



PINK MOON FARM 2024 ANNUAL REPORT

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LETTER FROM THE FARM

Another season in the books—I write this looking out on what’s a strangely sunny January day. Farms in Western Washington in the winter are hardly a beauty pageant (more of a mud pageant...) but it’s one of those days in the season where you get a little window into the next season. I swore I heard a killdeer chirping this morning as I was wheeling around hay for 25 pregnant sheep and grain buckets for our growing laying hen flock.

The point of this document is to give folks more of a look in, both to the numbers and thought process, and a look out into what we see in the coming seasons. If you’re curious what happened last year, or even the year before that, check those links :)

What was notable, what were the wows and the woes from 2024? For me, as the main farmer out here, it was another year of some really profound grief. I lost my dear dear friend Rae suddenly early in the year. Rae was someone who had really supported, believed in, and loved Pink Moon Farm. I’ve been building another high tunnel this winter, and have paused multiple times thinking of them only to realize that I’m using a tool they gave me. All of that to say, 2024 was a year I farmed through some heavy grief, both for my friend, my community, and the way queer and trans people die.

Over the 2024 farm season the varied scales of grief unfolding have been ever present. But so has the farm’s hum. There’s so much life here, stretching and desiring, and eventually slowing and stopping to repeat again. The change is constant and I remain as in love with this place and farming as I ever have been. What a time to be alive.

The wows of 2024 came from the food we grew (a lot of kale you guys), the new folks we met and connected with (hi Proctor Farmers Market!), and slowing the heck down. If you know me, you know I have a LOT of energy. This season was a teacher in loosening, in capacity, and as my departed friend said to me once: “you are not Atlas holding up the world”.

As plans are coming into focus for 2025, we’re looking to refine, enjoy, and connect up values and practices. Given the grief of it all, we are changing things for 2025. We will be taking a season off our normal CSA distribution, offering discounted market gift cards for folks who want to stay in or join the fold. Either way, previous CSA members will receive a discount on any mid-season pop up boxes, bulk sales and online sales as well as an invite to our June farm party.

One of my favourite things about farming is the repetition of planning, doing, and evaluating. There’s some true, real deal magic in the discipline of this cycle. Here’s to another season. Thank you! <3

-

Grayson

WHAT DID WE GROW?

We grow a LOT of diversity. 2024 saw 59 different crops, with 3-4 varieties across those different crops in some cases. We also added a new field into the mix, which was somewhat successful—this new field was host to some really stellar escarole, cabbage and kale and some meh tomatoes and beans.

Overall, we grew over 41,000lb of food. This is a pretty rough estimate, but one we feel pretty proud of. This is roughly 12,000lb more food than we grew last year.

Some Favourites from the Year:

- We quietly and experimentally trialed melons. It worked great. It won't be quiet in 2025.
- Peas! We experimented with transplanting (not so great) but the direct seeded peas rocked in June/July
- Spigarello. The word is out. Spig rocks.

Heaviest Hitters:

- 5,000 bunches of kale (up 60% from 2023)
- 2,800 heads of lettuce (if you know me this was counter to some Grayson lettuce shit talking circa 2022. I'm coming out as into lettuce)
- 3,300 lb of daikons (still eating them, still good)
- 1,300 bunches of basil (shoutout Finn for harvesting almost all of these)



How Did We Do It? And How'd We Do?

This year had more difficulty than previous seasons in terms of growing. We ended up behind on liming and applying compost on back fields, which created some early season

struggles, and with a cold (below 40 in May) and wet year our field tomatoes broke my dang heart.



That said—we were able to bounce back well in the mid season through to the end. 2024 was a banner year for random off farm acquisitions and we applied over 8,000lb of kelp to our back fields which really pumped things up for the end of the year. Excited to apply more kelp, lime and with the help of a grant from the state, more compost in 2025.



We also became [Certified Naturally Grown](https://naturallygrown.org). This is very exciting! We haven't decided to go USDA certified organic due to high upfront costs and record keeping overhead. Certified

Naturally Grown is a very cool, more grassroots approach for growers looking to communicate the high standards they grow their products to. We are basically following USDA organic rules, but instead of a paid inspector we are inspected by a peer in our area. For us, this has meant our Conservation District Farm Planner and in the future other neighboring farm buddies like Early Bird Farm or employees from the NRCS.

WHERE DID THE FOOD GO?

CSA

2024 was our fifth year running our CSA—we had drop offs in Eatonville (on farm), Tacoma ([Howdy Bagel](#), [Field](#), [Locust Cider](#), and [Parable](#)), and in Seattle (shoutout to Chloe for use of their backyard).

