

FRESHFARM

SOWING OUR FOOD FUTURE

OUR CASE FOR SUPPORT





Let's sow
our food
future
together.

Building a Food System That Works for Everyone.

Our current food system leaves too many people behind. It prioritizes profit over health and the environment, affecting the livelihoods of farmers, undermining children's nutrition, and compromising communities' ability to thrive.

Together we can work to change this reality.

At FRESHFARM, we believe in the possibility of a future where our regional food system is equitable, beneficial for everyone, and environmentally sustainable.

Where every farmer—especially farmers of color—can live off of working the land and feed their communities;

Where communities have convenient access to wholesome local foods that bring them together at the table no matter where they live;

Where every child grows enjoying quality, fresh food and becomes a conscious eater.

By joining forces, we can build a food system that nourishes, connects, protects our natural resources, and acts as a catalyst to combat the adverse effects of racism in the food economy.

About FRESHFARM

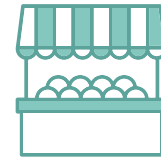
We Know That Change Is Possible

Since 1997, FRESHFARM has worked to build a more equitable, sustainable, and resilient food system in the Mid-Atlantic region by producing innovative solutions in partnership with local communities and organizations.

With your support, FRESHFARM is able to create food access, economic development, and thriving communities through hands-on education, farmers markets, and food distribution programs.

We are a food systems organization. We create systemic change by addressing crucial issues at every level of the food system through transformative programs.

OUR WORK INCLUDES:



FARMERS MARKETS & FARM STANDS

Our extensive network of **farmers markets and farm stands** spans across Washington, DC, Virginia, and Maryland, making us the **third largest farmers market organization in the country**. Our network creates economic opportunities for farmers and local businesses.



FOOD ACCESS

FRESHFARM administers two of the country's most extensive food access programs. **FreshMatch** and **Produce Plus** make fresh and nutritious food affordable for underserved individuals, while generating over a million dollars in additional revenue for local farmers annually.



FOOD DISTRIBUTION

The **Pop-Up Food Hub (PUFH)** program leverages our farmers markets to unlock wholesale opportunities for small farmers and connect them with underserved individuals and community organizations that are traditionally excluded from the local food system.



FOOD EDUCATION

FoodPrints, our engaging food and nutrition education program, teaches students to grow, prepare, and enjoy fresh, locally-grown foods, while promoting wholesome diets and environmental awareness. FoodPrints hands-on lessons bring science, math, and social studies to life, benefiting families and educators locally and nationwide.



