

ANNUAL REPORT 2020



American Heart Association Texas
Farm-Fresh Box Distribution, July 2020

Our Impact Areas

Our 2020 experience centered around community-focused COVID-19 emergency relief. Despite the shifts and pivots, our mission to connect good food to communities from sustainable family farms, and our areas of impact remained true.



Public Health



Environment



Regional Economies



Dear friend,

When the pandemic struck, The Common Market had more than a decade of social impact work under its belt: **connecting communities to good food from sustainable family farms throughout the Mid-Atlantic, Southeast and Texas regions.** In that time, we saw the power and potential of public procurement to create positive outcomes for our urban and rural partners.

COVID-19 changed everything. By mid-March 2020, our institutional partners shut down entirely. Our farmers, with our advance buying commitments in hand, had seeds already in the ground. Meanwhile, the economic downturn presented new or heightened food insecurity among millions of Americans.

Leaning hard into our mission, we knew we needed to jump in to help, serving as a bridge between family farmers that needed markets for their food and communities that lost access. We worked with local and federal government agencies to ensure the inclusion of local family farms in emergency food programs. The last year has been challenging for all and undoubtedly a shock to the systems intended to support our basic needs. What it reinforced for us was the critical nature and strength of our local food systems.

Few areas offer the opportunity for vast intersectional impact as food: it's ability to influence public health outcomes, regional economies, racial equity, land conservation, climate change: **a targeted investment in regional food systems holds the potential for tremendous impact across systems, regions, and communities.**

Looking to the future, our experience during the pandemic deepens our commitment to our mission, and our excitement to spread our impact to new regions.

Our impact is possible because of our amazing teams, Board of Directors, farmer networks and supporters — we thank them endlessly! Now, we invite you to read our 2020 story — and join us in our mission!

