

PRODUCE GOOD

Written Communications

Item # 4.1 Name Anderson



IMPACT REPORT

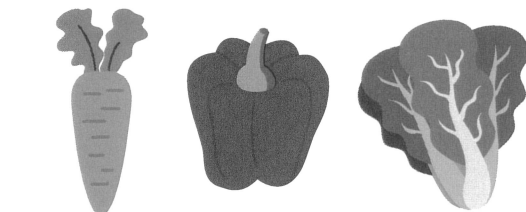
2023

ProduceGood is building an active and engaged community committed to finding sustainable solutions to alleviate hunger, reclaim and repurpose waste and promote the health and well being of all.

2023 IN REVIEW



**167 TONS
DIVERTED FROM
THE LANDFILL**



**334,000 POUNDS
OF PRODUCE
RESCUED**



**1,000,000
SERVINGS
PROVIDED**

**83 METRIC TONS OF
GREENHOUSE GAS
EMISSIONS AVOIDED**



**EQUAL TO 9,400
GALLONS OF
GASOLINE**

COMMUNITY AT OUR CORE



Our Harvest Hero Volunteers

1,400 volunteers this year, with a special thanks to our volunteer bosses

Vann Parker	Adam Austin	Amy Stephens	Nathan Cobb	Michelle Bitto
April Wensel	Bernie Enriquez	Jenny Luce	Diane Panella	Mehul Patel
Eric Swenson	Tom Venturino	Elizabeth Watson	Regina Meyer	Molly Lam
Traci West	Bob Bjorkquist	Barbara Bandhauer	Ginger Ports	Navi Parmar
Coquette DuVal	Paulette Schindele	Pam Drew	Stefanie Irwin	Yuting Shen
Steve Hollenbeck	Ming Lai	Susan Kobara	Natasha Shapiro	Susan Wingate
Sandra Dopierala	Kaytlyn Harris	Anna Bowden	Amanda Clardy	Mary Hassing
Debbie Dahlquist	Colleen Lemke	Ernesto Fernandez	Carrie Phair	Amy McClenahan
Karen Lare	Ronald Eng	Peggy Sennett	Karen Gross	Nori Hepler
Lisa Whittemore	Emily Goss	Rosa Chavez	Joy Johnson	Stevo Vuletic
Stacey Glick	Gilbert Acosta	Connie Gonczyk	Shack Fisher	Margaret Ohara
Mark Riedler	David Mackintosh	Veronica Holmes	Karen Osgood	Tessa Wang
Carol Farrell	Viviane Osterwalder	Susan Gilik	Jeff Kucharski	Dave Adams

Our Cream of the Crop Growers, Farmers & Grocers

Thank you to 2023's 217 backyard growers, farmers and grocery partners



Backyards

Most Pounds: Paulo Pinto/ Wygod Family - 37,292 lbs | 111,876 svgs
 Most Picks Commercial: The Bridges RFS (17) - 9,335 lbs | 28,005 svgs
 Most Picks Residential: Angela McCourt (8) - 4,545 lbs | 13,635 svgs
 Most Self Picks: Dee Boukouzis (5) - 455 lbs | 1,365 svgs

Farms & Fields

Most Farmers Market Pounds: Rodney Kawano - 9,575 lbs | 28,725 svgs
 Most BumperCrop Pounds: Yasukochi Family Farm - 49,134 lbs | 147,402 svgs
 Most Pounds Citrus Orchard: Amy Wright - 1,268 lbs | 3,804 svgs

