

ROOTED IN RESILIENCE



2025 REPORT

Food systems are shaped by moments of opportunity and moments of strain.

Over the past year, we have felt both. Across the country, public funding commitments helped schools, healthcare providers, and community organizations bring more fresh, local food to their tables. These investments opened doors for farmers, especially small and mid-sized producers and underrepresented farmers, to access stable, wholesale markets. In many cases, these were opportunities that had long been out of reach.

Now, as these commitments have been revoked, we are seeing the pressure ripple across the system.

For farmers, it can mean uncertainty about what to plant and where their products will go next, let alone who will work the fields. For institutions, it can mean fewer resources to prioritize local and values-aligned purchasing. For communities, it can mean reduced access to fresh, nutritious food that supports health and well-being.

This uncertainty is undoing real progress made in food systems since the disruptions of COVID-19. Progress that was demonstrating real gains in health and economic prosperity in our most vulnerable communities.

At The Common Market, our role is to help ensure that the connections formed between farmers and communities do not fade when funding cycles change. We work to strengthen the



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relationships, infrastructure, and systems that allow local food to move consistently and reliably, from farm to institution to table.

We see this work every day in the farmers who are **expanding their operations to meet demand, in the schools and hospitals that are committed to sourcing locally**, and in the communities that benefit from stronger regional food networks.

It is clear that a **resilient food system cannot depend on a single source of support**. It requires enduring partnerships and commitments. Philanthropy, institutional leaders, public agencies, and community partners each have a role to play in sustaining and growing this work. Together, we can ensure that the progress made through public investment becomes a foundation, not a fleeting moment.

The opportunity before us is not just to maintain or revive what has been built, but to strengthen it. Because when farmers have reliable markets, when institutions have consistent access to local food, and when communities are nourished, the entire system becomes more resilient. And that is a future worth investing in.

In partnership,
Haile Johnston & Tatiana Garcia-Granados
Co-founders, The Common Market

Ryan (pictured here and on the cover) and Johnny Pressley have farmed together for years. Father and son, two states, one operation called Farms 2 U. In 2025, they grew 440,000 pounds of tomatoes for The Common Market. Federal funding that helped route that harvest to institutions and underserved communities no longer exists. Despite this, the Pressleys press on and keep farming in Georgia and South Carolina.

Illustration: Cecily Anderson, Anagramist.com





THE YEAR IN NUMBERS ECONOMIC IMPACT

\$57.1M

total economic
impact

Calculation method: "A Practitioner's Guide to
Conducting an Economic Impact Assessment of Regional
Food Hubs using IMPLAN: A Systematic Approach," Todd
M. Schmit & Becca B.R. Jablonski, April 2017

\$32.6M

invested in local economies
through food purchases

\$9.6M

in labor income circulating
through the economy

\$24.4M

induced/indirect impact
on the regional economy



Above: A Farm-Fresh Box community food distribution underway in the Fifth Ward, Houston, TX.

THE YEAR IN NUMBERS FOOD ACCESS

12 million

Pounds of food distributed

48 million

servings of fresh fruits, vegetables,
grains, & proteins distributed

4 Hubs
serving
19 States

THE YEAR IN NUMBERS
INVESTING IN
OUR FARMERS

\$282,800

in loans to 7 family farms including
working capital loans offered to
farmers with **no interest**

10 grants

for **infrastructure** improvements
totaling \$130,000, distributed
through the Georgia ACRE Collective

*Paula and Murray Brett, owners of DaySpring Farms, located in
Danielsville, GA used grant funds to create a refrigerated storage
room for grain storage and pest control.*





Above: The Common Market and Congresswoman Robin Kelly celebrated Local Food for Schools Day at Glenwood Academy, Illinois, spotlighting the power of local food on student plates.

4 Local Food Incentive Pilot Programs in Schools



The Common Market helped get a **Local School Food Incentive Bill** introduced in the NJ legislature. In 2025 it passed the New Jersey Assembly 77-2 and was referred to the Senate Budget and Appropriations Committee.

THE YEAR IN NUMBERS INSTITUTIONS SERVED

126

Healthcare sites

121

Universities/
Colleges

12

Early childhood
education
centers

378

School
cafeterias

253

Community organizations

47

Institutions
made Forward
Commitments to our
farms, up from 8 in 2022





2025

IMPACTFUL MOMENTS

- **J Bulow Campbell** supports The Common Market Southeast (CMSE) with the **expansion of the facility's cooler.**

- Start of a **3-year \$1M grant** for The Common Market Texas (CMTX) from Methodist Healthcare Ministries of South Texas, Inc. to **distribute Farm-Fresh Boxes to food-insecure communities** served by Wesley Nurses.

