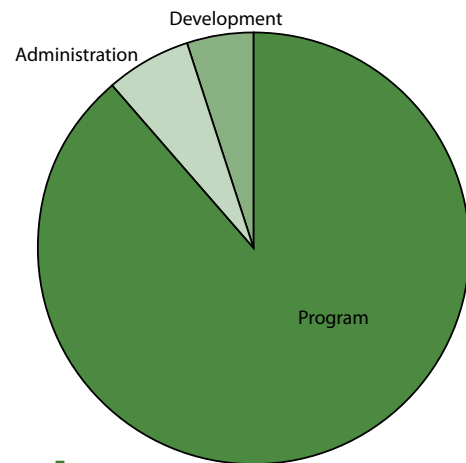
- Food Alliance launched a partnership with the Pennsylvania Association for Sustainable Agriculture (PASA) to introduce its certification program in the mid-Atlantic region and throughout the Chesapeake Bay watershed. PASA is the state's largest and most respected farm service organization – with 5,000 members, two-thirds of whom are farmers.
- Food Alliance released new standards for grass-fed ruminant production.
- Fulton Provision Co. became the first Food Alliance Certified meat processor.
- Food Services of America became the first Food Alliance Certified broad line foodservice distributor.
- With the certification of Pride Packing Co., United Salad Co. introduced the country's first fully certified supply chain – with 2,300 acres of orchards, the packing house, and distribution facilities in both Oregon and Washington all Food Alliance Certified.

## 2008 Financial Snapshot



### Revenue

Foundation Grants	\$628,000
Certification Fees	\$153,707
Government Grants	\$106,973
Events	\$90,354
Donations	\$35,332
Consulting	\$32,280
Investments	\$8,500
<b>TOTAL</b>	<b>\$1,055,146</b>



### Expenses

Program	\$818,636
Administration	\$57,624
Development	\$45,807
<b>TOTAL</b>	<b>\$922,067</b>

## Success by the Numbers

Over the past five years, the number of Food Alliance Certified businesses has grown at an average annual rate of 18%. The average annual rate of acreage under certification has grown at 25%, and average annual sales of Food Alliance Certified products have grown at 33%.

