

LUNDALE FARM



A late summer view of the Illoway Tribute Garden at Lundale Farm's Bake House.

Annual Report 2021

An Updated Plan – An Evolving Organization

Lundale's Strategic Plan

Lundale Farm has celebrated many changes over the last decade while serving growing farmers and landowners in northern Chester County. More than a dozen farmers have called Lundale Farm home, and two dozen volunteers have worked with staff members and contractors to serve the needs of the farm and our farmers. For the first time, in 2020, Lundale Farm's board was led by members of the community without governance by a member of the Morris family — a long-time goal of the organization since it was established in 2010.

Recognizing the changing leadership and landscape —and the ample opportunities that lie ahead because of the demand of and need for a local food system — Lundale Farm, Inc. (LFI) sought proposals to assist the farm in updating its strategic plan. In October 2020, LFI contracted with Wilmington-based MacIntyre Associates (MA) to develop a new plan for a new, post-pandemic era. MA conducted twelve interviews with fifteen respondents, and interviewed four of Lundale Farm's eight farm tenants.

After the interviews, detailed document reviews, and other research, MA offered the following recommendations.

- **Increase attention to solidify** Lundale Farm as a nonprofit public entity by striving for and applying best practices in all aspects of organizational governance and management.
- **Pursue a change in status** from a private foundation to a public charity to enhance fund development.
- **Expand board and committee** memberships to build better demographic diversity and skills sets to include marketing, graphic design as well as local and regional government and school connections. Form a group from the board in conjunction with the Farmers to work on signage and branding.
- **Increase fundraising and marketing** efforts using online resources by continuing to collect data to better understand the basic questions of who, what, when, and how people engage with Lundale Farm in order to promote more engagements.
- **Host** mission driven events and learning opportunities to make Lundale Farm a regional destination. Creating a sense of arrival with improvements to access and appearance.
- **Partner, plan, and pursue** learning opportunities for students of all ages and the community at large.
- **Pay more attention** to tenant farmers to better balance Lundale's Farm mission of land preservation and conservation.

To address the recommendations presented by MacIntyre Associates, the board of directors of LFI have developed additional committees, recruited talented volunteers, and established best practices including:



Pastured chickens at Pasture Song Farm



Flowers blooming at Pasture Song Farm

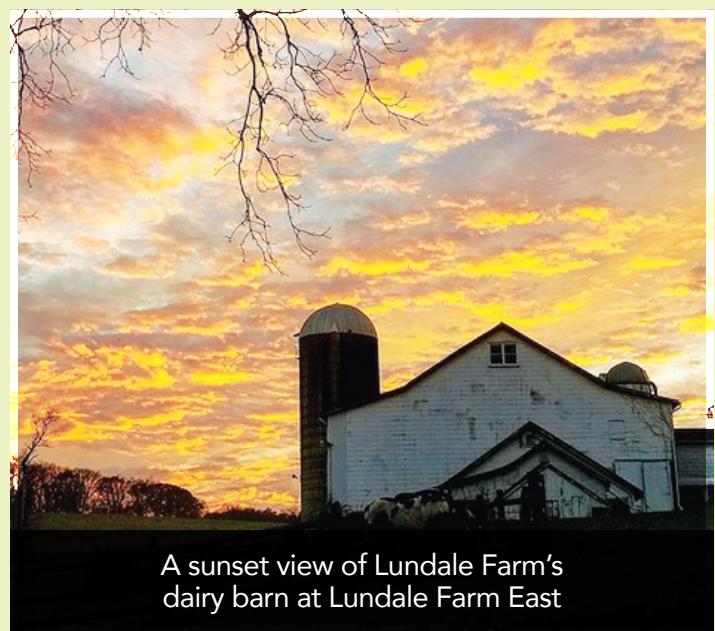
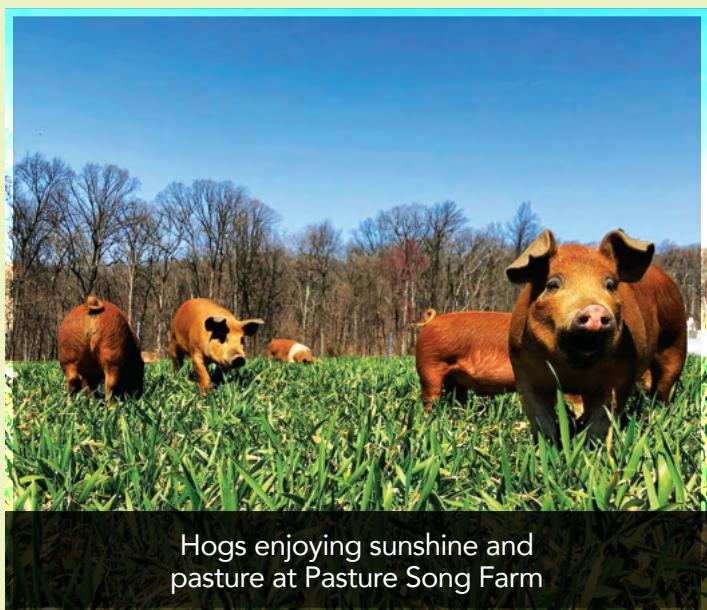


