



2022 REPORT

Creating a vibrant, equitable food system.



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RIGHT: A young student at Camden City School District taste tests a salad featuring local New Jersey greens.





A word from our co-founders

In 2022, we trialed a new way to infuse locally grown fruit, vegetables and beyond into the school lunch menu while supporting diverse farmers. We started in New Jersey, a state without any publicly funded incentive programs in place. Our goal in part was to influence future policy, to demonstrate what is possible when schools are adequately resourced and incentivized to purchase locally.

Alongside dedicated partners in funding and school food, our local food procurement pilot in the Garden State (based in Camden, Bridgeton, and eventually Newark), included weekly deliveries of fresh, local food from our farms—from asparagus, to fresh spinach and berries, even local meats. Camden alone received more than **35,000 pounds of food, supporting 19 different producers**, including Black-owned **Geogreens** of Hamilton, NJ, during the pilot's first year.

Turns out, when funded to bring local foods into their cafeterias, schools have tremendous power to support the local economy and improve student health and wellbeing. (Read more on [page 13!](#))

Moments like this—playing a role in giving young students the gift of healthy, colorful choices—has been an honor, and fortunately, just one of a list of motivating moments and inspiring impact in 2022 from across our regions.

How do we continue to help schools and other institutions align their values—*local, environmental sustainability, health and nutrition, cultural appropriateness, diversity and equity*—with their purchases? How can we bring equity to the food system, and establish guaranteed markets for farmers of color? How can we support the resilience of our local supply chains, especially our mid-scale family farms that are so fundamental to our regions' food access needs?

We are determined to move forward on these ideals in 2023. And, we think the future is bright. We cannot be more grateful to have you by our side.

– HAILE JOHNSTON &
TATIANA GARCIA-GRANADOS
Co-founders

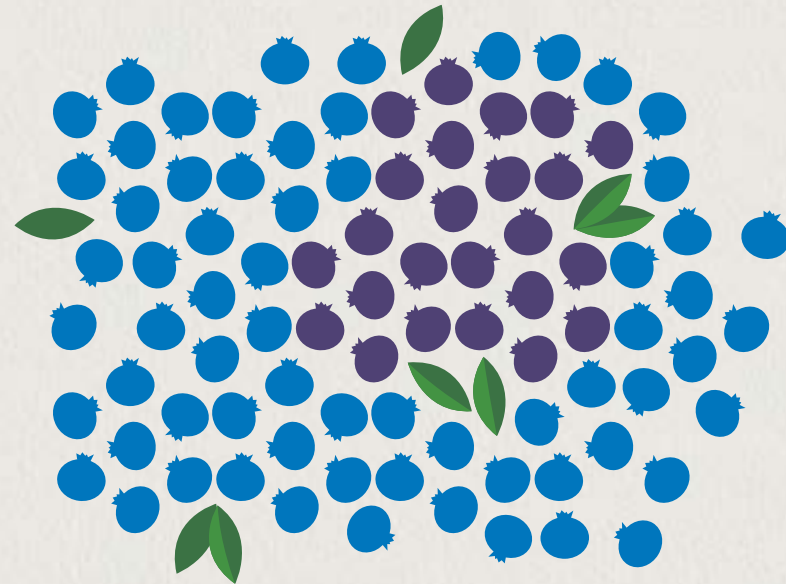


THE YEAR IN NUMBERS



4 regions

Mid-Atlantic, Southeast,
Texas, Great Lakes



118

family farms
supported

20%

representing
BIPOC growers



5,017,185

healthy meal equivalents
distributed



283,072

Farm-Fresh Boxes
distributed



\$581,000
in Farmer Loans

\$13,000,000
invested in local economies
through food purchases

\$21M
induced/indirect
impact

\$34M
Total economic
impact



FRECON FRUIT FARMS
Boyertown, PA

Thanks to The Common Market's Farmer Loan Fund, this Pennsylvania-based, family-owned orchard and farm was able to construct a new on-site cooler to house their production, and therefore extend their market opportunities.