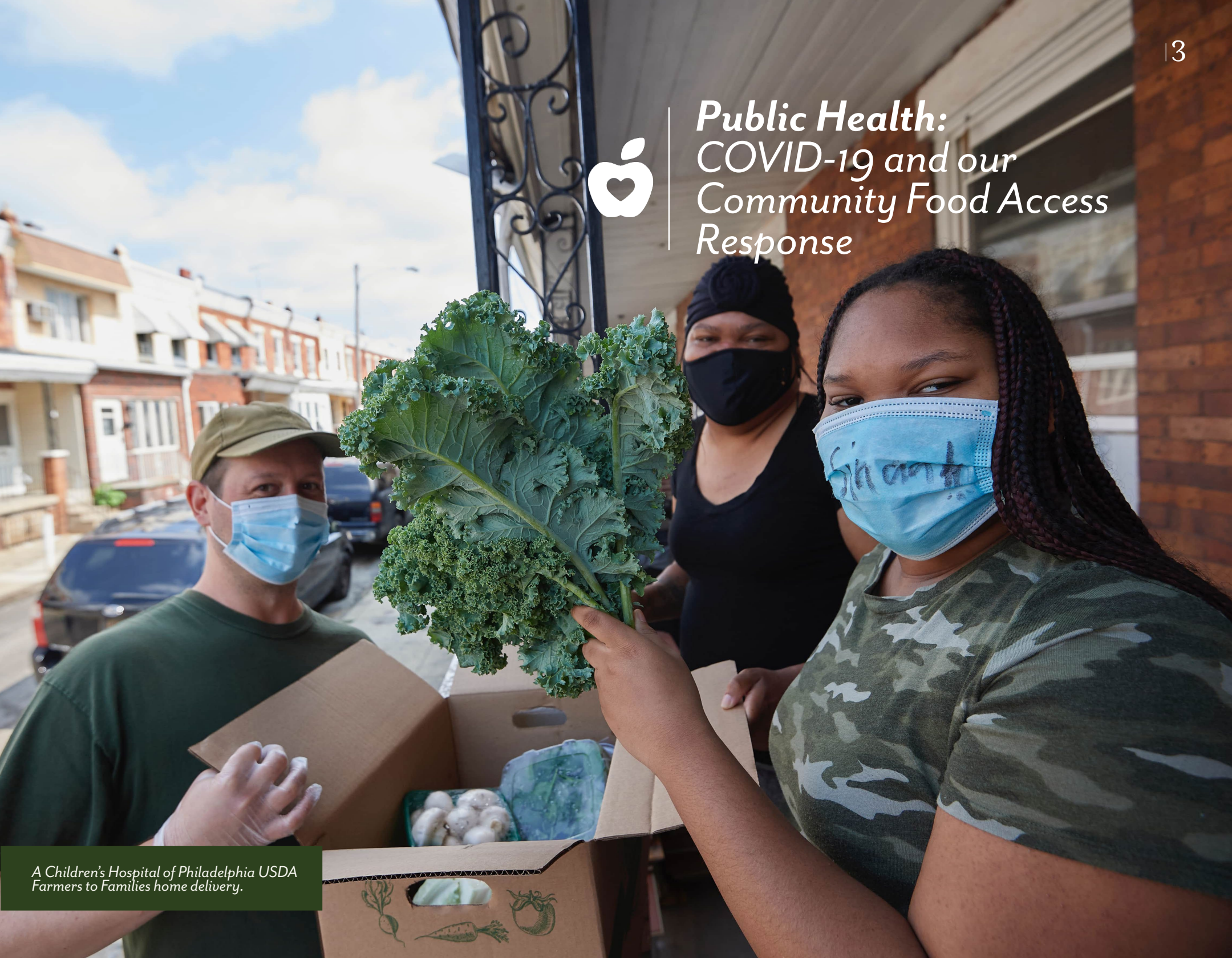


In solidarity,

Haile Johnston and Tatiana Garcia-Granados, co-founders



Public Health: COVID-19 and our Community Food Access Response



A Children's Hospital of Philadelphia USDA
Farmers to Families home delivery.

USDA Farmers to Families Program

A new approach to providing critical support to American farmers and families, the USDA Farmers to Families program allowed The Common Market to deliver nearly **1 million healthy produce and dairy boxes** from May to September 2020 to communities in need.

- **675,550** produce boxes delivered
- **151,933** dairy boxes delivered
- **\$16.2M** in contracts
- **2,782** deliveries to **295** locations
- **134** partner agencies supported
- **53** family farms supported



Municipalities and Food Access

When the pandemic hit, The Common Market was able to direct its supply chains to areas of greatest need through partnerships with federal and local government agencies, including **Baltimore, MD; New York City, NY; and Atlanta, GA**. In partnership, we helped address the emergent food access needs of their most vulnerable constituents, and brought to life an innovative approach to food relief: hand-packed, individualized boxes of farm-fresh ingredients, all sourced from sustainable, family farms.

- **287,264** approximate families reached, May 2020-March 2021

“I am in my 60s and live in New York City. I signed up for a free food delivery service operated by the City of New York. Some of the food I had received was poor quality, canned and sugary products. But, your box came with fresh bread, dried beans, potatoes, a beet, kale, crushed tomatoes, and cheddar cheese. My first thought was that someone wants me to live and it almost brought tears to my eyes.”

-Janice, NYC box recipient

[Click to read our Municipalities case study!](#)



Public Health: Food Access through Anchor Institutions

Benefits of the Box



In a randomized study, researchers at The University of Pennsylvania found that recipients of The Common Market's fruit and vegetable boxes exhibited effective

behavior change strategies that are correlated to **lower rates of diet-related chronic disease like obesity and diabetes.**

Participant Results:

- 29% more home-cooked meals per week consumed
- 3.8x more likely to consume 2 fruits/day
- 6.2x more likely to consume 2 vegetables/day

[Click to read the full study!](#)



A young Texan enjoys local harvests at home, a benefit of Elgin ISD after school enrichment programming.

Farm to School

As school districts throughout the country switched to curbside meals when the pandemic hit last spring, The Common Market looked for ways to help increase families' fresh food access.

“We realized that we also needed to shift and adapt within the constraints of COVID and the challenges that were imposed on many food distribution efforts,” said Rachel Terry, our national partnerships director.

Our food made its way to **more than 100 schools** in 2020 through after school enrichment programs, curbside relief distributions, and more, making our fresh, nutritious ingredients a mechanism for both normalcy and good health.