Location	Eatonville	Tacoma	Seattle	Total
# Shares	12	55	6	73

Boxes contained between 4-5 to 7-8 items each week depending on size, and we had a total of 92 different items in there throughout the season. Some consistent staples were kale, basil, and lettuce. 2024 was not the cherry tomato waterfall that 2023 was. But! We did have a solid, consistent supply of heirlooms throughout the season (which are more fun to eat and interesting IMO) and some really beautiful greens throughout the year

We offered a handful of discounts this year—about half of our shares were returning customers. The community fund was popping this year, with \$620 total in our bank. This went to 1 full share with eggs offered for free at the start of the season.

The \$100 in funds were used to pay the farm to grow more food for the [South King County Food Coalition](#), specifically to our siblings over the [UTOPIA](#).



We kept our prices pretty level, with a \$2 increase across the board. Things landed at \$22/box for small shares, offered a new \$30/box and the same big box at \$38/box over 20 weeks. We did shift things in CSA management software to give a value of \$2 more per box than what we priced them at. Lots of folks used the options to hold shares, and many folks picked up every other week. The scales really balanced out on this price increase in terms of value. Members regularly received boxes that were \$2 to \$3 extra in terms of the dollar values in the box.

We weren't as great with our free box as we've been in previous years. This was mostly due to capacity—in the rush to get out the door, and increased number of staff working on farm, we didn't always have a large and bouncy bank of leftovers to pull from and were often tight on time.

Things were a little smoother with year two of [CSAware](#). However, the urban change blues really got us. Parable had to close mid-season creating a cascade of logistical/scheduling issues, and Locust Cider also closed by season's end. We definitely felt the retail space challenges and crunches of running a small business in Tacoma. Shoutout to those that are making it work, and those that have decided it's not for them. From one intense industry to another, I tip my hat!

Thank you CSA members for your patience and grace. I'm still working on EBT for CSA boxes in future years. We are finally as close as we've ever been, thanks to a partnership between CSAware and the USDA. This is more of an issue with the USDA and how EBT is set up—as a system it doesn't really lend itself to paying for things in advance.

MARKETS

The [Capitol Hill Farmer's Market in Seattle](#) remains a party. It is truly sweet continuing to have a relationship with this neighborhood, the folks that attend the market, and the other vendors. We ended up bailing on the Tuesday market location—we had some early season staffing changes and it became clear that we didn't have the capacity to see this all the way through.

Shoutout to Capitol Hill Farmer's market star Roni for staffing the booth, answering questions, ringing all you fine people up on square, and doubling the scorpio trouble at the Pink Moon booth.



We added a new market this year in Tacoma and joined the Proctor Farmers Market in July. This was a really exciting addition to our lineup, as we've been applying to this market for years. Things at this market really took off in the fall, as we fine tuned our market display (thunderdome for the win) and our early season whiffs turned into late summer/fall smashes. Big big thank yous to Emmer and Mads for staffing the booth and connecting with you lovely Tacoma folks.

In total, we attended 56 market days this year, up 4 from 2023. We're really excited to focus on and build out these markets in 2025.

WHOLESALE

2024 was hot wholesale summer. We sold the heck out of bunched greens, lettuce, and thousands of pounds of daikons to our various wholesale partners. New and notable additions were the [Pike Place Market CSA box](#), South King County Food Coalition and the [Southwest Washington Food Hub](#). Our overall wholesale sales were double of 2023, which really lapped the ambiguous goal set last year of "increasing wholesale sales".

FOOD BANKS & COMMUNITY

We also sent a lot of produce out via some new partnerships with old friends. Much of this headed to the South King County Food Coalition to our trans siblings at UTOPIA, which was a true delight. We also sold to the [Emergency Food Network](#), the [Eatonville Family Agency](#), and the Pike Place Market Food Bank throughout the season. We sent out over 3,900 lb of food to food banks around Pierce and King County.



Here's a little breakdown of where what we grew went:

Location	Amount (lb)	% Total
Market	26,520	68%
CSA	5,850	15%
Food Hub & Restaurant	2,730	7%
Foodbanks	3,900	10%

NOT VEGETABLES

Alongside the veggies, we are home to a flock of Icelandic sheep. The sheep had a real stand out year. The regular rain, waterfall of fresh kelp, and year off lambing made for a real banner year in terms of fiber. Shoutout to [Cascadia Urban Rural Coalition](#) for helping us clean those fleeces!



We're also home to a whole bunch of laying hens. We had an OK year in terms of chickens. Some early season losses set us back, and we struggled to keep up with demand. This year we were really on our pasture rotations however, and I felt great about the results in terms of our eggs. Our prices remained the same in 2024, however I do anticipate increasing prices as we rollout a new internal system for employee evaluations and wages.



Our laying hens are an important source of nutrients, stellar protein, and are a focus for continued improvement in 2025. That said, we're pretty dang happy with the eggs our layers put out.