- **The development** of an employee handbook, gift acceptance policy, style guide, and roles and responsibilities for each of Lundale Farm's volunteer roles;
- **Engagement** with a local accounting firm that will conduct an annual review in addition to typical tax preparation services.

Lundale Farm will continue pursuing public charity status with assistance and support from our new accounting firm.

There is still much work to be done. We need additional volunteers to accomplish the educational and outreach work of Lundale Farm. We need additional hands to assist with the removal of invasive plants in our forest. We need additional landowners to open their hearts and land to support young and experienced growers so that they may grow locally, and serve our community. We look to you to help grow this farm and community. We hope this annual report helps you learn more about our work over the past year, and that you may have some time, talent, or funds to give to continue to support Lundale Farm's vital work.

Lundale Farm is a community of regenerative farmers enhancing the ecology, health, and diversity of the land, and serves as a model for local food production and forest stewardship on preserved land. It is an evolution of the founding families' land preservation legacy that seeks not only to preserve land, but to utilize it in a responsible manner to mutually benefit the region's environment, economy, agricultural heritage, health, and nutrition of its people.



Sustainable Forestry Management Continues at Lundale Farm

In 2019, the Board of Directors adopted the Lundale Farm Sustainable Forestry Management Plan. The detailed and comprehensive Plan divides the forested areas of the Farm into 8 Stands for sustainable forest management purposes. Plan implementation has began in earnest with tree harvesting in Stand 8 located on the south side of the Lookout Field orchard of French Creek Organic Cider Orchard. Stand 8 has a large presence of ash trees that have been heavily affected by the Emerald Ash Borer.

John Nissen, Service Forester at the PA Bureau of Forestry, impressed by what he saw after visiting Lundale Farm this Fall to evaluate the harvesting operations that has been completed to date, commented that Lundale Farm "is doing a great job at sound forest management." John also provided recommendations for post-harvesting forestry mulching and habitat creation.

The Plan provides for planting thousands of replacement trees – no less than 1,890 - in Stand 8, and the installation of a deer fence to protect the newly planted trees. Based on the input of Farm neighbor and contractor, Doug Brewer of Brewer Landscaping, in addition to the new deer fence, the Farm will also invest in tree guards for the replacement trees to avoid possible weed trimming damage, at a cost of about \$1 per replacement tree.

While Lundale Farm will contract for the planting of the Stand 8 replacement trees, the Farm will rely heavily on volunteers for hand weeding invasives like stiltgrass and mile-a-minute in order to avoid competition until the new trees are established. This new early successional forest will create habitat for many songbirds, some of which are on the endangered species list. We have consulted with the Audubon Society on our work, and they are delighted to hear it is being done.