[Click to read our Schools case study!](#)

Innovation within Healthcare

Our healthcare partners were frontline heroes in the face of the pandemic, shifting to meet the needs of their patient populations, staff, and communities as a whole. Our partnerships blossomed in unique ways—from last-mile home delivery programs with the **Children's Hospital of Philadelphia (CHOP)**, car parade Farm-Fresh Box distributions with the **American Heart Association and Legacy Community Health** in Texas, or community fresh food carts with **Grady Healthcare** in Atlanta, Georgia—we were honored to play a small role in helping to maintain equitable healthcare for all throughout 2020.

“On the days the boxes are distributed, we see an increase in participation by approximately 900-1,000 individuals.” -Dr. Tonya McGill, Executive Director, Office of Food & Nutrition, Newark Board of Education

Farmer Feature: In 2020, Ellijay Mushrooms (Ellijay, GA) developed new retail-ready recyclable packaging for its mushrooms so that they could explore the opportunity to sell products to larger retailers during COVID-19. The new mushroom box and its contents became a nutritious addition to our USDA Farmers to Families Food Boxes.

“The Common Market has given us a lifeline in these uncertain times.”

-Howard Berk, farmer, Ellijay Mushrooms

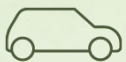


Environment: *Our sustainable farms and operations*



Running Renewably

Did you know: Our Mid-Atlantic facility located in North Philadelphia runs 100% on wind energy? In 2020, we saved 2,126 metric tons of CO₂ through the purchase of renewable wind energy. This is an environmental benefit equivalent to:



taking **462** cars off the road for one year!



the total yearly carbon sequestration of **2,605** acres of U.S. forests!