2025 will bring lambs (!!!). We welcomed a new ram to the farm this year (Connie) who really started his tenure off with a bang by smashing the rear window in the van on his ride home. The good news about that is that things can only go up from there? Jk jk. But in all seriousness he has levelled out and has not broken a window since.

PROJECTS

As previously mentioned, 2024 was effortful. Gratefully there were fewer projects on the go. We finished fencing our heavy use areas, and the sheep have even more areas to space out, walk around, and pee on during the winter months they can't be on grass.

The end of 2024 has been project-ful, however. With funding from the WSDA, we have been re-modeling our wash pack building. This building is sort of a franken structure with each succession of property owners doing something different to it. It's a green timber pole barn and is maybe the least straight thing on the farm (which is saying something).



In an effort to straighten that which should be straight, we've poured a new concrete pad, modernized the electrical work, and purchased a new walk in. 2025 will bring a new wall to tighten things up, laying the groundwork to build out employee housing in the loft above. It also means a walk-in cooler two times the size of our old one, an employee/farm washer dryer unit, and much more usable space. We already love it and have named it the maxi-pad.

WHERE DID THE MONEY GO?

This remains an incredibly risky way to make a living, and while we love this work and are experiencing relative “success”, uncertainty is the name of the game. Generally we work our tails off to pull in federal, state and grant funds to support the farm wherever we can.

In 2024, we received a lot of grant funding from the [USDA via a Value Added Producer Grant](#), the [Pierce County Economic Development Council](#) (coop doors and walkie talkies!!!), [NRCS](#) (new high tunnel, heavy use areas), [Washington State Conservation Commission](#) (heavy use areas and fencing), the [Washington Farmland Trust](#) (heavy use areas and fencing), the [HRC](#) (wash-pack improvements) and the [WSDA](#) (maxi-pad, electrical and walk in cooler). Thanks to all of you.

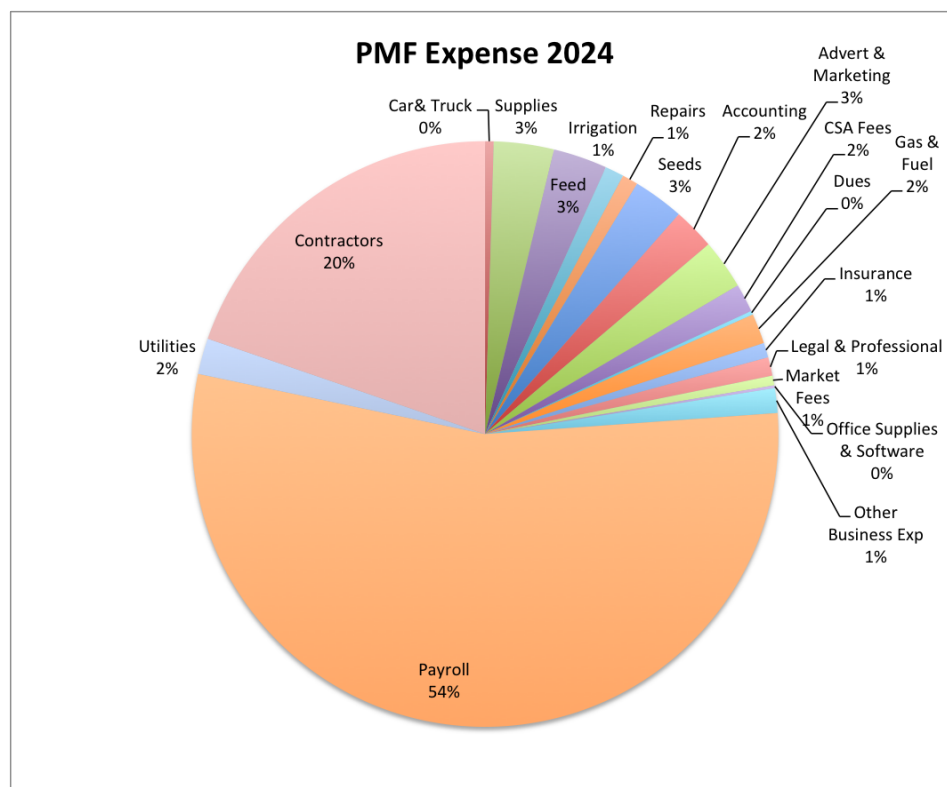
The balance of paying ourselves and staff a living wage while making our products accessible is a dynamic one to say the least. We look forward to continuing to work on this as a farm and with our farming community.

