

Impact Report 2017

Ecotrust is building a world where people and nature thrive. Since 1991, we have partnered with local communities from California to Alaska to create new ways of living and doing business that generate good jobs while enhancing the natural systems—the farmlands, forests, and waterways—we all depend on. From forestry to finance, food access to green building, we’re building more resilient communities, economies, and ecosystems here at home, and around the world. The report below highlights the projects and progress our supporters have empowered in 2017. This is transformational work, and you help make it happen.

Food & Farms

Ecotrust is building a robust regional food system that spurs local economic development, promotes regenerative farming and production practices, and creates opportunities for better individual and community health. To get there, we are connecting over 500,000 school kids to nutritious food from regional farms and ranches; supporting dozens of small and mid-sized farmers and food producers in growing their businesses; and building out a new working hub for the regional food economy—the Redd on Salmon Street—to fill critical gaps in our local food system infrastructure.



John Neumeister (L) is the owner of Cattail Creek Lamb—and a great example of the “Ag of the Middle” producers we support. With access to infrastructure and services at the Redd, John can focus more on his business and less on logistics. It’s now possible for him to significantly grow and expand his work—and the benefits it brings to rural economies, soil, and health (for climate, animals, and eaters).

Rebuilding the “Ag of the Middle”

We are rebuilding what is commonly referred to as the “Agriculture of the Middle”—farms and ranches that are larger than those found at local farmers’ markets, but smaller than those supplying commodity and export markets. Our research has found that these mid-sized farmers, ranchers, fishermen, and processors tend to engage in active environmental stewardship, prioritize local markets, compensate workers fairly, and support their home communities.

To bolster these “Ag of the Middle” producers, we play a key ongoing role within the Northwest Food Buyer’s Alliance. This group of 79 institutional food buyers (local schools, hospitals, corporate cafeterias) hold the market demand and purchasing power needed to drive transformative change in the food system. By making market connections and focusing on how best to purchase responsibly raised meat, poultry, and fish from “Ag of the Middle” producers, we are creating vibrant economies, better environmental practices, and healthier citizens both young and old.

The Redd on Salmon Street

A two-block, 80,000-square-foot food production and distribution campus, the Redd on Salmon Street provides both the physical space and the “nuts and bolts” infrastructure needed to connect urban food producers with the rural farmers, ranchers, and fishers that supply them. With the Redd, we’re nurturing and scaling up a robust regional food economy, ultimately contributing to the restoration of land, water, and habitat while creating good jobs and equitable food access for those who need it most.

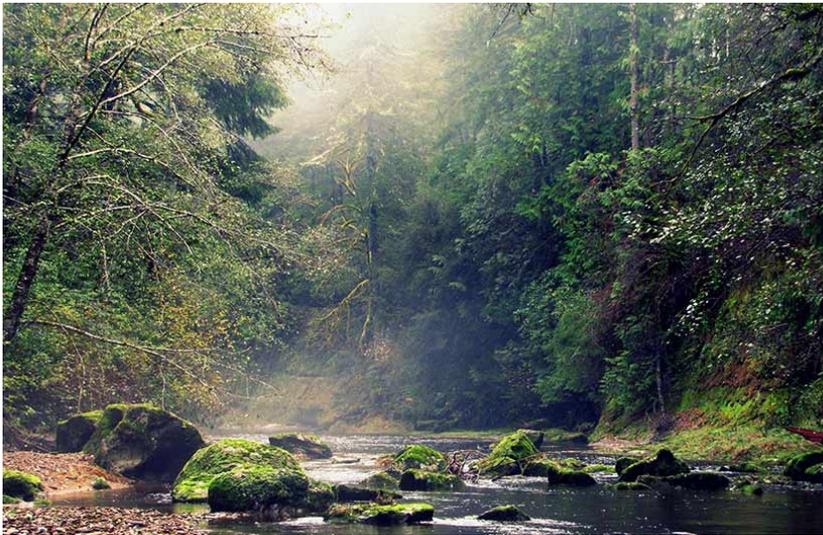


The Redd is now serving 50+ regional farmers, ranchers, and food producers—like Betsy Langton of Bar None Foods—who have the capacity and the mindset to shift the food system. To learn more about your impact through this project, check out this recent Civil Eats article: <http://civileats.com/2017/09/18/on-the-ground-at-the-redd-building-portlands-local-food-economy>