[More on page 10](#)

2022 IMPACTFUL MOMENTS

JANUARY

The Common Market Southeast (CMSE) **received an “Excellent” rating** for its 2022 Safe Quality Food (SQF) Certification Audit Score, proving that locally sourced, sustainable farm food can meet the highest global food safety standards.



CMSE began work on a USDA Local Food Promotion Program grant to develop a pipeline of Black, Indigenous, and People of Color (BIPOC) and socially disadvantaged farmers in Georgia and Alabama, and create market opportunities for them through institutional partnerships.



APRIL

CMSE is awarded a multi-year grant from the Cousins Foundation to support the infrastructure needs of farmers in the middle and to continue building the local food system in metro Atlanta.



MARCH

The Common Market Texas (CMTX) kicked off a partnership with Methodist Healthcare Ministries of South Texas and their Wesley Nurses to address food insecurity in rural Texas.



APRIL

The Common Market Mid-Atlantic (CMMA) received the support of the Green Family Foundation to strengthen the Philadelphia metro food system.



JULY

CMSE received multi-year support from the JB Fuqua Foundation to build the metro Atlanta food system and provide infrastructure for area farmers.

AUGUST

Harris County awarded CMTX \$1.7M, a portion of its American Rescue Plan Act (ARPA) funds, as a way to prioritize health and equity in response to COVID-19.

MAY

- Novo Nordisk began support of CMMA's food access work in Newark, NJ.
- CMSE welcomed a new partnership with the United Way of Greater Atlanta to increase food security.

JUNE

Our co-founder Haile was one of three food and nutrition leaders from across the country selected to help announce the USDA's new [Food System Transformation Framework](#), led by Secretary of Agriculture Thomas Vilsack.



AUGUST

New Jersey Department of Agriculture Secretary [Douglas Fisher visits New Jersey's Bridgeton Public Schools](#) to witness the local incentive pilot program in action.



NOVEMBER

The [Rockefeller Foundation awarded CMSE a grant](#) to support our work of increasing [school](#), hospital, and university good food purchasing commitments in Atlanta, while also directly supporting Black farmers and other underserved growers to expand their operations, access to land, and connection to institutional markets.

DECEMBER

- The Common Market Great Lakes was approved as our newest (and official) chapter and expansion project.
- The Common Market Mid-Atlantic helps celebrate 1 Year of impact as part of the [Campbell's Soup Foundation-supported Full Futures program](#), an initiative to get more local, nutritious foods into school cafeterias.



CMMA received an [“Excellent” rating](#) for its 2022 Safe Quality Food (SQF) Certification Audit Score.

OCTOBER

The Texas Department of Agriculture approved CMTX's Texas Local Food Purchase Assistance grant application. The funding will be used to support socially disadvantaged growers and underserved communities in Texas in 2023.

We launched our first-ever resource to help schools and institutions embrace values-based procurement through contract language. [“Advancing School Food Procurement: Driving Values-Based Purchasing through Competitive Solicitations”](#) compiles existing values-based food solicitations from across the U.S. and lifts up best practices from experts in the field.

INSIDE OUR FARM-SIDE SUPPORT

Investments in our localized supply chain

Financial products that address working capital needs for farms are often limited and expensive. While established businesses are able to access lines of credit and factoring to fill this cash flow gap, small- and medium-sized family farms, like the ones that supply The Common Market, are often unable to access these sources of capital, resulting in reliance on credit cards, their own personal assets or networks to finance their business. Many of our farmers—especially those that have been historically excluded from financial and marketplace opportunities—miss the chance to innovate, bring in reliable income and build wealth majorly because they cannot access working capital.

In 2022, The Common Market was poised to respond to the capital needs of our supply chain in new innovative ways.

Our organization carved out \$1M of our capital reserve to create The Common Market's Farm Loan Fund. This fund invests in zero-cost direct loans to our farm partners—facilitating their ability to grow profitably and

increase the supply of healthy local food for our communities.

We are actively engaging with our philanthropic partners to join us to catalyze change in the local food ecosystem through a new direct loan program that provides low-burden, non-extractive capital to finance the building blocks of a good food ecosystem.