- The Common Market Great Lakes (CMGL) achieves a **perfect score of 100 on their first-ever SQF food safety audit**, a globally recognized standard of excellence.

- **LaToyia Huggins** joins the team as the **new Executive Director** of The Common Market Great Lakes.

- CMGL moves into its **new 85,000 sq. foot warehouse** in Bedford Park, IL—**our largest facility to date.**



- Made possible by **The Rockefeller Foundation**, CMSE and The Georgia ACRE Collective **launch an engaging video series** illustrating the impact of values-based procurement.

- Co-founder Haile Johnston **presents at Nourishing the Future through Regenerative School Meals**—sponsored by the Rockefeller Foundation at the **United Nations Food Systems Summit Shocktake—UNSS+4**—in Addis Ababa, Ethiopia.

- CMGL is awarded a grant from **The Rockefeller Foundation in the Midwest**, with a focus on advancing **regenerative school meals** and supply chains.



2025 IMPACTFUL MOMENTS

- CMTX is awarded an ARPA grant amendment to **continue Farm-Fresh Box deliveries** to Harris County community sites.
- The Common Market makes its **first “bridge loan”** to support an NRCS EQIP project at **Ellijay Mushrooms** in Ellijay, GA.
- CMSE **launches “Farmer Champion” program** in the Southeast, celebrating partners who source consistently from small, local farms.
- CMSE **begins hosting Farmer Town Halls** at its East Point, GA, warehouse to create space for meaningful dialogue, knowledge-sharing, and connection.
- CMTX unveils **new upgrades to their Houston facility** at their “Homecoming” celebration—and names **Sid Miller**, the Texas Commissioner of Agriculture, a “Farmer Champion.”





2025 IMPACTFUL MOMENTS



- The Common Market issues a **10-year term loan to Eagle Road Farm** in Quarryville, PA for **critical infrastructure improvements**, including enhanced storage and professional handling equipment.
- The Common Market team presents at the Center for Good Food Purchasing **“Power of Procurement” Conference** held in Chicago, IL.
- The Common Market Mid-Atlantic is awarded a grant through NJEDA’s new **FEED NJ Pilot Program**, an innovative investment into food security in the Garden State.
- CMSE, in partnership with Voices for Georgia’s Children, received a **Food Policy Catalyst grant** to promote local food incentives across Georgia.
- The Common Market is named as one of **“126 Food and Agriculture Organizations to Watch in 2026”** by *FoodTank*.
- Anchored by **institutional partnerships**, The Common Market celebrates **new route expansions into Charlotte, NC; Columbia, SC; Detroit, MI; and the Dallas-Fort Worth metro.**
- **Methodist Healthcare Ministries of South Texas, Inc.** awards CMTX with **\$200K—a match in funding needed to repair the roof on its Houston facility**, a step in the chapter’s facility resiliency improvement project.



A photograph of a farmer, Shakera Raygoza, in a field of large green leafy vegetables. She is wearing a wide-brimmed hat, a blue patterned shirt, blue jeans, and brown cowboy boots. She is bending over, holding a large leafy vegetable in her hands. The background shows more of the field and a clear sky.

Stories from the Field

Infrastructure and expertise are growing the table in our four regions

Farmer partner Shakera Raygoza of Terra Preta Farm in Edinburg, Texas, pictured in the fields—experiences she brought to The Common Market's Texas Homecoming panel in October 2025.

Eagle Road Farm: Cultivating Resilience and Growth

MID-ATLANTIC

At Eagle Road Farm in Quarryville, Pennsylvania, Aaron and Emma Stoltzfus have dedicated years to thoughtfully expanding their agricultural endeavors. What started as a dairy farm has transformed into a thriving vegetable operation, catering to the growing demand for fresh, local produce while prioritizing sustainable land management. Today, they cultivate a diverse assortment of crops on preserved land, employing eco-friendly practices that maintain soil vitality for generations to come.

Their success hinges on collaboration. By **teaming up with neighboring farms** throughout Lancaster County, the Stoltzfus family has fostered a strong regional network where local producers uplift one another. This sense of teamwork enhances the local food system and guarantees a consistent supply of high-quality products for the community.

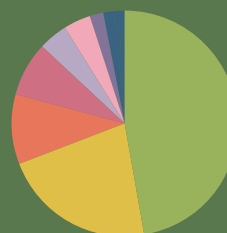
As their farm expanded, the need for improved infrastructure became evident. To embark on this next phase, Eagle Road Farm collaborated with The Common Market's Farmer Loan Fund to **secure a \$200,000 zero-interest loan**. This financial support enabled them to **construct a modern facility complete with a new cooler to preserve crop freshness and a forklift to streamline daily operations**.