"The Plan includes mulching this Fall, replacement tree planting in the Spring, and then chemical treatment in the summer" to read "The Plan includes mulching this Fall, Organic-approved chemical treatment in the summer, and then replacement tree planting in the Fall."

Lundale Farm is committed to upholding this high level of management for the harvesting and invasive plant management operations in the remaining forest stands, now and in the years that follow, to ensure a healthy forest for future generations of Lundale farmers.



Lundale Farmer Aaron de Long leads the June 13 Invasive Plant Removal Day



A view of the late summer logging in Lundale Farm Forest Stand 8

UPDATED Forest Management Plan Timeline

2022

- Stand 7 & 8: Brush Management, Mechanical (forest mulcher) on 33.1 ac
- Stand 8: Tree and Shrub Establishment on 9.0 ac
- Stand 7 & 8: High Intensity Ground Chemical application on 33.1 ac
- Stand 5 & 6: Herbaceous Weed Control – Organic Chemical spot spraying on 60 ac.
- Stand 8: Tree and Shrub Establishment on 9.0 ac

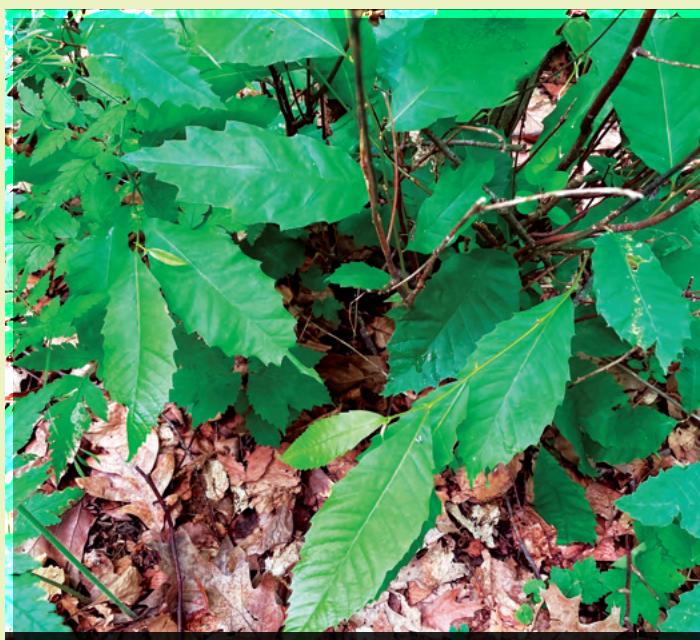
2023

- Stand 7 & 8: Medium Intensity Ground Chemical application on 33.1 ac
- Stand 2 & 3: Riparian Forest Buffer (Tree planting) on 5.5 ac
- Stand 4 & 6: Hand Tools on Woody Vegetation on 30 ac.

2024

- Stand 5 & 6: Hand Tools on Woody Vegetation on 35.7 ac.
- Stand 1: Hand Tools on Woody Vegetation on 13.6 ac.
- Stand 1: Herbaceous weed treatment, chemical spot spraying on 13.6 ac.

Note: Although not explicit within the forest management plan contract with USDA NRCS, Lundale Farm will only use OMRI-approved chemical sprays for chemical invasive weed control identified within each stand.



A chestnut tree grows in Lundale Farm's forest

How Can You Help Us Steward the Forest?

While Lundale Farm was awarded a grant from USDA's Natural Resource Conservation Service to financially assist with the execution and management of the Forest Stewardship Plan, additional financial resources are necessary to fully execute the plan in the four-year grant contract and in the years to come.

Your financial contribution could assist with the following:

\$25 Planting 5 tree saplings with protective tubes using volunteers.

\$100 Planting 5 sapling trees with protective tubes AND controlling invasive competing plants using volunteers.