We will leverage our long-standing relationships with farmers, ranchers and processors in our geographies to identify opportunities to allocate capital to ensure the highest impact for our supply chain. Investing in resilient regional infrastructure will have a multiplying effect on the food ecosystems we have built, enabling greater wealth for supply chain workers, most of whom are people of color, farmers, and other vendors. The strength of our ecosystem will encourage more food entrepreneurs to join us in building the food system that our communities need for greater health and wealth.



Terra Preta
EDINBURG, TEXAS

The Common Market provided Terra Preta—a small, organic vegetable farm in Edinburg, TX, run by Shakera and Juan Raygoza—a Purchase Order Loan of \$40K to pay for organic vegetables in advance. This helped the farm scale up production and secure cash flow needed to hire skilled, reliable labor and a farm manager.



Snapfinger Farm

COVINGTON, GA

In fall 2022, our team joined farmer partner Rahul Anand on Snapfinger Farm's newly secured farmland in Covington, GA. The 197-acres was secured thanks to the Working Farms Fund, a program of the The Conservation Fund, which launched in greater Atlanta to give small and mid-size farms an easier path to land ownership. Our team got their hands dirty, helping to install brand new fencing for the farm's fall vegetable production.

The farm's ecosystems include riparian floodplain, wetlands, streams, and lakes, with extensive farmland, resulting in high biodiversity across the property.

Over the next four years, Snapfinger Farm will expand production on more than 50 acres of cropland to sell to area wholesale markets, including to The Common Market's institutional partners.



PARTNERSHIP HIGHLIGHTS

Methodist Healthcare Ministries’ Wesley Nurse Program

Reaching rural Texans where they are with healthy food access

The nurses of the **Wesley Nurse program**—an initiative supported by **Methodist Healthcare Ministries of South Texas, Inc.** (MHM)—are deeply aware that access to fresh food is not always guaranteed for many living in rural Texas. Understanding where resources are needed to support community health outcomes is the basis for their care.

“It’s about meeting people where they are,” explains Louise Fitch, district manager with the Wesley Nurse program.

September 2022 marked the kick off of The Common Market Texas’ new partnership with MHM, one that enables their Wesley Nurses to serve those facing income and food insecurity, and/or suffering from illness, through regular distributions of nutritious, whole foods. Communities receive deliveries of Farm-Fresh Boxes on a bi-weekly basis; each box containing 5-7 ingredients: a combination of Texas-sourced, fresh fruits, vegetables, and sometimes grains.

The boxes come with educational material on diabetes prevention and healthy cooking, and recipes to help recipients cook any unfamiliar produce, along with staples like Texas rice, collards and chard.

Monica Gonzalez, Senior Program Officer with Methodist Healthcare Ministries, can’t ignore the added benefits the partnership has yielded, supporting local farmers and community-building chief among them.

“Transportation is an issue for a lot of families in rural areas,” she shares, adding that people volunteer to take extra boxes to deliver to doorsteps of homebound individuals. “[It] really makes a difference.”

From September-December 2022, the early stages of the program, 5,540 Farm-Fresh boxes reached 10 sites, made up of various schools, pantries, and churches.

The program continued into 2023.



2022 IMPACT

5,890 boxes distributed

69,150 lbs. of food distributed

57,625 healthy meal equivalents distributed

19 family farms supported

7 zip codes served

10 community sites, including clinics, schools, churches and pantries



PARTNERSHIP HIGHLIGHTS

Camden, Bridgeton, and Newark, NJ Public Schools

Local food pilots in New Jersey “keep it local” and support farm-to-school efforts

In 2022, The Common Market Mid-Atlantic launched a local food incentive pilot program in New Jersey—starting at Camden City School District and Bridgeton Public Schools where free and reduced lunch rates represent some of the highest in the state—to demonstrate how additional funding can support farm-to-school efforts and farmers within the state.

The program works by identifying funding to support local and values-based procurement at the school level, reducing the budgetary barriers that often prevent schools from sourcing local food.