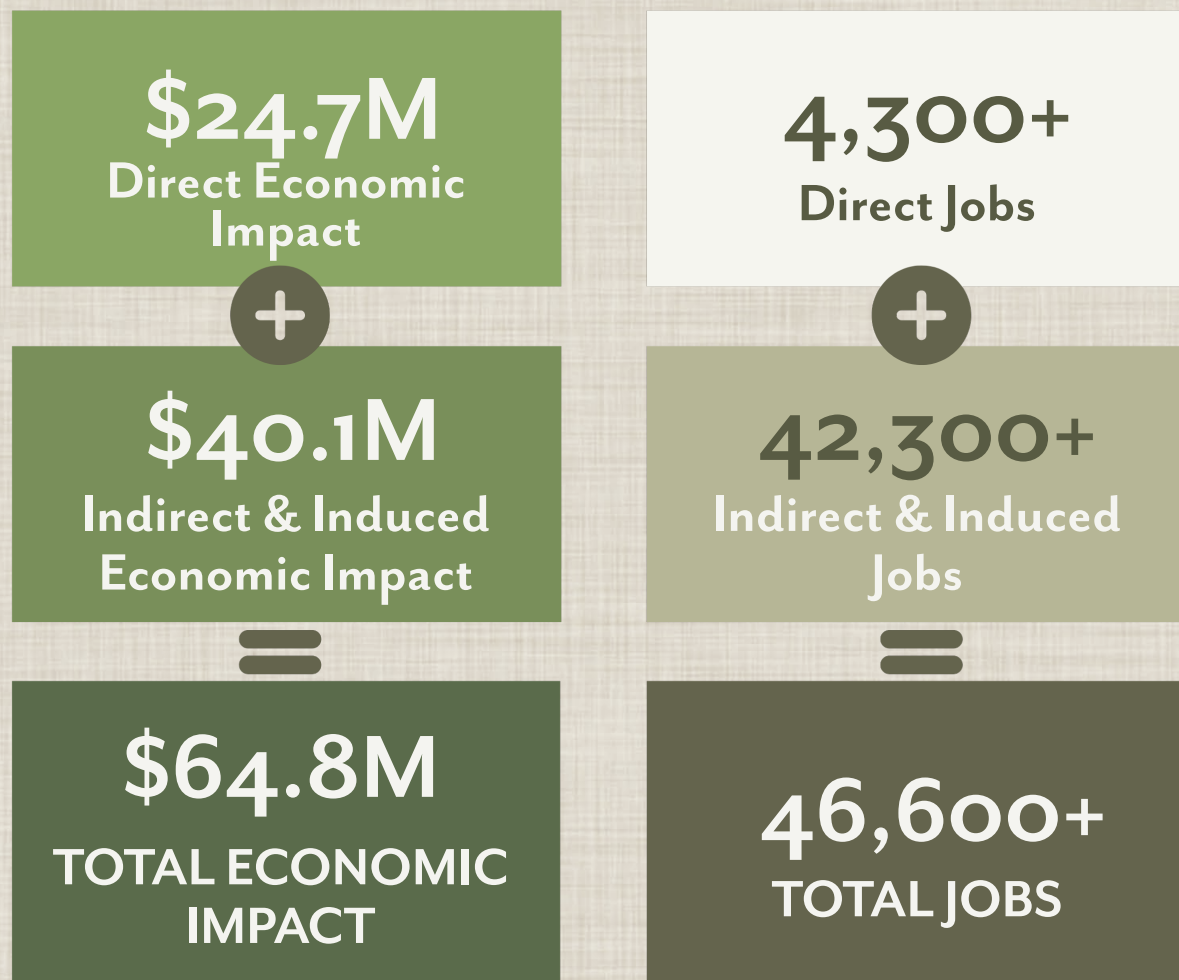


Regional Economies: *How our purchases sustained local farm businesses*

Farmer Feature: To meet the specific demands of our USDA Farmers to Families contract, we sourced milk, cheese and yogurt from **Pequea Valley Farm of Ronks, PA** to create “Dairy” boxes, which made their way to food pantries and emergency food relief organizations throughout the Mid-Atlantic region. Together, we helped avoid dumping gallons of cow’s milk that might have otherwise gone wasted. Finding new markets has been very meaningful for all involved! **Total Invoiced by Pequea Valley Farm in 2020: \$2M+**



2020 Impact



Indirect and Induced data were calculated using IMPLAN as a model, as well as multipliers developed by a 2016 USDA-funded study on the impact of food hubs.