\$1,000 Removal of invasive shrubs like Japanese Honeysuckle and herbaceous plants like Mile-a-minute weed from an acre of forest using professional management (there are approximately 200 acres that will require weeding multiple times per season!)

\$2,000 Planting an acre of tree saplings with protective tubes using volunteers.

\$12,940 Deer fencing to protect the newly planted trees in Stand 8.

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be despised. The land contains divers sorts of earth, as sand, yellow and black, poor and rich; also
man's, both loamy and dusty; and in some places a fast fat earth, like to our best vales in England,
especially by inland brooks and rivers. (Colonial Survey) having ordered it so, that the advantages of
the country are divided, the back lands being generally three to one richer than those that lie by navigable
water. We have much of another soil, and that is a black hazel mold upon a stony or rocky bottom.

Red Dog Market



A view inside Red Dog Market



June, the Red Dog of Red Dog Market



The Daily Local featured Red Dog Market following its summer opening

Lundale Farmers have spouted a new market in Coventryville! Owned by husband and wife team, Aaron and Emma de Long, Red Dog Market is helping to support 70 local businesses growing vegetables; meats; eggs; dairy including milk, yogurt and cheeses; fresh breads; and pantry item staples. They also carry Lundale Farmer products including Pasture Song pork roasts, chops, bacon and sausages and French Creek Organic Cider Orchard's heirloom apples..

With a desire to strengthen community around local food and farms, Aaron and Emma spent more than a year researching farm stands and food hubs before opening the doors to Red Dog Market. The market is named after their adopted farm dog, June, who often is on patrol for groundhogs and visitors at Kneehigh Farm.

They've partnered with local food entrepreneurs, John Alff of Vesta Kitchen, and Katja Estremera of Katja's Empanadas, to provide healthy to-go foods for the community, packed with seasonal and local ingredients. Red Dog Market also serves as a pick up site for Kneehigh Farm's CSA, which runs from June to November. Kneehigh Farm offers a market-style share, where produce is given a dollar value, and members can select their \$27 weekly value. Members also receive a discount on additional purchases at the market, and access to a personalized newsletter with recipes and farm happenings.

In 2021, Kneehigh Farm served 100 families through their CSA program in addition to supplying Red Dog Market, the Swarthmore Farmers' Market, and local restaurants. The farm aims to increase this number to 120 in 2022.

By providing below market-rate housing, and access to affordable, leased land, Lundale Farm provides opportunities to farmers and entrepreneurs like Emma and Aaron to not only be the next generation of farmers, but also valuable community members providing needed services to friends and neighbors through their market.

Learn more about Red Dog Market and Kneehigh Farm CSA at their website at www.kneehighfarm.com



Emma and Mandi, employees of Kneehigh Farm, kept Red Dog Market stocked with Lundale Farm grown vegetables all season



A CSA share from Kneehigh Farm, available at Red Dog Market June through November

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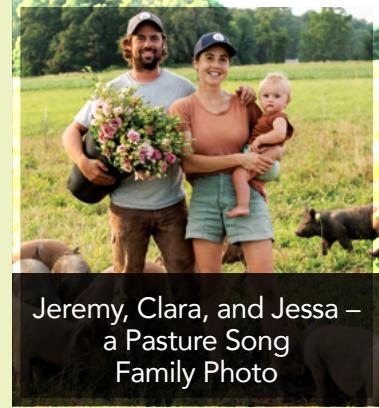
Pasture Song Farm



Clara and Jessa harvested and designed bouquets for the wagon along Route 23



A late summer bouquet from Pasture Song Farm



Jeremy, Clara, and Jessa – a Pasture Song Family Photo

Jeremy Dunphy and Clara Osborne have called Lundale Farm home since 2016. Both come from a family of entrepreneurs, and both had a desire to grow food – Clara loves raising pigs and Jeremy enjoys growing pastures for them to graze, root, and wallow in. The pair grew their operation from just 28 acres of crop fields and hog pastures, to 97 acres of lush, green pastures for both broiler chickens and hogs, cut flower fields including caterpillar tunnels and greenhouses, corn fields, and plenty of hay.