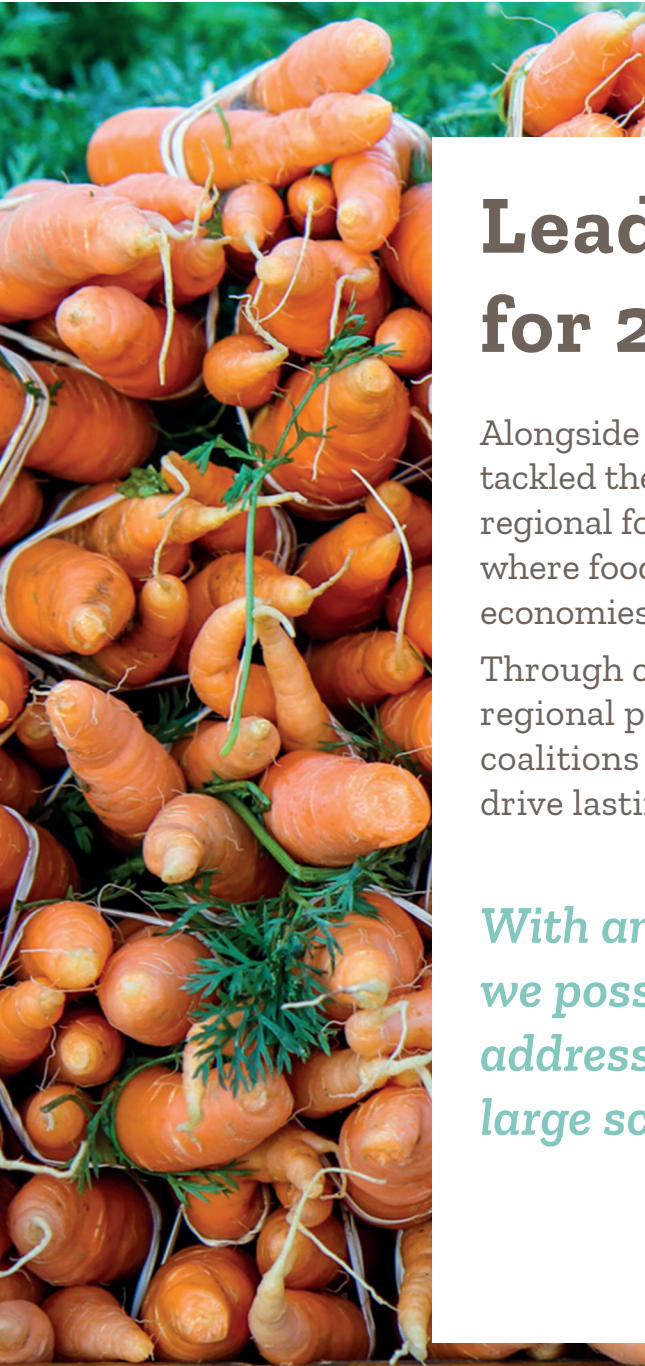
COMMUNITY ENGAGEMENT

Our work is rooted in the needs and experiences of the communities we serve, ensuring their ownership and well-being. We strive to address systemic discrimination in the food system by enhancing agency and knowledge, fostering community-driven coalitions, and providing technical assistance.

*When you give
to FRESHFARM,
you are
transforming the
food system so
that it prioritizes
consumers,
producers, and
the environment.*



Our Impact



Leading the Way for 25 Years

Alongside our supporters, FRESHFARM has tackled the most pressing issues within our regional food system, striving to create a future where food nourishes people and bolsters local economies, while respecting our planet.

Through comprehensive programming, regional presence, and our capacity to lead coalitions and empower communities, we drive lasting change across the food system.

With an impressive track record, we possess unique strengths to address systemic challenges on a large scale.



1997

Bernadine Prince and Ann Harvey Yonkers open the Dupont Circle farmers market with 15 farmers from four states.



2005

FRESHFARM starts FoodPrints at Rudolph Elementary in Ward 4.



2009

FRESHFARM becomes the first organization in Washington, DC to offer an incentive match to SNAP/EBT shoppers at one of its markets.



2015

FRESHFARM's network of farmers markets surpasses \$10 million in sales.



2016

Community Foodworks, which later merges with FRESHFARM, launches the Pop-Up Food Hub.



2019

FRESHFARM merges with Community Foodworks to become the largest network of farmers markets in the Mid-Atlantic region.



2020

During the COVID-19 pandemic, the Pop-Up Food Hub grows 600 percent responding to the demand for fresh food by families and individuals across Washington, DC.



2021

FRESHFARM receives a \$1.4 million four-year USDA grant to create a regional incentive system and a \$1 million annual grant to administer DC Health's Produce Plus program for the next five years.



2022

FRESHFARM's network of farmers markets and farm stands surpasses \$24 million in gross sales. FRESHFARM FoodPrints partners with 19 Washington, DC Public Schools in seven wards in the 2022-2023 school year.



2023 and Beyond

FRESHFARM launches a five-year Strategic Plan, setting ambitious goals to expand our programs, grow our leadership as a food systems organization, and deliberately integrate the communities we serve in everything we do.



*Join us in
making a
lasting impact.*

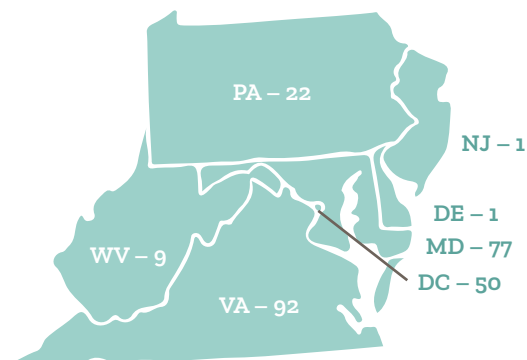
*Together,
we can change
the very way
people relate
to food.*



We Promote a Thriving Food Economy Prioritizing Farmers

Our farmers markets and farm stands foster **inclusivity** and **equity** by providing economic opportunities for local farmers, ranchers, and producers, including those who identify as Black, Indigenous, or People of Color (BIPOC), women, and first-generation entrepreneurs.* Selling directly to consumers at our markets allows our network of farmers and producers to retain nearly 100% of sales, enabling them to expand their business and strengthen the regional food economy.