Grocers

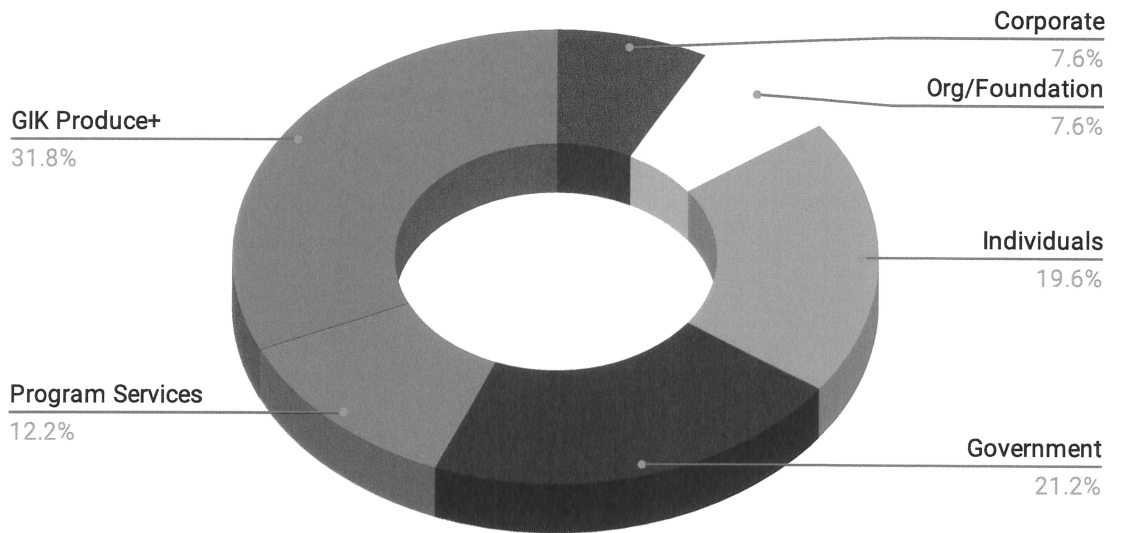
Jimbo's (Escondido, Carlsbad & Carmel Valley): 48,313 lbs | 144,939 svgs
 Costco (Carlsbad): 6,740 lbs | 20,220 svgs



FINANCIALS

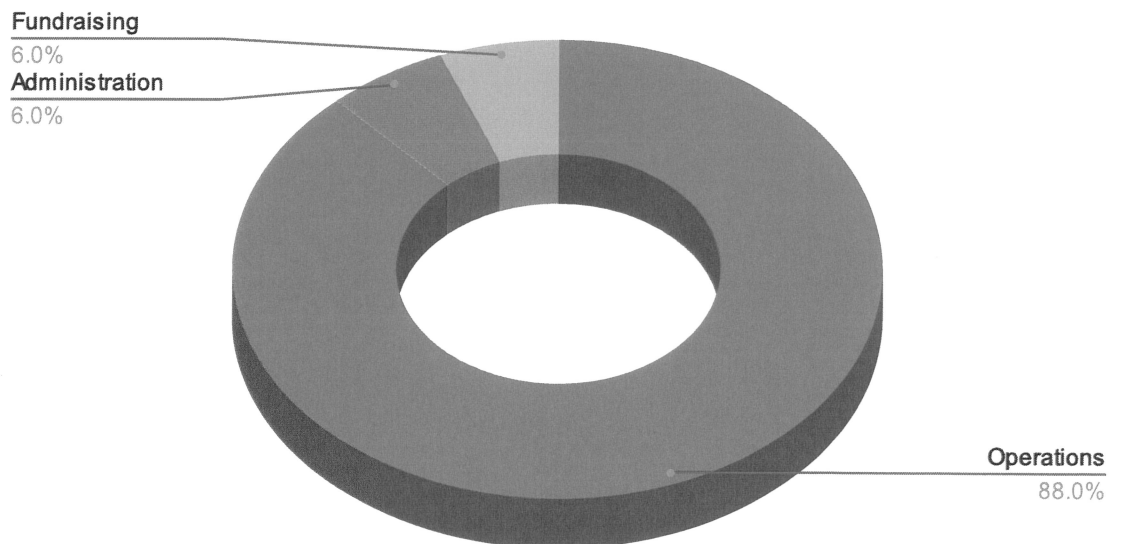
Total Revenue and % by Category

\$733,641*



Expenses by Category

\$650,282*



*Includes gift in-kind produce & other donated goods



DEEPENING OUR ROOTS

57
TONS

SB1383 Edible Food Recovery and Community Outreach
With CropCircle partners: Oceanside, Escondido, Chula Vista and Encinitas