Jeremy and Clara have learned how critical pasture renovation is to their fields and profitability. They seed their fields with a grass mix that gets grazed and rooted by the pigs, then they till the field to smooth the pig's ruts and wallows. In the process, the pigs fertilize the soil with their manure, which makes it an ideal spot to grow corn, which is later used for pig feed.

Clara has grown her cut flower business significantly over the years, from a few rows dotting the hillside to several acres and seasonal beds in the pasture just behind the couple's Lundale farmhouse. She has invested in infrastructure that allows her to start the season early in the spring with anemones, ranunculus, and tulips, and goes late into the fall with dahlias that have been spared from the frost thanks to cover cloths and sand bags, and dried strawflowers. For the winter holidays, Clara designs evergreen wreaths with foraged greens, berries, and dried flowers. In 2021, she added flower design workshops to her offerings, holding outdoor, in-field education for flower enthusiasts.

Pasture Song Farm continues to grow each season, with new goals for sustainability, traceability, and profitability. Jeremy would like to grow all of the feed needed for their hogs, and Clara would like to grow her flower business with new varieties and season extension opportunities. Farming at Lundale Farm has provided them with great opportunities including visibility to their local community, and the opportunity to add land to their rotation gradually instead of needing to lease a large parcel before having the infrastructure and financial resources to manage it. While they aspire to own their own farm one day, they are thankful that Lundale Farm continues to provide them opportunities to learn and grow for and within the community.



One of Clara's flower design classes held at Pasture Song Farm



Jeremy spreads chicken manure, an organic fertilizer, on a crop field to nourish the future crop

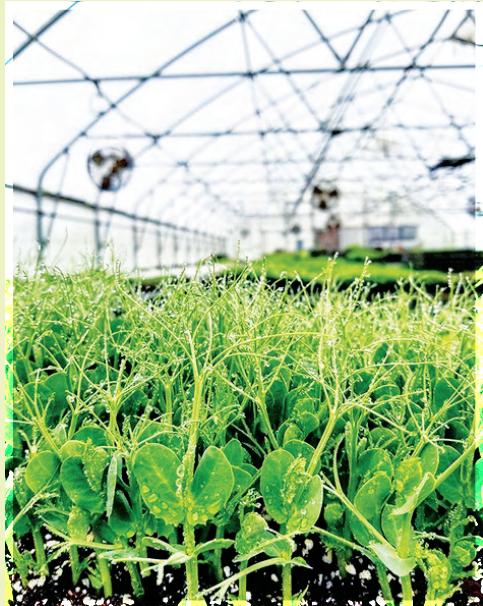
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True Leaf Microgreens

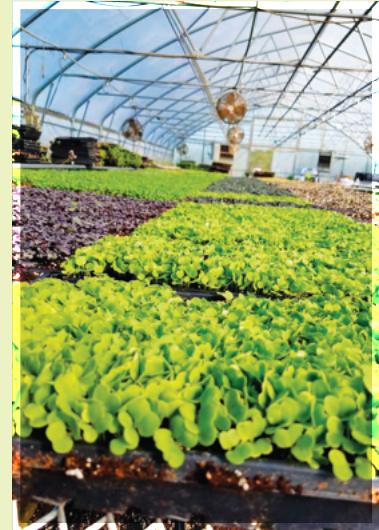
When Eric Frank's previous leased farm was sold for development in 2014, he had to find a new home for True Leaf Microgreens. Fortunately, Eric found Lundale Farm and relocated the business here, but it has not been a simple trajectory for his business.