FRESHFARM FARMERS & PRODUCERS ACROSS THE MID-ATLANTIC



- 250+** Farmers, ranchers, and producers sell in FRESHFARM markets.
- \$24.7 MILLION** Revenue for FRESHFARM farmers, ranchers, and producers in 2022.
- 20%** Identify as Black, Indigenous, or POC.
- 58%** Are first-generation farmers.
- 69%** Of our farmers have less than 100 acres.

*The United States Department of Agriculture (USDA) refers to these groups as Socially Disadvantaged, Beginning, Limited Resource, and Female Farmers and Ranchers.

Nurturing Communities

FRESHFARM's markets invigorate communities by creating inclusive spaces that connect shoppers from all walks of life with local, wholesome foods and the farmers that grow them. Spanning from **every Ward in Washington, DC to Virginia and Maryland**, our markets transform the way people eat and value the power of local food.

Over 60% of sales

Purchases by shoppers using federal benefits and incentives represented over 60% of sales at one fifth of our markets in 2022.

- Almost 1 million** Shoppers of diverse backgrounds visit our markets every year.
- 24** FRESHFARM farmers markets and farm stands in 2022.



"We were looking to expand and wanted something for ourselves. We are grateful to organizations like FRESHFARM for creating opportunities for us to sell and keep markets open during the pandemic, to our loyal customers who've shopped with us for years, and to our incredible farm team."

– Jorge Barajas, co-founder of Barajas Produce farm in Montross, Virginia

The Barajas family purchased their own parcel of land in 2022 in part due to selling at FRESHFARM markets and PUFH.



We Revolutionize Food Equity

FreshMatch

Our **FreshMatch** program **doubles** federal nutrition benefits for underserved neighbors at FRESHFARM markets. In 2021, through a USDA grant, we established and equipped the **first multi-state coalition** of over **100** farmers markets, farm stands, and mobile markets to accept and match these benefits.

Now **thousands** of food-insecure residents across Washington, DC, Virginia, and Maryland can access more fresh, wholesome food closer to home.

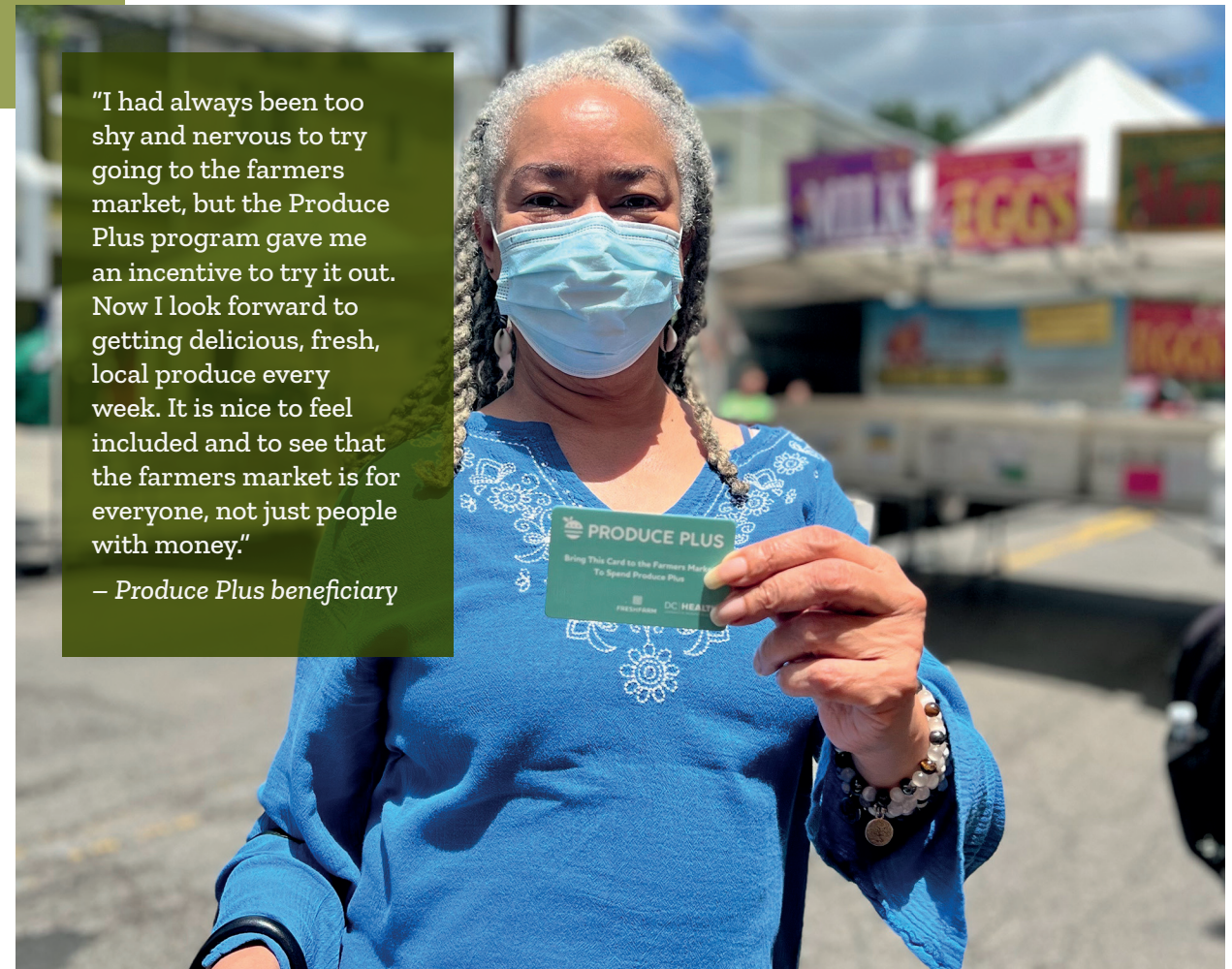
52 outlets in Maryland
19 in Virginia
30 in Washington, DC