Above: Eagle Road Farm has supplied the region with a diverse array of vegetables including carrots, rainbow Swiss chard, and sweet potatoes for well over a decade.



\$8,259,575
Total 2025 CMMA sales



- Community Organizations
- Schools
- Healthcare
- University
- Retail
- Corporation
- Restaurant
- Other

These upgrades have significantly boosted the farm's efficiency. With enhanced storage and professional handling equipment, Eagle Road can now process and distribute larger quantities of produce while adhering to the highest quality standards.

This growth not only enables them to serve institutional markets but also solidifies their role within the regional food system, bringing fresh harvests to more people across the Mid-Atlantic.

This investment benefits the entire farming community. Access to affordable and flexible capital empowers farmers to plan for the future, embrace innovations, and maintain stable operations. By supporting farms like Eagle Road, we contribute to a stronger food supply and ensure that fresh, nutritious food remains available for everyone.

The loan to Eagle Road Farm serves as a compelling illustration of how strategic investment opens up real opportunities. By backing local agriculture, we are nourishing our communities and jointly building a sustainable, resilient future.



Investing in Georgia's Farmers: The ACRE Collective's First Infrastructure Grants

SOUTHEAST

In 2025, the **Georgia ACRE Collective** distributed its first-ever **Farmer Infrastructure Grants**, putting \$130,000 into the hands of 10 farms across the state working to meet the demands of wholesale markets like schools, hospitals, and other anchor institutions. Averaging \$11,500 each, the grants came paired with hands-on technical assistance from the Georgia Grown Innovation Center—helping farms turn one-time funding into lasting capacity.

The upgrades were as varied as the farms themselves. In Covington, Starlit Roots—a Black woman-owned operation founded by soil conservationist Tianna Rose Neal—used new fencing to stop deer from destroying harvests, strengthening food safety and clearing a path toward larger institutional buyers.

“This grant was right on time.”

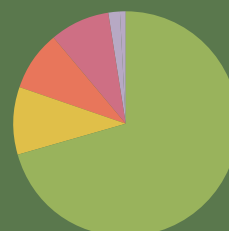
—Murray Brett, co-owner, DaySpring Farms

At DaySpring Farms, a certified organic grain and milling operation run by Murray and Paula Brett, a



\$7,732,130

Total 2025 CMSE sales



- Community Organizations
- Healthcare
- Schools
- Universities & Colleges
- Other

new refrigerated storage room will cut grain loss and support growth the family had been hesitant to finance through debt. And veteran grower Howard James (Jibb's Vineyard Quality Fruits & Vegetables), whose family has farmed in south Georgia for over 150 years, invested in irrigation, deer fencing, and a pre-cooling system to protect the freshness of turnips, mustard greens, and collards from harvest to delivery.

Elsewhere, Rag & Frass Farm expanded shared cold storage serving 12 cooperative farms, D&FH Farm upgraded irrigation for more efficient production, Gussie Farms extended its sweet potato storage season to meet year-round institutional demand, and a network of five urban farms anchored by G4Farms invested in tractor attachments to boost specialty crop production.

Together, these investments reflect a shared goal: making values-based procurement standard practice across Georgia agriculture. Through the ACRE Collective, The Common Market Southeast continues building the infrastructure that helps small farms scale into wholesale success.

Read more [here](#).



Local farms adopt new infrastructure grant improvements including upgraded irrigation at D&FH Farm (bottom).

Ready to make a BIGGER Texas impact with resilient infrastructure

TEXAS

In October 2025, The Common Market Texas team opened the doors of its newly renovated **29,000-square-foot local food warehouse** to partners across our local food system in celebration — a milestone made possible through an investment from the U.S. Economic Development Administration (EDA).

With increased cooler space—now over **15,000 square feet**—our Houston-based hub can serve more farmers, move more fresh food, and make a bigger impact statewide, including expanded reach into North Texas.

In that same year, the facility **enabled the movement of \$5 million worth of healthy food, supporting 40 Texas farmers and producers, in service of 100+ food access and institutional partners.**

The growth and vision for the space is *Texas big*. With support from the Texas Department of Agriculture's Resilient Food Systems Infrastructure (RFSI) Program, our multi-phase infrastructure initiative continues, integrating **climate-resilient upgrades and storm-water management**—ensuring our operations are sustainable for years to come.

