



Blending “Farm to Fork” & Workforce Development

Crop & Kettle Impact Report

June 2021

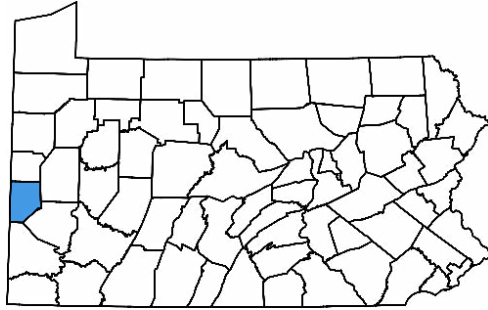




Crop & Kettle is a nonprofit, social enterprise that utilizes the food system to provide job training and social development to members of our community who are eager to overcome their current obstacles to employment.

Through our programs, Crop & Kettle instills a renewed sense of value & purpose into each student, so that they are equipped & confident to achieve gainful employment & lifelong stability.

Our Area of Focus



Name of Area: **Beaver County**



Population Represented
163,929



Land Area (sq mi)
434.71



Population in Poverty
11.7% (U.S. 10.5%)



Median Household Income [2019]
\$57,807



The Challenge

Vocational equity and a broken food system contribute to Beaver County's high-poverty populations and economic barriers to food.

Food is universal; food knows no race, religion, class, or ethnicity. All of us need it, and great food has the remarkable ability to bring people together. For that reason, food is also communal. Many relationships begin with a meal and, even in times of conflict, food is often central to bringing us back together.

And finally, food is an indicator of our overall well-being. There are direct links between our food, our health, the health of our communities, and the health of the earth. Research shows that communities with a stable food system are typically vibrant, healthy, & economically secure communities. So, where there is food, there is opportunity!





Vocational Equity

Percentage of adults (16+) not in labor force
38.2%

Percentage of adults (16+) with a bachelor's degree+
24.7%

Percentage of labor force below poverty level
51.0%



Food System

Number of farms in Beaver County
500+

Children in Beaver County who are food insecure
15.9%

Est. % of food grown in but exported out of the County
>80%

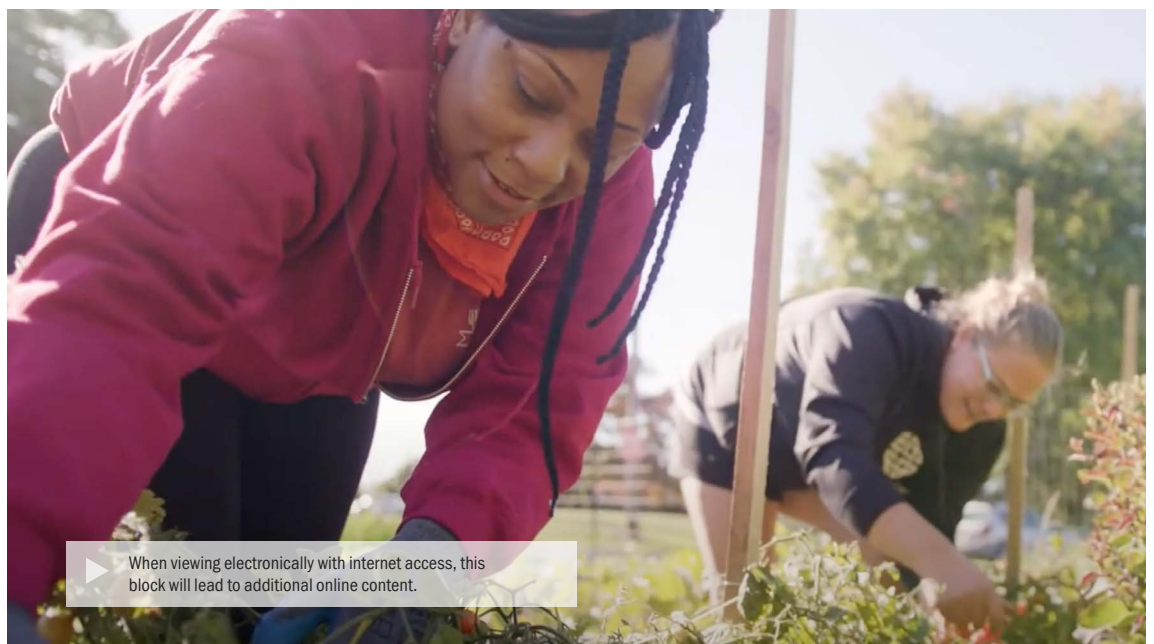
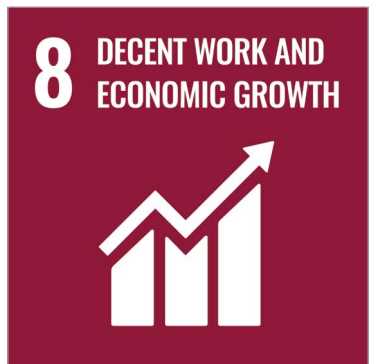
People with food insecurity in Beaver County
18,180



Crop & Kettle is an organization focused on providing decent work and economic growth. By providing workforce development training to students, Crop & Kettle provides resources to area residents that help them gain skills necessary to develop long-term success in their careers.

In addition to workforce development, Crop & Kettle also seeks to improve food access and equity within the region, promoting good health and well-being for residents, as well as reducing poverty in the communities we serve.

These categories are part of the UN Sustainable Development Goals (SDGs). The SDGs, established globally, provide a common framework to help organize stakeholder efforts at all levels (local, regional, national, and international) and from all sectors (government, nonprofit, corporate, and citizen) toward a more equitable and vibrant world.