31+ million

Meal equivalents reached individuals, students, and families



1,026

Community partnerships brought healthy, local food to their people

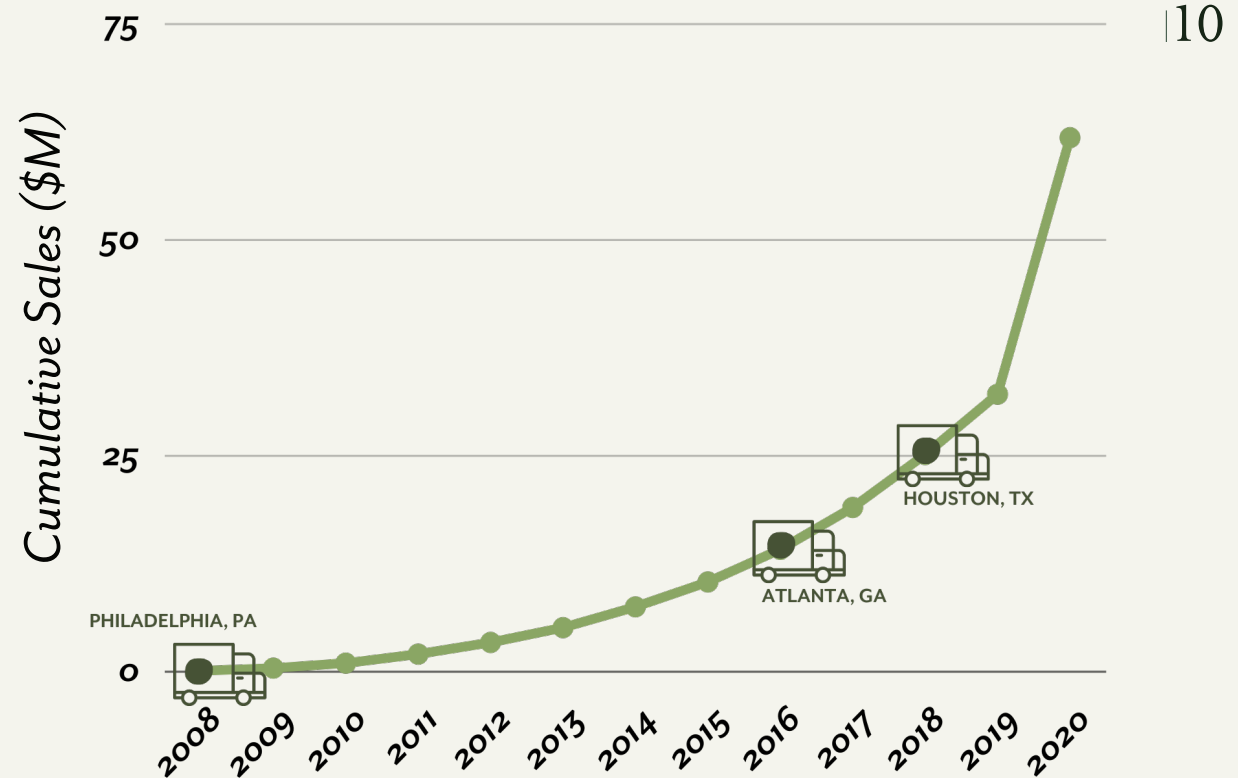


165

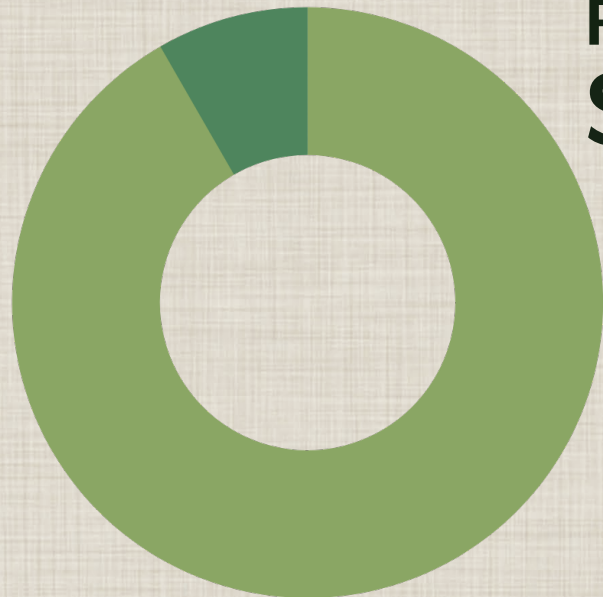
Farmers, ranchers, and producers supported

2020 Financials

A portion of our increased revenue will be used to **strengthen the resilience of our facilities** so that we can quickly respond to emergency needs in future crises. In addition, we are **creating a fund** to support the viability and growth of our supply chain partners.