9
SOURCES

MarketShare Expansion with CalRecycle Funding
Markets: Leucadia, La Jolla, Hillcrest, Oceanside, Solana Beach
Grocers: Jimbo's (3 locations), Costco (1 location)

167
TONS

Increased capacity, highest pounds and servings to date
Made possible by individual donors and grant makers

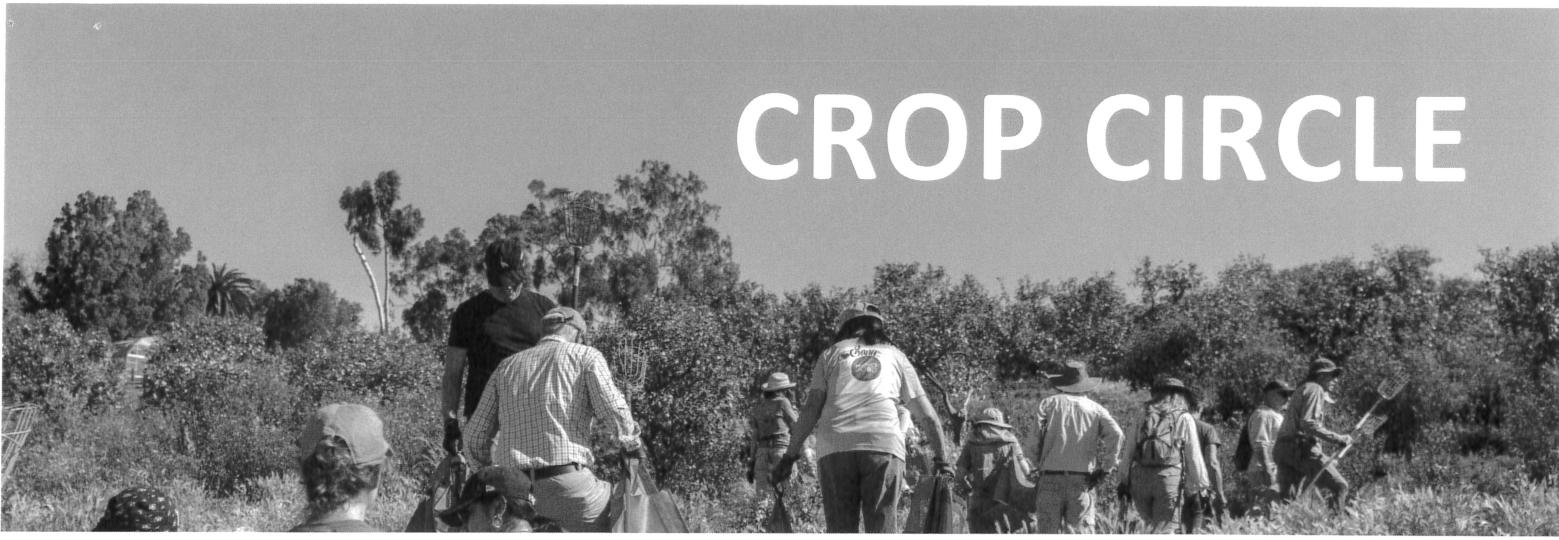
214,134
SERVINGS

Excess to Access in SD County Food Deserts
JEM Project, Kroger Foods Zero Waste-Zero Hunger, SDG&E Environmental Champions, City of San Marcos COVID Relief, Hervey Foundation, San Diego County Supervisor District 3

23
NEW
PARTNERS

Field to Family Community Food Project (NIFA)
USDA National Institute of Food and Agriculture
Launched Community Food Drop produce boxes (106) with nutritional education, in collaboration with feeding partner PlusBox

CROP CIRCLE



Crop Circle City partnerships bring ProduceGood together with cities to meet the state goals on climate change, environment, justice, equity, and sustainability. We do this through food recovery, community outreach, education, and supply.

Senate Bill 1383 requires that by 2025 California will recover 20% of edible food surplus to feed food insecure individuals and families. Organic waste in landfills emits 20% of the state's methane, a greenhouse gas more potent than carbon dioxide.