The activity is meant to mimic publicly funded incentive programs that exist across a handful of states. According to state policy, schools receive anywhere from an extra 6 cents to 25 cents per meal when a specified percentage is locally grown.

“When we can support local farms in our communities, connect the dots by educating our students on the source of their food, all while encouraging the consumption of high-quality, healthy, nutritious foods—that’s definitely a win-win,” Warren DeShields, director of food services at Bridgeton Public Schools says.

The pilot supported the launch of Bridgeton’s first-ever salad bars, and enabled the schools to also source local pork, a rare feature for farm-to-school programs. The programs attracted interest from the NJ Department of Agriculture and NJ Assemblywoman Beth Sawyer.

Later in 2022, The Common Market launched the pilot in Newark Public Schools, the largest district in the state, and has plans to replicate the program in the Southeast region in 2023.

 Check out our commercial, “[Farm to school can be simple,](#)” featuring [Bridgeton students.](#)



2022 IMPACT

213,699 lbs. of food distributed

\$179,705 invested in local economy

31 family farms supported, including 2 Black-owned operations

IN THE NEWS

“How two N.J. school districts are trying to serve healthier lunches with locally grown produce”

[The Philadelphia Inquirer](#)

“School offers fresh local food for lunch as part of N.J. pilot program” [NJ.com](#)

“Rethinking School Lunches to Boost Health, Environment and Economic Equity”

[The Rockefeller Foundation](#)



PARTNERSHIP HIGHLIGHTS

Aramark Collegiate Hospitality Georgia

Connecting BIPOC Farmers with college food service in the Southeast

The Common Market has called food service management company, Aramark Collegiate Hospitality, a partner for years. Together, we've delivered local food to institutions across our regions, meeting client needs and supporting local farms in the process. But, 2022 marked an evolution of our partnership.

Led by Aramark's Carolyn Gahn, Director of Farm-to-Institution, the food service company launched a pilot purchasing initiative within a small cohort of Georgia-based colleges and universities that aims to create a more equitable food system by establishing purchasing commitments to socially disadvantaged farmers through menu forecasting, crop planning, and auto shipments.

The goal? In part, it's about alleviating the risk that small farmers face when they work with large buyers, explains Gahn. The program guarantees a market for farmers' products, which can help secure and scale their businesses while reducing the barriers to entry.

The program also seeks to raise the number of Black, Indigenous, and People of Color (BIPOC) farmers participating in the institutional food system; increase dollars spent on goods from BIPOC farmers; provide opportunities for ongoing food system education for program stakeholders; and build a market for regionally appropriate and culturally diverse ingredients.

"The more we do, the easier it will get for the farmers, the chefs, and everyone in between. This program has the power to change mindsets about how food is grown, how local businesses thrive, and how menus are planned," Gahn shares.

2022 included purchases from 13 Southeast farms, including Georgia's Cornucopia Farms and Coastal Georgia Small Farmer's Cooperative. While a moderate start, the partnership and commitments to our growers is just warming up with plans to ramp up in 2023.



2022 IMPACT

6,326 lbs. of food distributed

3 higher education sites served

13 family farms supported

57% of total food purchases spent with farmers of color

2022 Revenues / Expenses

REVENUES

\$12,972,329

Sales Revenue
\$9,429,397

Philanthropic Support
\$3,432,858

Facility Revenue
\$110,073

EXPENSES

\$12,000,076

Product Costs
\$6,562,931

COGS
\$3,339,551

Program Expenses
\$1,847,792

Building Expenses
\$249,802





Our Leadership

STAFF LEADERSHIP

Tatiana Garcia-Granados | Co-founder, Co-CEO
Haile Johnston | Co-founder, Co-CEO
Margaret Smith | Executive Director, Texas
Rachel Terry | National Partnerships Director
Bill Green | Executive Director, Southeast
Caitlin Honan | Communications Director
Sanjay Kharod | Development Director
Neil Ringer | Operations Director
Eliana Pinilla | Director, Great Lakes
Harold Dutton III | Finance Director