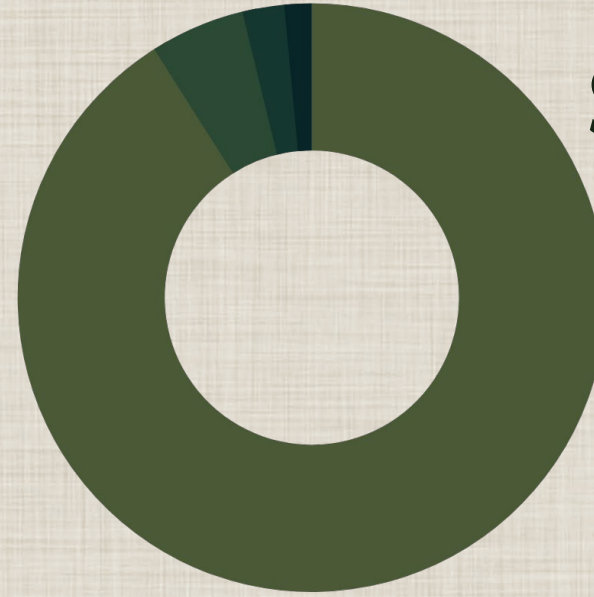


REVENUES \$32.5M



- Sales 91.7%
- Grants & Contracts 8.3%

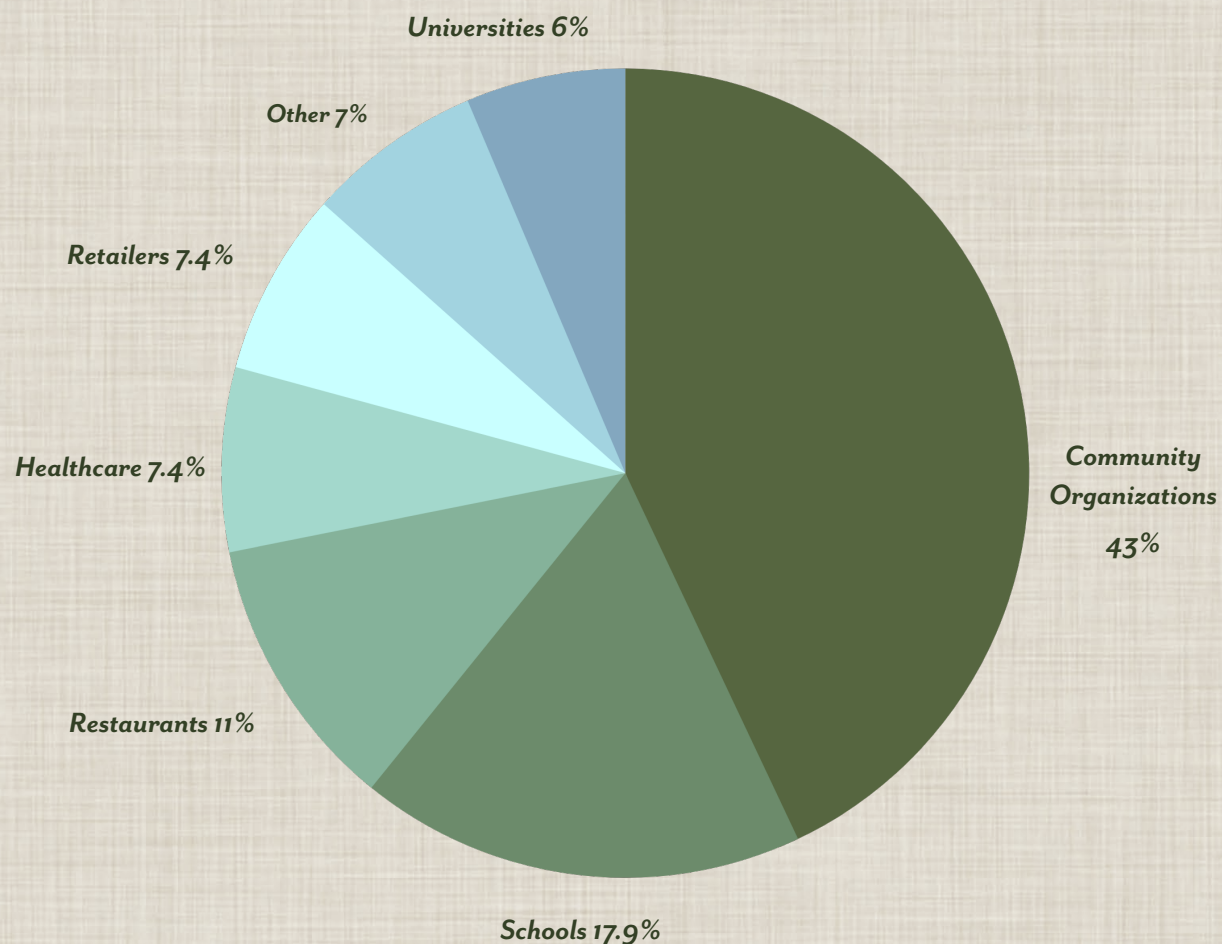
EXPENSES \$24.7M



- Costs of Goods Sold (COGS) 91%
- Operating Expenses 5.2%
- Community Outreach & Engagement 2.3%
- Policy & Advocacy 1.5%

Community Partners

In 2020, The Common Market was proud to call more than **1,000 communities** partners in local food, including schools, universities, healthcare sites, retailers, restaurants, and more. Together, with every local food purchase made, we helped transform the food system working in consideration of the planet and the health and wealth of all people!