Over 338,000 servings were supplied to food insecure communities in our CropCircle cities



FEEDING PARTNERS



Thank you for nourishing 90,000 San Diegans with fresh, nutritious produce

CropCircle City Partners

Oceanside

- Boys & Girls Club Oceanside
- Brother Benno Foundation
- BCDI- Plant People
- Paige's Pantry
- Helping Hand
- Calvary Chapel Oceanside
- El Camino High School
- Mission San Luis Rey
- Oceanside High School Pantry
- Hope Through Housing - Multiple
- North County LGBTQ Resource Center
- SIATech High School
- Interfaith Community Services

Escondido

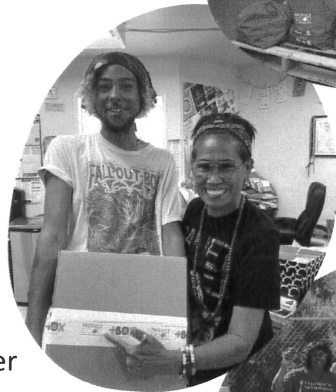
- Hope Through Housing - Multiple
- The Fellowship Center
- The Foundry Church
- Interfaith Community Services

Encinitas

- Community Resource Center
- St. Andrew's Episcopal Church
- St John Catholic Church

Chula Vista

- CRF South Bay
- ECS Head Start



- Bayside Community Center
- ElderHelp
- Heaven's Windows
- Hope Through Housing - Multiple
- UrbanCorps
- Alpha Project for the Homeless
- St Leos
- PlusBox
- Jewish Family Services
- UCSD Triton Food Pantry
- Fallbrook Food Pantry
- We All We Got San Diego
- Grandma Lulu's Table
- San Marcos Seventh Day Adventist
- San Marcos Boys & Girls Club
- Tables of Hope and Justice
- Feeding San Diego
- Indian Health Council
- North County Food Bank
- Wings Recovery Center
- San Diego Youth Services
- Operation HOPE North County
- North County Mutual Aid
- Boys & Girls Club Vista
- Leah's Pantry
- Southern California Tribal Chairman's Association
- Boys & Girls Club Bressi Ranch
- Southern Indian Health Council

GENEROUS DONORS



Thank you to our Gving Tree of individual and family donors who sustain our programs and community impact year on year.