Here’s a rough breakdown of the categories we spent on in 2024:

And here’s some of the top places we spent money:

- 1) High Mowing Seeds
- 2) Adaptive Seeds
- 3) In Season Farm (chicken feed)

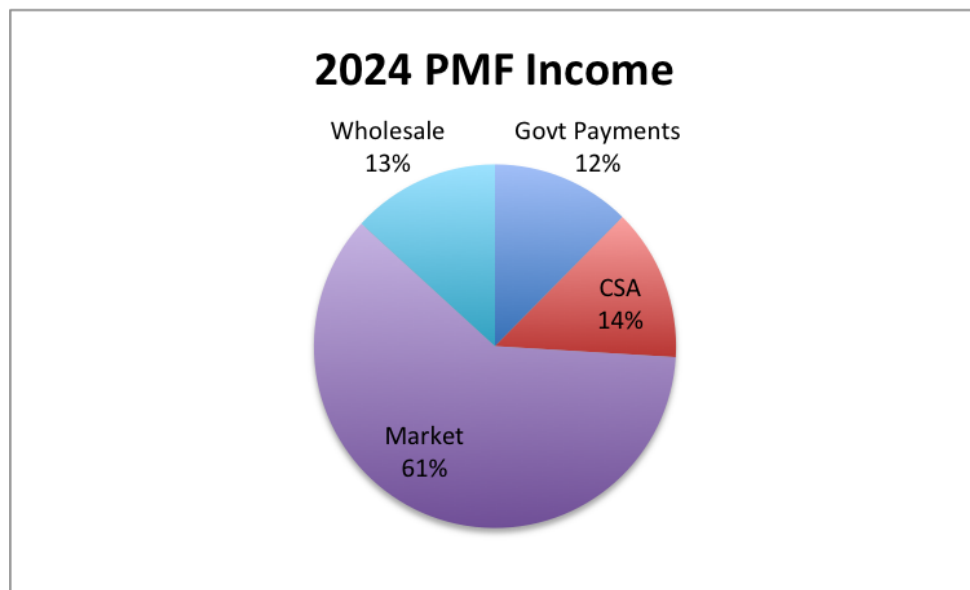
This is outside of the heftiest categories which are contractors and payroll.



Contractors were mainly folks pouring concrete pads and re-doing our wash pack electrical which was funded by the WSDA. This grant was reimbursement based one, which is why it shows up on our books.

Payroll remains our highest expense—as it should be. Farming is difficult, skilled, and (at our scale/system) requires human labor. Our average wage across the farm this year was \$18.75/hr. In the coming year for 2025, we anticipate this average to bump up to \$20/hr as we work to get closer to the [living wage for Pierce County](#).

And here's a rough breakdown of where the money came from in 2024:



Overall, our income was up by about 4% in 2024 compared to 2023. A lot of this was due to great market sales and added wholesale channels.

...WHAT TO CHANGE?

Y'all love eating food in the fall and I sure love growing food in the fall and winter. Depending on how things roll out, we're looking to add some acreage to our fall/winter crop plan. We really nailed it this past season, and am excited to continue offering veg deep into the year. I remain a certified freak for challenge and the winter 😊

We still have ground to catch up on meeting egg and winter squash demand. With the way avian flu is already impacting egg availability, we anticipate this will remain the case in 2025 despite increasing our laying hen flock. On the brightside, there is no winter squash flu and with some more focus and intention we'll be swimming in delicatas in 2025.

Most significant is we are taking a break from our normal CSA distribution in 2025. This is really a personal/farm decision given how much has happened in the past two years in my life. That, and watching the US descend further into authoritarianism, double down on state sanctioned transphobia and homophobia AND the rolling impacts of climate change just all sort of suggests to slow down. The truth is we've been operating at or past capacity for

several seasons, and with what's happened and what's coming we just have to spin fewer plates in 2025 and beyond.



SCHEMES & DREAMS

This is a placeholder for the bigger projects and work we're on and after.

2024 (things we did):

- Summer cover cropping (this was a great success!!)
- Offer 3-5 free community CSA boxes
- Complete drainage project
- Improve wash pack building
- Finish heavy use areas
- Finish electric fence around perimeter

2025:

- Complete big high tunnel #2
- Finish wash pack upgrades
- Purchase manure spreader
- Start compost facility plans/break ground
- Upgrade irrigation mainline hose
- Farm newsletter (the tech overlords that control social media deserve less of our treasure—though we'll still be posting away for the time being...)

Next 2-3 years and beyond:

- Shifting workplace structure to more horizontal one
- Begin working on farm transition plan
- Finish loft housing



THANKS & GRATITUDES

We've benefitted from and appreciate all the folks before us who have let us behind the scenes, taught us how to fix stuff, and provided words of solidarity and encouragement. We hope to continue to invite folks in as we can, and pay forward the spirit of generosity within the farming community.

None of this can happen without the work of our truly supreme farm team. A big thank you to past/present farmers of Pink Moon.

A big thank you to all of you who bought, ate, crafted, and used our products this year. Thanks for the market regulars, one-timers, and in-betweeners. And always to our CSA customers who are truly part of the engine that keeps the farm running during our slower months.

We're excited to continue building with you, and look forward to having you out at the farm this year :)