In late 2016, we finished construction on Phase 1 of the project (Redd West) and fully leased the space to 50+ mission-aligned tenants working in the trenches to transform the food system one meal at a time. From the national nonprofit FoodCorps to local farmers and fishermen, the Redd’s tenants are proving the immense value of infrastructure designed to build connections between growers and processors, and between the families who grow tomatoes to the kids who eat them. In January 2018, we will break ground on Phase 2 (Redd East), a former metal foundry that will provide direct public engagement and community partnerships through cooking classes, hosted events, conferences, and educational programs. The building will serve as a central convening space for regional and national gatherings that further our mission to create a food system that is accessible, nutritious, and economically rewarding for those who work within it. Plans include an interactive demonstration kitchen, rich programming highlighting our regional foodshed, and conversations that offer a place at the table for those traditionally left out of the food system dialogue, specifically low-income earners and people of color.

Forests

Ecotrust is working to spur a significant shift from industrial to ecological forest management—an approach that sequesters and stores more carbon, produces cleaner and more abundant water, provides habitat for native fish and wildlife, and offers diverse recreational and economic development opportunities, all while supporting a robust and reliable forest products industry. We are especially proud to share the impact of your support on efforts to ensure a more environmentally responsible and equitable alternative to the sale of the Elliott State Forest in the Oregon Coast Range, and to continue building the case for climate smart forestry.



Almost half of the 90,000-acre Elliott State Forest is more than 100 years old, and it supports nearly 25 percent of Oregon's wild coho salmon population. By building collaborative partnerships and bringing ecological forest management practices to the fore, Ecotrust is helping safeguard the Elliott for both people and place.

A New Vision for the Elliott State Forest

In June 2014, the State of Oregon declared its intention to sell the Elliott State Forest, with initial bids due by November 2016. Over the past year, Ecotrust has worked in cooperation with five Oregon tribes, state agencies, and local communities to develop a comprehensive ecological forest management plan for the forest that would restore and protect the land, create valuable access now and for future generations, and generate meaningful economic value.

Thanks in part to our maps, analyses, testimony, and advocacy, the Governor motivated the land board to refocus on an option that keeps the Elliott in tribal/public ownership. Now, we are continuing to work with state offices to develop a solution that protects the ecology of this unique landscape, repatriates land to tribes with an ancestral claim to it, generates revenue, and provides recreation opportunities for the public.

As the tenor of land management changes under our new political administration, this powerful example of our work made national news and set a precedent for thoughtful management of our state and federal lands. We know that we can achieve economic, public, and private benefits through an ecological approach to managing precious forestlands. And we're determined to prove it every chance we get.

Unleashing the Power of Forests

The forests of the Pacific Northwest sequester and store more carbon than any other ecosystem on Earth, and active, climate smart forest management can play a significant role in reversing the trend toward global warming. Unlike California, most private forests in Oregon and Washington are managed intensely on short rotations, ignoring the natural capacity of the land to draw down carbon. The forests in these two states alone produce 30 percent of the nation's softwood lumber,

but research shows that we could be storing more carbon and producing more timber over time through ecological forestry.

Building awareness of potential benefits, creating access to incentives and markets, and guiding policy decisions will inspire both private owners and public forest managers to make more informed decisions regarding ecological stewardship. One way we're doing this is by mapping and identifying potential sites for new or expanded milling infrastructure in Oregon and Washington. A cutting-edge product, cross-laminated timber (CLT), is an extremely durable alternative to concrete or steel in the construction of tall buildings, and such next-generation wood products could create up to 85,000 jobs in struggling rural communities. Renewed and targeted investments in our timber and forest products industry are a key opportunity for addressing growing wildfire and forest health threats facing our region's forests, restoring jobs in rural communities, and improving the way we manage forests with the urgency brought on by a changing climate. Through our mapping work, and in conversations with key stakeholders and in leading forums, Ecotrust is facilitating and reinforcing the market connections that will support an increased pace and scale of forest restoration in our region.