Evergreen Orchard

\$30,000 Giving Level


Kirk Gilson

The Hervey Family

The Hunter-Wellborn Family

Blueberry Bounty

\$5,000 Giving Level

Ronald Eng & Emilie Yanagi 

Jim Putnam 

Carole & Jerry Turk

Golden Valencia

\$10,000 Giving Level

Paul and Margaret Citron 

Roger & Brenda Cole

Maxine Hesse 

Patricia Moore & Helmut Kiffman

Carol & Vann Parker 

Angela & Sonia Steinway 

Claire & Michael Taulbee 

Maureen Hoffman



Orange Blossom

\$1,000 Giving Level

Sarah Smith 

Beatrice Shushan 

Susan Robinson

Julia Rogers

Mimi Plouf

Christine Shore-Fitzgerald

Roger Johnson 

Steve & Kathleen Hollenbeck 

Beverly Goodman

Cynthia & Larry Fields 

Trisha Lansing 

Karen MacLeod

Jo Ann Ross

Stephanie Bergsma

Tiffany Hornsten

Anne Caney

Holly Hoffman

Plum Harvest

\$2,500 Giving Level

Anthea & Gary Beletsis 

Nita Kurmins Gilson 

Caitlin & John Holleran 

Karen & Eddie Lare 

Pietro Rotundi Family

Ruth & Ben Simon

Benjamin Weiss

Alexandra White & Mark Picard 

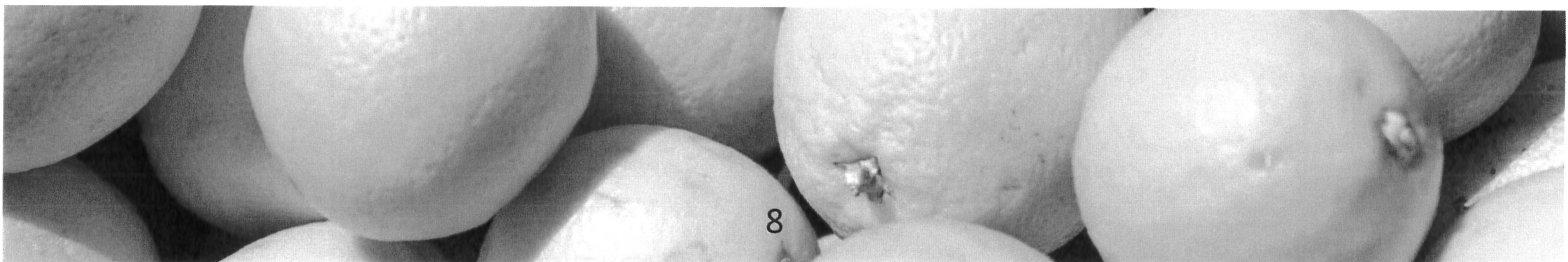
Jerilyn & Clarke White 



Key Lime

Up to \$1,000 Giving Level

Shane Stahl	Habib Hariri	Stephanie Brown	Pamela Spain
Sang Lineback	Alma Montes	Calvin Eng	Satoda Family
Sammy Crane-Solis	Marjorie Fox	Cassandra Davis 	Navi Parmar 
Tracey Franks	Daniel Allevato	Cynthia Acree	Susan Namba
Julia Hess	Hilary Haskell 	Vishal Patel	John Sandahl
Babu Jayaraman	Mitchell Nguyen	Gail Stevens	Cristi Page
Paulette Schindele 	Yanira Alonso 	Kellin Nicolleti	James Linn
Felicia Tobias 	Susan Kobara 	Christi White	Denise & Paul Fejtek
Amy McClenahan 	Dana Withall	Stacey White & Martin	Matthew Lum 
Stephanie Van Zant	Mimi Plouf	Katzmann	Vidya Murthy
Paige DeCino	Tomoko Matsubayashi 	Nicole Squires 	Courtney Svaijan 
Scott Matney	Marilyn Cohen	Janey Mason	Noel Carr
Terry Gaasterland	Lisa Schmidt	Fiona Hardy	Judy Fitzgerald 
Sheri Pascal	Shelly Lewis	Justin Joseph 	Wendy Darling 
Michael Williams	Phyllis McClure 	Melissa Lee	Sara Westermann
Dennis Frate	Merle Lambeth	Heather Gorgura	Judy Randall 
Kindra Mitchell	Margaret Cahill	Brett Cornelius	Linda Riles
Jessica Williams	Susan Wortmann	Joan Campognolo	Jamie Keyser
Cindy Sanchez	Jay Evarts	Julie Miller	Diana Ambrose
Corabelle Zeleste Montes	Wes & Kathy Anderson	Eduardo Carnalla	Phyllis Williams
Ricardo Montes	Chris Frederick	Amy Lerner 	Jaquilyn Venstrom
Susan Bedford	Kathleen Henry	Richard Jaross	Donald Abel
Alejandra Santana	Betsy McHenry	Gordon Li	Yuri Kaneda
Dominique Dashwood 	Renee Juarez	Cosette Lare	Wayne Williams
Drew Keske	Donna Nauss	Hayley Hirsh	Nancy Shimamoto
Tina Sach	Mayra Benitez	Morgan Justice-Black 	Ashley Mullen
JL Gonzalez	Mike Juarez	Maryanne & John Phillips 	PK Aaron
Jhobany Garcia	Cristian Manzano	Melanie Spiegelman	Ariel Anderson
Branden Patterson	Dylan Imlay	Abbey Chamberlain	Paul & Marie Cascone
Clare Cornelius 	Camille Pederson	Katie McEvilly	Sandy Cornelius
	Ann Pederson		