"FreshMatch helps us get fresh local produce. It also involves my daughter in selecting healthy food. It makes us feel connected with our community."

– Kelly, SNAP shopper at Oakton Farmers Market in Fairfax, VA

"I had always been too shy and nervous to try going to the farmers market, but the Produce Plus program gave me an incentive to try it out. Now I look forward to getting delicious, fresh, local produce every week. It is nice to feel included and to see that the farmers market is for everyone, not just people with money."

– Produce Plus beneficiary



Produce Plus

DC Health's **Produce Plus** program provides locally grown, fresh produce to food-insecure residents in Washington, DC. In 2022, DC Health trusted FRESHFARM as the program's administrator.

FRESHFARM has led decisive enhancements, such as the **program's digitization**, improving food access and the shopping experience for thousands of residents. Instead of waiting in line for checks in the rain or summer heat, customers use their monthly incentive dollars on a card at our markets.

\$900,000

Amount spent by Produce Plus users on fresh local produce in 2022.

6,000

Number of food-insecure residents served by Produce Plus in 2022.

33%

Percentage by which FRESHFARM exceeded DC Health's requirement of Produce Plus users served.



We Reimagine Food Distribution

Creating New Connections

Our Pop-Up Food Hub team delivers fresh produce directly from our farmers markets to under-resourced community organizations, including health clinics, and childcare and senior centers throughout Washington, DC, Virginia, and Maryland.

Through last-mile food distribution, FRESHFARM is increasing access to fresh foods for children, seniors, and families and making buying local as easy as possible.

PUFH DELIVERS PRODUCE TO

70 COMMUNITY ORGANIZATIONS

BAGS OF PRODUCE DELIVERED BY THE PUFH
2019 v. 2022



"Many of our clients work multiple jobs and access to fresh produce is expensive; it's a barrier for them to access a healthier lifestyle. We provide these bags of produce to our clients in partnership with FRESHFARM to improve their quality of life."

– Rosalyn Trujillo
Senior Health Promotion Program Coordinator at La Clínica del Pueblo about their Diabetes Prevention program



"Selling to the Pop-Up Food Hub gives us the flexibility to fill larger contracts that we wouldn't be able to fill on our own as a smaller farm."

– Sarah McCarthy, co-founder, Crooked Fence Farm in Maryland

Generating Economic Opportunity

The PUFH connects farmers with community-based clients beyond the market, unlocking additional revenue streams, diversifying their sales, and building their capacity to work with institutional buyers.

40 FARMERS FROM OUR NETWORK PARTNER WITH PUFH

REVENUE GENERATED FOR FARMERS
2019 v. 2022





We Educate and Empower the Next Generation of Food Citizens

Creating Joyful Experiences with Nutritious Food

Since 2005, FRESHFARM's FoodPrints program has built positive relationships with nutritious food to help sustain minds, bodies, and the world around us.

We provide joyful, hands-on opportunities for thousands of children in public elementary schools across Washington, DC, to grow local crops in school gardens, cook and eat delicious food together in kitchen classrooms, and learn science and math by studying food.

FOODPRINTS REACH IN WASHINGTON, D.C.