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Our Impact

Crop & Kettle provides the comprehensive training needed to better serve community employment needs.

Combining the agricultural and industrial influences that are present within the region, students in our programs receive a complete farm to fork experience as they engage in a unique culinary curriculum that impacts both technical training and valuable life skills.

At Crop & Kettle, our culinary training begins by first experiencing where the food comes from. Students begin the program on a farm where they learn the basics of planting, cultivating, and harvesting their own herbs and vegetables in addition to caring for livestock and poultry. Seeing food develop from a seed in the ground, students later enter the kitchen with an enhanced appreciation for the value of the food while similarly discovering where their own value might align in the process.



100%

Crop & Kettle graduates have received industry certifications



100%

Crop & Kettle graduates have found gainful employment after graduation



Making an Impact in 2020

2,500

Pounds of produce provided to local low-income families

24

Students our facility can safely support annually

100%

Students receiving financial aid

100%

% of graduated students earning industry credentials

5,500

Square feet of green land developed for planting

525

Hours of training individual students receive

100%

Graduates placed in jobs

9,474

Hours of student & community training in 2020

Our Capacity

Crop & Kettle has four full time instructors, a 2,500 square foot facility, and a rooted desire to expand our model to other communities and their residents.

Crop & Kettle has managed to realize success and growth despite the global challenges facing our communities. This success has been realized as we develop relationships with the regional ecosystem—farmers, distributors, restaurants, social services—to provide a systemic approach to workforce development. This is an opportunity for continued growth for Crop & Kettle as we look to expand our services.

C&K is proud to collaborate with more than 50 other organizations, including; (16) businesses, (20) non-profit organizations, (6) religious institutions, (6) educational institutions, and (8) government offices. Each of these partnerships furthers our mission and provides direct support for programs and students.

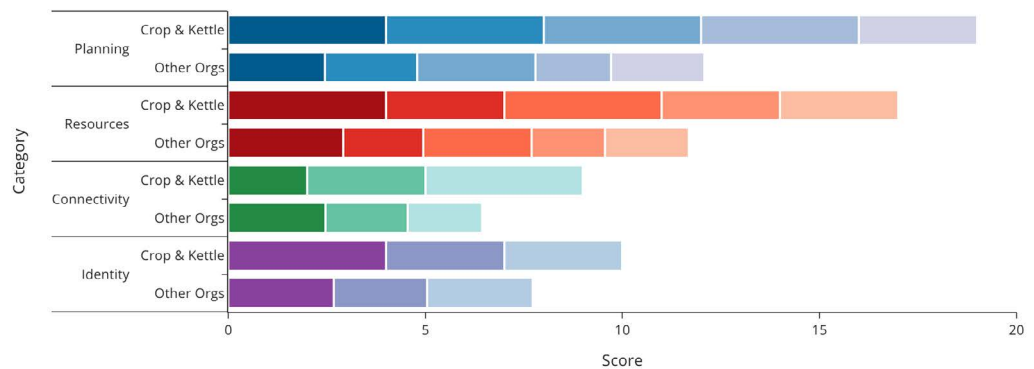


C&K's Chef Instructor is a graduate of the Culinary Institute of America (Napa Valley) and a certified ServSafe Instructor & Proctor with extensive experience in a wide-range of food service enterprises, including fine dining, large-scale events & catering, corporate cafes, healthcare facilities, senior-living facilities, allergen-friendly kitchens, and most recently as an instructor at another regional culinary program.

C&K's Agricultural Program Leader is a member of the National Young Farmer's Association, an Eagle Scout, and an experienced organic farmer trained under the tutelage of Pennsylvania's oldest organic farm (Kretschmann's Farm) with additional certifications in Farm Safety (Penn State University), Community Development (Acadia Divinity College), and Job Coaching (Jobs For Life).

C&K's Social Development Leader is a disabled veteran and a graduate of Liberty University with a degree in Psychology with extensive experience in addiction counseling and a certified instructor for the Bridges Out of Poverty curriculum developed by Dr's Ruby Payne, Philip DeVol, and Terie Smith.

C&K's Executive Director is an engineering graduate of the University of Pittsburgh born and raised on a farm in Butler County, PA with extensive experience in project management, systems organization, and additional training and certifications in entrepreneurial leadership (CCAC), Bridges Out of Poverty, and ServSafe Management.



The Organizational Assessment Tool (OAT) above measures key indicators of an organization's development. The results highlight an organization's strengths and provide insight on needs for improvement and show capacity comparatively to other organizations.

Crop & Kettle excels in all capacity categories in comparison with other similar organizations. In the areas of Planning and Resources, Crop & Kettle far exceeds other organizations.

Our Needs

Crop & Kettle seeks to increase its operating budget to expand facility, trainers, and its area of impact. This will...

...increase students participating in workforce training.

Expansion of facilities and staffing will allow for more students to participate in the program.

...expand food system engagement throughout the region.

This will further improve food access and equity while simultaneously creating more employment opportunities.

...expand our outreach to and engagement with collaborative partners.

Partnerships and volunteers enhance our collective impact in a community that has significant barriers to food.



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About the Sustainable Development Goals

The Sustainable Development Goals (SDG) are 17 interlinked goals that provide common language and measurement of critical topics all communities face in working toward a more equitable and vibrant world.

There are four principles that guide these goals: they are universal; they merge all forms of sustainability; they ensure no person is left behind; and they require active engagement from all stakeholders.

Nonprofits, businesses, elected officials, and citizens can all benefit from a deeper, shared understanding of the conditions in their community, what is being done to improve them, and how resources are being invested.



This report was created by New Sun Rising's Power in Numbers initiative, showcasing to nonprofits the power data can have in telling powerful stories of community impact.

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