COMMUNITY PARTNERSHIP

Sponsors/Donors

Precision for Medicine
 US Bank
 North County Association of Realtors
 SDG&E/SEMPRA
 Athena Foundation
 Bristol Farms/Lazy Acres
 Insights 4 Results
 Jennings Charitable Fund
 Pioneer Church
 ToucanEd Inc.
 The Harbaugh Foundation
 Satoda Family Fund

In-Kind Supporters

Local Roots Kombucha
 Costco
 Jimbo's
 Thorn Brewing North Park
 Lazy Acres
 ImpactCubed- The Hive
 GelatoLove
 Populist Pops
 Isabelle Brien's French Pastry Cafe
 California State University San Marcos
 Simon Tanksley
 Bro-Am

Grant Makers

CalRecycle Edible Food Recovery
 USDA National Institute of Food and Agriculture
 San Diego Foundation
 City of San Marcos Covid Relief
 The Hervey Foundation
 The JEM Project
 Kroger/Ralphs - Zero Waste/Zero Hunger
 SD County Supervisors
 SDG&E Environmental Champions
 Solana Beach Eco Rotary

First Pick and Special Partnerships

SDG&E
 Rancho Valencia Resort
 HandsOn San Diego
 Marriott Hotels
 Deloitte
 Dentsu
 Lytx
 ASCM San Diego Chapter
 UCSD Professor Lerner
 City of San Diego
 Teen Volunteers in Action Encinitas





GRATITUDE FOR OUR...

Staff

- Alexandra White, Co-Founder, Co-ED
- Nita Kurmins Gilson, Co-Founder, Co-ED
- Shannon Pritchett, Resource Program Lead
- Mackenzie Anderson, Program Development Lead
- Clare Cornelius, Community Engagement Lead
- Dominique Dashwood, Upcycler Program Lead (2023)

Service Providers

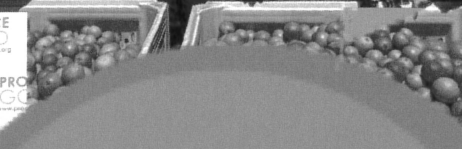
- Tomoko Matsubayashi, Photography/Web
- Nathan Wauthier, Accounting
- Janard Sutton, Videography
- Munger & Associates, CPAs



Board Members & Advisors

- Claire Taulbee, President
- Steve Hollenbeck, President Emeritus
- Navjot Parmar, Vice President
- Angela Steinway, Treasurer
- Ronald Eng, Secretary
- Caitlin Holleran, Director
- Morgan Justice-Black, Director
- Derrick Robinson (Ph.D.), Director
- Yanira Frias Alonso, Director
- Matthew Lum, Director
- Cassandra Davis, Director
- Jerilyn White, Donor Gratitude Advisor/PG Co-Founder
- Maxine Hesse, Grower Ambassador Advisor
- Makana Rowen, Gov and JEDI Advisor
- Namita Thakker, Legal Advisor
- Karen Osgood, HR Advisor





How do we ProduceGood?

Our **Bumper Crop** program gives volunteers the opportunity to work with farm staff to learn how to properly pick, handle and prepare produce to benefit designated feeding organizations.



On the farm

Our **CropSwap** program gives volunteers the opportunity to glean fresh fruit donated by homeowners for transport and distribution by our participating feeding partners.



In the field

Our **Market Share** program gives teams of volunteers the opportunity to recover unsold produce from participating market vendors and ensure its delivery to local food pantries.



At the market

Grocery Gleaning gives volunteers the opportunity to sort and glean fresh fruits and vegetables from local grocery store locations weekly and deliver this bounty to our partner agencies in Diego County.



Grocery gleaning

How can YOU help ProduceGood?

VOLUNTEER TIME

If you are looking for a meaningful way to give back, **volunteer** with ProduceGood. It's a fun, fulfilling opportunity to **build community** and **help food-insecure children and adults** in San Diego County!

SHARE BOUNTY

If you **have fruit trees**, or **excess produce**, and **hate seeing the waste**, donate your surplus to ProduceGood for supply to our Charitable Fresh Produce Provision Network. Your tax-exempt harvest will be diverted from the landfill and provided to hungry San Diegans!