Since moving to Lundale Farm, Eric was able to expand his business to include supplying greens to local retailers like Kimberton Whole Foods, and even shipping greens to restaurants in Harrisburg, New York City, and Washington DC. However, when COVID-19 rocked the world in March 2020, restaurants closed their doors for what we all assumed would be a few weeks, and Eric lost 95% of his sales overnight. He shifted to growing fewer greens and stocking only his retail locations, and donating greens to a local food pantry. Microgreens just didn't translate to take-out foods, and when many restaurants never reopened, Eric also had to consider the future of his farming business.

Today Eric has scaled back the business tremendously, growing for a handful of accounts. He has started a new career in marketing and research, and is enjoying time with his two sons in and out of the greenhouse. While he's still unsure if he will scale the greens business to its pre-pandemic volume, Eric is still growing, and thankful to be a part of the Lundale farming community.



Eric and his sons, Rowan and Haven, grow microgreens for Kimberton Whole Foods and restaurants



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Trees for Graziers

Austin Unruh started Crow and Berry Land

Management in 2017 with a desire to show farmers how they could protect and enhance their streams with riparian buffers and yield a profit. Through a partnership with Stroud Water Research and the Pennsylvania Department of Conservation and Natural Resources, Austin planted a three-acre buffer at Lundale Farm along the Beaver Run – a highlighted feature as you pull in the Lundale Farm lane off of Route 100. Green tree tubes dot the stream bank and hillside protecting a variety of trees that will yield willows for cuttings, nuts, pawpaws and persimmons, in addition to a patch of brambles – all managed and grown organically.

Since starting his business, Austin has started a new venture – Trees for Graziers. Austin works with landowners to add trees to their pastures to serve as food, shelter, and shade for livestock including cattle, pigs, and sheep, and even horses. We hope to work with Trees for Graziers with Green Valleys Watershed Association over the next few years to possibly add more trees to established pastures at Lundale Farm.

While Austin's business continues to grow, and he continues to share his research and experience with other growers through blog posts, podcasts, and presentations at the annual PASA Sustainable Agriculture Conference, he has not abandoned his small three-acre buffer at Lundale Farm. He will use cuttings and seeds produced from the buffer to grow on other clients' farms and stream banks, taking a little bit of Lundale to serve other conservation-minded landowners.



Austin Unruh
photo credit: Lancaster Farming



A view of Unruh's 3 acre riparian buffer at Lundale Farm

Financial Overview for Lundale Farm Inc.

July 1, 2020 – June 30, 2021

Please note the numbers below are currently in review by Lundale Farm Inc.'s accountant, Umbreit Wileczek & Associates, PC, and are not yet reviewed at the time of publication. Lundale Farm Inc.'s 990 and related donor information is available online, published with GuideStar.

*Lundale Farm Inc. Operating Budget 2020-2021

Income

Donations	\$77,594
Endowment	\$80,000
Events and Products	\$3,218
House Rent	\$35,098
Land Leases	\$18,930
Total Income	\$214,840

"Kneehigh Farm has expanded into a truly community-based local market. This is an example of what your land trust has made possible. By supporting farmers like Kneehigh and Pasture Song Farms, etc., this wonderful new generation of farmers is truly integrating into the community." – Bonnie Friedmann

Lundale Farm by the Numbers

9 farm businesses

2 beekeepers

520 acres

2 easements held with the National Trust for Historic Preservation and French and Pickering Creeks Conservation Trust

3 endowments and a capital reserve fund to support the long-term financial sustainability of Lundale Farm

9 volunteer board members

1 full-time staff member

LFI Recognized by IRS on December 17, 2010

LFI Recognized by Commonwealth of PA on June 16, 2010

Expenses

General and Administrative	\$42,054
Operating Costs	\$38,168
Irreducible Costs	\$46,728
Personnel	\$95,186
Total Expenses	\$222,136

Net Loss

(\$7,296)

*The above outline does not include the value of endowments, property, newly established capital reserve fund, or depreciation, and is only an outline of the operating budget for Lundale Farm Inc. for the 2020-2021 fiscal year.

