



Reducing Food Waste & Hunger

Chula Vista City Council

Feb. 13, 2024

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Meet ProduceGood

We are a women-founded, San Diego-born food recovery organization, *with 5 staff and the mission to...*

- Build an active & engaged community of growers, volunteers & feeders
- Find sustainable solutions to alleviate hunger & reclaim food waste
- Promote the health and well being of all!



Purpose-driven for climate action & social justice

Food Recovery Hierarchy

Source Reduction



Feed People

#1

Feed Animals

#2

Industrial Use

#3

Compost

#4

Landfill

Diversion is essential to food waste reduction

Feeding people is #1 after source reduction

Local food recovery saves food chain resources

Gleaning is a simple solution for creating access to excess food



How we do what we do

Source
Excess
Produce

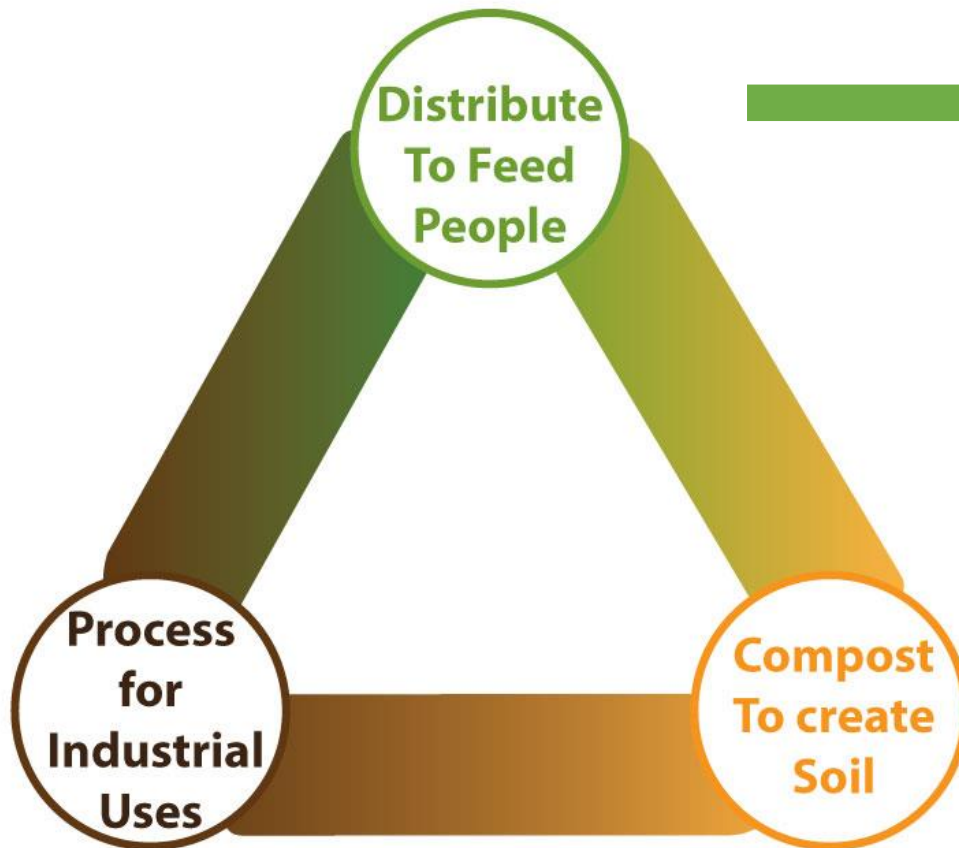
Schedule
Harvest
Events

Coordinate
Community
Volunteers

Supply
Feeding
Partners



Cities have 3 choices • PG FEEDS People



Per SB 1383 by 2025
20% of food recovered
will feed people.

**PRODUCE
GOOD**

1.6M Pounds Recovered
5M Servings Supplied
→ to Feed People



Chula Vista chooses ProduceGood (2023-2024)

PRODUCE GOOD IS IN CHULA VISTA!



¡ProduceGood está en Chula Vista!



Office of Sustainability

Goal: 42,000 servings of fruit & vegetables to feed people!

HOW WE PRODUCE GOOD IN CHULA VISTA

- Expand food access.
- Reduce food waste.
- Promote health and well-being.
- Connect with our partners.
- Build community.

producegood.org to learn more

How ProduceGood Supports

Chula Vista

An estimated 55,170 individuals are nutrition insecure in Chula Vista, making up over 20% of the total population. In an effort to alleviate hunger in the area, we have begun partnering with food insecurity nonprofits, growers, farmers, and volunteers in the area. Visit our website to find out ways to get involved!

Producegood.org

www.producegood.org





Residential Fruit Rescue

Backyards • Orchards

PG
Services
1st CV
pick 2/15



Commercial/Produce Rescue (Tiers 1-2)

Farmers Markets • Farms • Grocers



Crop Circle City Contracts

We leverage a proven community driven model to help cities & food generators meet their goals:

Oceanside
Escondido
Encinitas
Chula Vista



**Compliance
with SB1383**



**Ease of
Engagement**



**Low Cost and
High ROI**



Success through the power of many



Surplus Produce Sources:
800+ Farmers Markets,
Grocers, Farms, & Backyards



Food Recovery Volunteers:
4,500+ individuals of all ages
and abilities



Feeding Partners:
90+ orgs feeding 760,000
individuals in our county



5 Million Servings, rescued,
donated & supplied

It Takes a Community to ProduceGood

Here is how we do it...

Enlist San Diego **Farmers and Citrus Growers** to donate their excess fruits and vegetables to feed the hungry and divert edible organics from landfill.

Mobilize **Community Volunteers** to upcycle thousands of pounds of donated produce each week through our CropSwap and Market Share programs.

Engage **Community organizations** as our **Upcycling Partners** to receive and distribute our bounty to serve their populations of needy children and adults.



UPCYCLING PARTNERS

GROWERS

VOLUNTEERS

PRODUCE GOOD
www.producegood.org



Short Video:

ProduceGood Feeds the Need in Sherman Heights



https://youtu.be/S5J6_ITNfHk





PRODUCE
GOOD



Thank You!

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