GIVE MONEY

If you **love our mission**, make a financial contribution at www.producegood.org. Your tax-deductible donation will help fuel the programs that reduce waste and hunger throughout San Diego County!
Sharing has never been sweeter!



Funded by a grant from the Department of Resources Recycling and Recovery (CalRecycle)

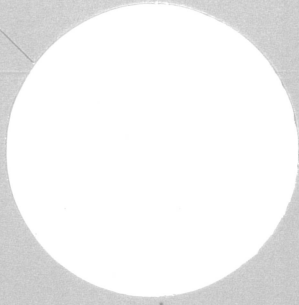


PRODUCE GOOD

www.producegood.org
info@producegood.org

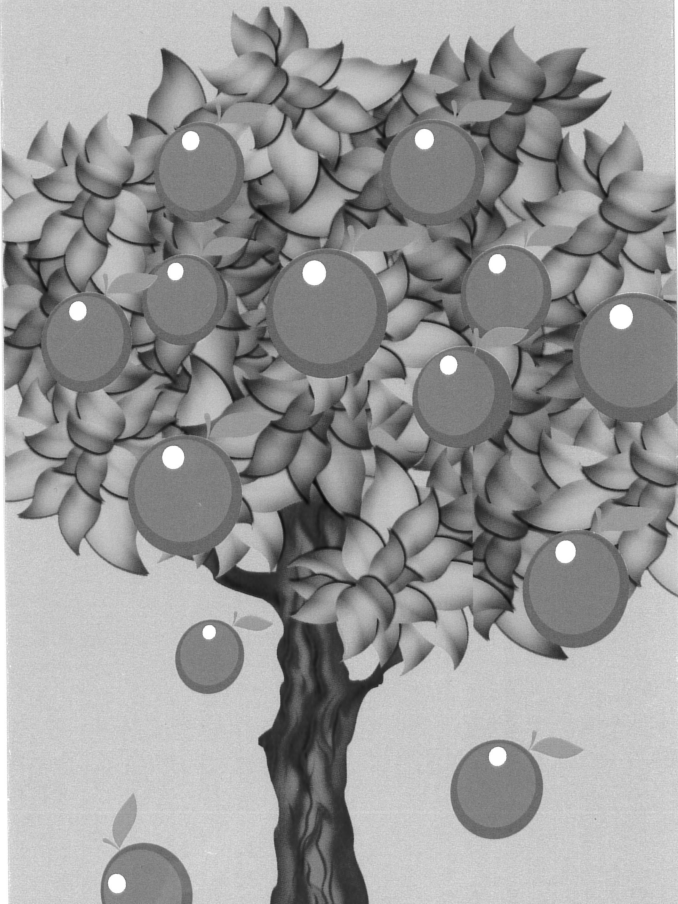
760.492.3467

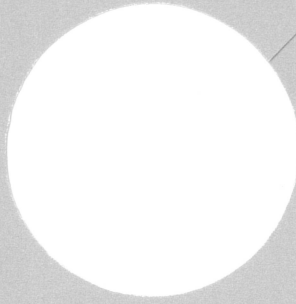
ProduceGood is a 501(c)3 nonprofit # 47-2289712



Too Much Fruit?

Feed Your Community!





Sharing has never been sweeter!

If you have too much fruit on your trees, consider donating your bounty to ProduceGood, a San Diego food recovery nonprofit. Contact us via email or phone and we will work to get you on our schedule. Our volunteers will glean your fruit and donate to a local food bank.

And if you have neighbors with low-hanging fruit, feel free to hang this on their door!

**PRODUCE
GOOD**

www.producegood.org

info@producegood.org

760.492.3467

ProduceGood is a 501(c)3 nonprofit # 47-2289712

CalRecycle



Funded by a grant from the Department of Resources Recycling and Recovery (CalRecycle) through California Climate Investments

PRODUCE GOOD

Mackenzie Anderson
*Community Orchard
Program Lead*



760.492.3467

producegood.mackenzie@gmail.com

www.producegood.org



ProduceGood



@ProduceGood



ProduceGood