Lundale Farm Inc. is supported through 3 board-restricted endowments:

Lundale Farm Inc. Endowment is currently invested with Vanguard, and managed according to the Lundale Farm Inc. Investment Policy by the Lundale Farm Investment Committee and board member Dean Carlson. The account is re-balanced quarterly to the terms outlined in the LFI Investment Policy. (Valued \$1,800,046.47 on 6/30/21)

Lundale Farm Inc. has two endowments managed by the Chester County Community Foundation.

- The Lundale Farm Endowment Fund – up to 5% of the year-end asset value of the endowment may be used annually to support Lundale Farm Inc. operating, program, and capital needs. (Valued at \$39,082.96 on 6/30/21)
- The Lundale Farm Quasi-Endowment Capital Reserve Fund – up to 5% of the year-end asset value of the endowment may be used annually to support the major capital needs of the farm. (Valued at \$501,017.83 on 6/30/21).

Our 2021 Lundale Farmers

Crow and Berry Land Management

Multi-functional riparian buffer including fruits, shrubs, and nut trees along the Beaver Run

French Creek Organic Cider Orchard

Organic apples grown for local hard cider production

Hurst Farmworks

Organic grains for regional dairy farms

Ironstone Farm

Grass-fed beef cattle; pastured pigs, chickens, and turkeys

Kneehigh Farm

100% woman-powered vegetable farm and CSA

Olszanowski Farm

Corn and soybeans for pig feed, sunflowers, hay

Pasture Song Farm

Pastured pork and chickens, cut flowers, pumpkins, corn for pig feed, and hay

True Leaf Microgreens

Nutrient-dense microgreens for restaurants and Kimberton Whole Foods

Lundale Farm, Inc., Vision Statement

Lundale Farm is a sustainable farming community that is a place of inspiration, innovation and opportunity for new farmers, landowners, and others committed to locally grown food.

Lundale Farm, Inc., Mission Statement

Lundale Farm is a community of regenerative farmers enhancing the ecology, health, and diversity of the land, and serves as a model for local food production and forest stewardship on preserved land. It is an evolution of the founding families' land preservation legacy that seeks not only to preserve land, but to utilize it in a responsible manner to mutually benefit the region's environment, economy, agricultural heritage, health, and nutrition of its people.



Our Board and Staff

Vince Pompo, Esq., President
Jeannine Stuart, Ph. D., Vice President
Robin Spurlino, Secretary
Pam Hicks, Treasurer
Liz Andersen
Dean Carlson
Jeff Gorham
Kevin Hicks, Ph. D.
John Spurlino, Ph. D.
Stock Illoway, Board Member Emeritus
Jodi Gauker, Executive Director

Volunteers

Dr. Michael Haas, Forestry Committee
Ann Lane, Development and Marketing Committee
Ed Latshaw, P.E., Property Committee
Pamela Marquette, Education Committee

Ways to Support Lundale Farm

- Make a gift to support Lundale Farm operations, Lundale Farm's Forestry Plan, or Lundale Farm's long-term sustainability through a contribution to one of the Farm's endowments.

- Follow Lundale Farm on Facebook, Instagram, or LinkedIn, and share the Farm's posts.

- Shop with Lundale Farmers directly or at the Red Dog Market

- Volunteer with Lundale Farm through one of its committees – Audit, Development and Marketing, Education, Finance, Forestry, Investment, Human Resources, or Property.

- Assist the Lundale Farm Forestry Committee by joining one of the Invasive Plant Removal Volunteer Days or Tree Planting Days.

- Give your time and talents in the planting and maintenance of the Willow Tribute Garden at Lundale Farm's Bake House.

- Register for one of Lundale Farm's Wagon Ride Farm Tours – and invite a friend to join you.



LUNDALE FARM

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484-558-0826

www.lundalefarm.org