MID-ATLANTIC

Warren DeShields, *Bridgeton Public Schools*
 *Steve Frecon, *Frecon Farms*
 Lea Howe, *DC Greens*
 Diana McCarthy, *Noodle*
 Andre N. McMillan, *University of Delaware*
 Carla J. Snyder, *The Pennsylvania State University*
 Demetrica Todd-Ruiz, *Todd Law Office, LLC*

SOUTHEAST

Diana Abellera, *Hidden Leaf Foundation*
 Whitney D. Barr, MLA, PMP, *Spelman College*
 Taylor Clark, *Milo's Tea Company*
 Caree Cotwright, *University of Georgia*
 Darrah Gist, *The Gist Marketing & Communications*
 Shia Hendricks, *The Kellogg Company*
 Wesley Myrick, *FUSE Corp.*
 Michael Roberts, *McKnight Foundation*
 Ian Stribling, *Universe Software*
 *Lenny Scranton, *Morrison Healthcare*
 *Ken Smith, *The Univ. of Tennessee, Knoxville*

BOARDS OF DIRECTORS

COMMONS

Cristina Hug, *Goldman, Sachs & Co.*
 Madeline Rotman, *Misfits Market*
 *TJ Moen, *Texas Municipal Retirement System*
 *Kate Fitzgerald, *Fitzgerald•Canepa, LLC*
 Clayton Mitchell, *Thomas Jefferson University, Jefferson Health*
 Kristopher Marx, *Hawthorne Foods*
 Andrea Smith, *Janney Montgomery Scott LLC*
 Erica Littlejohn Burnette, Esq. *Wisestaff, LLC*
 Michele D. Box, *Bank of America Private Bank*

*Transitioned off Board in 2022.

TEXAS

Edward Andrew, *MUFG Bank, Ltd.*
 Evan Driscoll, *Kitchen Table Consultants*
 Anneliese Tanner, *Chef Ann Foundation*
 Megan Hoag
 Lharissa Jacobs, *Fit Houston*
 Robert Maggiani, *Natl. Center for Appropriate Technology*
 Samuel Newman, *Little Red Box Grocery*

Top: **Tatiana Garcia-Granados** in "[Building Resilient Food Systems: Applying Lessons from Disaster Response](#)" hosted by the Milken Institute.

Bottom: **Bill Green** is filmed for a segment for [11Alive](#) sponsored by The Atlanta Community Food Bank. The Southeast manages a relationship with The Southeast Regional Cooperative (SERC), an entity that manages the fresh produce purchasing for food banks across the Southeast region. A new purchasing commitment made by SERC in 2022 supports small to mid-scale farmers and BIPOC growers.



Our Supporters

Thank you to our funding and donor partners.

The Common Market is grateful to all of the individuals, corporations, foundations (listed below), and government partners that supported our work in 2022. Their investments supported capacity building for farmers of color, fueled our Food Access Fund—affording our food access partners the opportunity to purchase healthy foods at cost—strengthened our infrastructure, supported our teams, brought life to our values-based partnerships within institutions, and advanced our mission in countless ways—all in pursuit of the health and wealth of all people.

We thank you.

11th Hour Project—Schmidt Family Foundation
American Heart Assoc.—Bernard Tyson Fund
Atlanta Foundation
Ballard Spahr LLP
Builders Vision
Campbell Soup Foundation
Chick-Fil-A Foundation
Cousins Foundation
Michael & Susan Dell Foundation
Fidelity Foundation

Fraser Parker Foundation
JB Fuqua Foundation
Green Family Foundation
William Josef Foundation
WK Kellogg Foundation
Kresge Foundation
Kroger Foundation
Link Logistics
Methodist Healthcare Ministries of South Texas
Novo Nordisk

Leo & Peggy Pierce Family Foundation
RWJBarnabas Health
Rockefeller Foundation
Schooner Foundation
Sprouts Healthy Communities Foundation
Texas Department of Agriculture
Truist Trusteed Foundation
United Way of Greater Atlanta
USDA
David, Helen & Marian Woodward Fund—Atlanta





On behalf of our sustainable, family farms, food access partners, and teams, thank you for supporting The Common Market in 2022!

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Design: Cecily Anderson, Anagramist.com