2023-2024 School Year

21

PUBLIC
ELEMENTARY
SCHOOLS
SERVED

7,600

PRESCHOOL - 5TH
GRADE STUDENTS
REACHED

5,110 sq
ft

OF EDIBLE
GARDENS AT
PARTNER SCHOOLS

85%

OF PARTNER SCHOOLS
ARE LOCATED IN
UNDERSERVED
COMMUNITIES



"My son danced around the living room kissing broccoli. He did NOT learn this at home. He brings home the recipes and we make the food together. This is teaching me how to better bring food to the table."

– Sara A., parent at Marie Reed Elementary School (Ward 1)



"FoodPrints is an invaluable program – it's just amazing how it transforms students' ideas about food. And nobody wants to miss it. When it's a FoodPrints day, students want to come to school."

– Nadia Torney, Instructional Coach at Kimball Elementary (Ward 7) at White House Conference on Hunger, Nutrition, and Health

Sustained Experiential Food Education

Our school partnerships are long-lasting, and students participate for many years. Over time, exciting, positive experiences growing, cooking, eating, and studying nutritious food together transforms how students relate to what they eat and to our environment. They bring this knowledge home and carry it with them as they grow up. FoodPrints is empowering the next generation of food citizens.



"FoodPrints is how we need to be thinking if we want future generations to be healthy and conscious about food. There's no more effective or creative program reaching our city's children."

*— Chef José Andrés
Long-time supporter
of FRESHFARM*



We Shift Power to the Community Amplifying Community Voices

FRESHFARM is building a food system that **prioritizes traditionally marginalized communities** by integrating their lived experiences in everything we do and equipping them to be active participants in shaping the food system.

Since 2020, FRESHFARM has facilitated community-driven coalitions such as the **Farm to Early Childcare Coalition**, which advances Farm to ECE in Washington, DC, and supported the **Early Childhood Family Council** for food security and community well-being in Wards 7 and 8.

Residents are now empowered to shape the food system by sharing their needs and solutions with decision-makers.



“Since being a part of the council I’ve decided to run for community organization president. It’s really helped me to think more about what my community needs; what the parents I serve need.”

– Ward 7 resident and participant in the Early Childhood Family Council facilitated by FRESHFARM

Equipping Residents To Support Their Communities

FRESHFARM **hires from the communities** we serve and gives staff **ownership and agency** over program design. In one year, we trained seven residents as **Food Educators** that provided training and technical assistance to more than **500 childcare providers**, as well as **food and nutrition education** to shoppers at our farmers markets and farm stands.

“My role as Community Food Educator at FRESHFARM is fulfilling. I’ve grown professionally and my views and interests are always listened to. For my daughter and I, there’s been a shift in lifestyle. We go to the farmers markets together, she picks the biggest vegetables, and is willing to try new foods.”

– Alicia Gaskins,
Community Food Educator at FRESHFARM



Alicia was one of FRESHFARM’s first Community Food Educators. She learned about the organization through the childcare center where her daughter was enrolled.

Sowing Our Food Future

The Potential To Transform the Food System Is Extraordinary

Make no mistake: the challenges and needs in our communities are significant.

But the impact that FRESHFARM has had over the past quarter century makes us excited about our plans for the next five years and the possibilities ahead.

Your gift can transform the food system by creating economic opportunity for farmers; providing education for the next generation of food advocates; and improving food access for families and communities.

YOUR SUPPORT TODAY WILL HELP FRESHFARM SCALE OUR IMPACT BETWEEN 2023-2028:



Generating at least **\$120 million** in revenue for FRESHFARM farmers, ranchers, and food producers in the Mid-Atlantic region.



Delivering **\$5 million** worth of local produce to over **100 schools and community organizations** benefiting more than **10,000** individuals.



Expanding FoodPrints nutrition education program to **30 elementary schools** throughout Washington, DC, reaching **10,000 children**.




Offering at least **\$5.5 million** in benefits and incentives at our farmers markets so that food insecure families can enjoy fresh, healthy produce.



Hiring and training **20 residents** from the communities we serve, so that they can champion community-driven solutions to food-related challenges.





**The future of a more
equitable regional
food system stands
before us.**

Help us reach it.

Let's sow our food future together.
We welcome your questions and
look forward to working with you.

Learn More

www.freshfarm.org

Get in Touch

1380 Monroe St. NW #605

Washington, DC 20010

(202) 391-7353

giving@freshfarm.org





FRESHFARM
nourishing our food future

Learn More

www.freshfarm.org

Get in Touch

1380 Monroe St. NW #605

Washington, DC 20010

(202) 391-7353

giving@freshfarm.org