Fisheries

Ecotrust supports a shift from industrially managed fisheries to viable small-boat, community-based fisheries in order to deliver more economic, ecological, and social value. We are also focused on identifying ways to restore the integrity of the Pacific Northwest's salmon-bearing freshwater river systems. Over the last year, we began to integrate more of our fisheries work into our food & farms program, lifting up the notion that more resilient fisheries can also create a stronger local food economy.



We work with fishermen up and down the West Coast to create thriving fishing communities and healthy oceans and waterways.

Community Fisheries Network

As the convener of the Community Fisheries Network—a 15-member collective of community-based fisheries organizations across the United States—Ecotrust is creating capacity in member organizations and facilitating both market and policy incentives to ensure the long-term health of our ocean resources. In 2017, we added two new staff members to boost our fisheries program and impact. Joining us from coastal communities in Oregon and Alaska, these two bright leaders have extensive experience working alongside fishermen and are excited to help expand our reach and impact in the coming year. With your continued support, we will catalyze a fisheries sector that restores the productive integrity of our ocean and freshwater systems while increasing sales of seafood from small-boat fishermen on the Pacific Coast, from Alaska to California.

Developing New Seafood Markets

When most people think about buying local food, they think of vegetables, and maybe eggs or chicken, but rarely does seafood enter the paradigm. We're working to change that. Across several initiatives like the Redd on Salmon Street and the Northwest Food Buyer's Alliance, Ecotrust is getting more local, sustainably caught fish into the regional food market.

Through strong data, marketing materials, and communications, we aim to prove to the public what we already know to be true: responsibly caught fish that is carefully handled and quickly flash frozen is some of the best seafood you can eat. It's good for our oceans, good for our health, and good for coastal economies. We completed the first phase of this project in late 2016, measuring seafood freshness using a new technological tool and comparing local flash-frozen fish to the fish typically found in high-end grocers. The results of that work were published and promoted in a compelling report, "A Fresh Look at Frozen Fish" (ecotrust.org/publication/a-fresh-look-at-frozen-fish), and will continue to be promoted with our partners at the Oregon State University Food Innovation Center and Seafood Analytics.

Accountability

Ecotrust continues to place the highest value on careful stewardship of the resources entrusted to us by our donors and partners. With an organizational budget of \$9,160,000 in 2017, we rely on a healthy mix of contributions from individuals, foundations, corporations, and public entities to fund our programmatic work. In addition, we continually work to magnify the impact of philanthropic support by diversifying our revenue sources through consulting, impact investments, and other innovative programs.

With an in-house team of data analysts, GIS experts, and economists, we closely evaluate the direct impact our programs, and the overall reach and influence of our work. For every project, we create a unique set of quantitative and qualitative impact indicators that our teams report on quarterly to ensure we are taking the steps necessary to achieve our theory of change. As we map out new initiatives, we set benchmarks and target outcomes so that we can continuously evaluate where we are making progress, what needs adjusting, and what we can learn from our efforts.

We hold ourselves accountable to our partners, the communities where we work, and the citizens and natural systems that are impacted by our programs. To ensure we have appropriate feedback on our overall efforts, we hold three board meetings a year where we discuss our organizational progress, successes, and challenges. Additionally, we regularly conduct meetings with both donors and community stakeholders to solicit feedback and to be sure we are effectively tackling the challenges in front of us, and those that lie ahead. We welcome your participation, feedback, and commitments as we move forward with our programming in 2018!

Ecotrust is deeply grateful for our dedicated community of supporters and partners. You make this work possible. *Thank you.*