In response to February 2021's devastating winter storms, The Common Market Texas delivered 17,000+ Farm-Fresh Boxes to Texans in-need. Feb.22-March 12, 2021

Looking ahead

By Spring 2022, we plan to move forward in **three major focus areas** in order to catalyze impact and partnerships across the value chain in support of **building community food resiliency** in our regions.

Working within and across communities, anchor institutions, and local farm networks, we will look to leverage our infrastructure and experience to drive policy change and demonstrate viability for regional economies. We also plan to put feet on the ground in our **next location: Chicago, IL**, opening up the possibilities of increased healthy food access and widening markets for family farms in the Midwest!



Partner with Anchor Institutions

The purchasing power of anchor institutions has the potential to both **improve nutrition for vulnerable people and increase the viability of regional farm economies**. We look forward to expanding our partnerships with schools, universities, and healthcare sites to meet people where they are, providing access to fresh, healthy foods for youth and vulnerable populations.

Build Support for Resilient Agriculture

We plan to pilot an **assessment tool** that brings transparency to the growers' progress along four areas: **builds local economies, health, animal welfare, and environmental sustainability**, with the goal of creating additional market opportunities for producers that follow regenerative practices.

Rebuild the Regional Food System: Policy & Advocacy

As a food distributor with deep partnerships in rural and urban communities, we are positioned to highlight and **advocate for policies that promote an equitable and resilient food system for all!**

- | | | | | | |
|------------------------|-------------------------|---------------------------|--------------------|--------------------|---------------------|
| <i>Commons Board</i> | • Christina Szczepanski | <i>Mid-Atlantic Board</i> | • Erica Walther | <i>Texas Board</i> | • Evan Driscoll |
| | • Taryn Goodman | | • Reco Owens | | • Harold Dutton III |
| | • TJ Moen | | • Steve Frecon | | • Ken Smith |
| | • Kate Fitzgerald | | • Warren DeShields | | • Megan Hoag |
| | • Clayton Mitchell | | • Justin Rosenberg | | • Robert Maggiani |
| | • Kris Marx | | • Porter Bush | | • Sam Newman |
| | • Madeline Rotman | | | | • Liesa Bryant |
| | • Cristina Hug | | | | |
| | • Andrea Smith | | | | |
| | • Erica Burnett | | | | |
| • Anika Warren | | | | | |
| <i>Southeast Board</i> | • Cicely Garrett | <i>Leadership</i> | • Haile Johnston | | |
| | • Darrah Gist | | • Tatiana | | |
| | • Ian Stribling | | • Garcia-Granados | | |
| | • Lenny Scranton | | • Margaret Smith | | |
| | • Robin Chanin | | • Bill Green | | |
| | • Suzanne Girdner | | • Sanjay Kharod | | |
| | • Taylor Clark | | • Rachel Terry | | |
| | • Michael Roberts | | | | |
| • Caree Cotwright | | | | | |
| • Martina Martin | | | | | |

Our Board



Our work is amplified by the meaningful contributions of our Board of Directors. Representing our regions, across various industries and backgrounds, we are indebted to our board as they advocate for sustainable food systems alongside us with shared passion and commitment. ***We thank you!***



Funding Partners

The Common Market is thankful to have received funding, consultation, and support from the following foundations and organizations in 2020:



THE BARRA
FOUNDATION

Campbell's



Joyce and Irving Goldman
Family Foundation



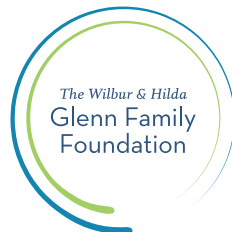
The Neubauer Family
Foundation



STILL
WATER
FOUNDATION



Surdna
Foundation



WILLIAM JOSEF FOUNDATION INC



W.K.
KELLOGG
FOUNDATION®

Thank you for your support!

Fresh Life Organic Farm, Rosharon, TX

We could not have faced 2020 without
our farmers, partners, and supporters.
We thank you again!

Our table is never full.

We welcome conversations near and far.

Get in touch today:

info@thecommonmarket.org