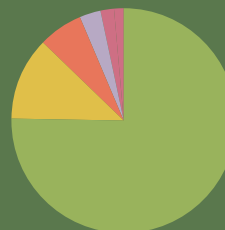


Bigger coolers. Higher standards. The Common Market Texas's renovated Houston warehouse is proof that local food systems can operate at scale.



\$4,964,114

Total 2025 CMTX sales



- Community Organizations
- Healthcare
- Schools
- Government
- Other

More than a facility, more than an aggregation hub, the space is proof that local food systems can deliver operational excellence — where safety and community are built side by side. That proof was formalized when The Common Market Texas achieved SQF food safety certification following its inaugural audit in June 2025. This certification sets a clear standard for food safety, freshness, and reliability across our regional network.

This milestone moves us beyond the status quo — signaling to farmers, institutional buyers, and partners alike that The Common Market Texas upholds high-performance standards and builds capacity across the chain.



IQF Frozen Products Bring Local Food to Institutions Year-Round

GREAT LAKES

What if a Michigan carrot harvested in October could nourish a student in March? In fall 2025, The Common Market Great Lakes made that possible—**launching individually quick frozen (IQF) products** for the first time, a key offering for cafeterias and communities alike.

IQF technology freezes individual pieces at peak freshness, preserving the flavor, texture, and nutritional value, making local options viable and delicious throughout the year. Unlike traditional freezing, there's no clumping or compromises, resulting in kitchen-ready ingredients that institutional chefs can portion and use with ease.

This launch reflects something we deeply believe: the right infrastructure investment can fundamentally reshape what's possible. By partnering with regional processors and identifying products that are high-volume, year-round and regionally relevant, we're helping Michigan growers like Oomen Veggies and Springdale Farm turn a single harvest season into a potential twelve-month market.

Following its late 2025 launch, nearly 400 cases of IQF product, representing \$10,406 in sales, made its way to institutions like RUSH Medical Center, Glenwood Academy, and others.



Carr Farms of Lakeview, MI grows peas for IQF frozen vegetable processing.

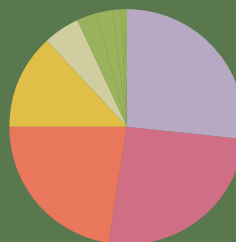
400

Cases of IQF product bought by institutions in the final quarter of 2025



\$4,681,909

Total 2025 CMGL sales



- Schools
- Universities
- Restaurants
- Community Orgs
- Corporations
- Other

What's Next

2026 and Beyond

In 2025, we proved that local food systems can deliver at scale. In 2026, we are ready to accelerate. We have the strategy, the partners, and the proof. Now we are building the systems that take this work further.



Deliver at Scale.

We are investing in operational excellence across the supply chain so **local food is reliable, consistent, and ready for institutional demand.**

This is a moment for investment.

With your support, we will scale proven models, increase farmer income, and expand access to fresh, local food across communities. Invest in the systems that will define the future of food.



Shape the Market.

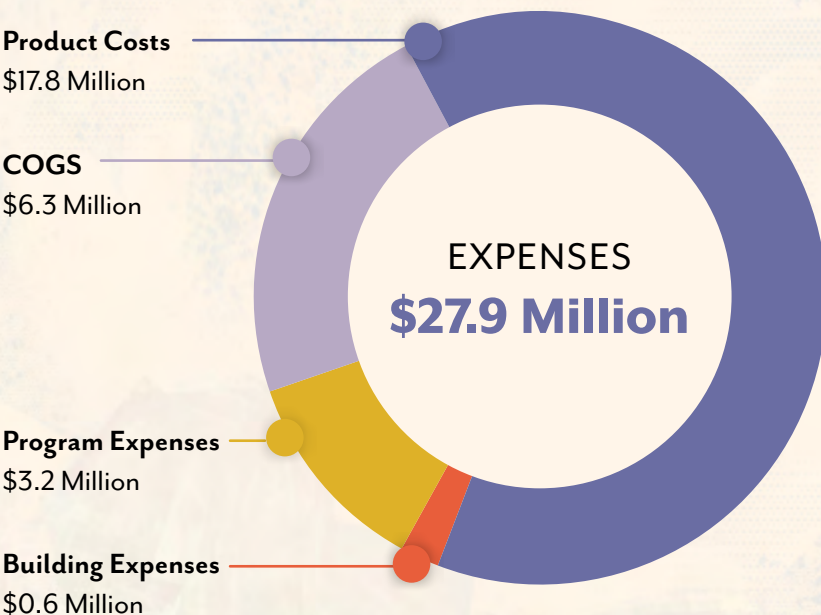
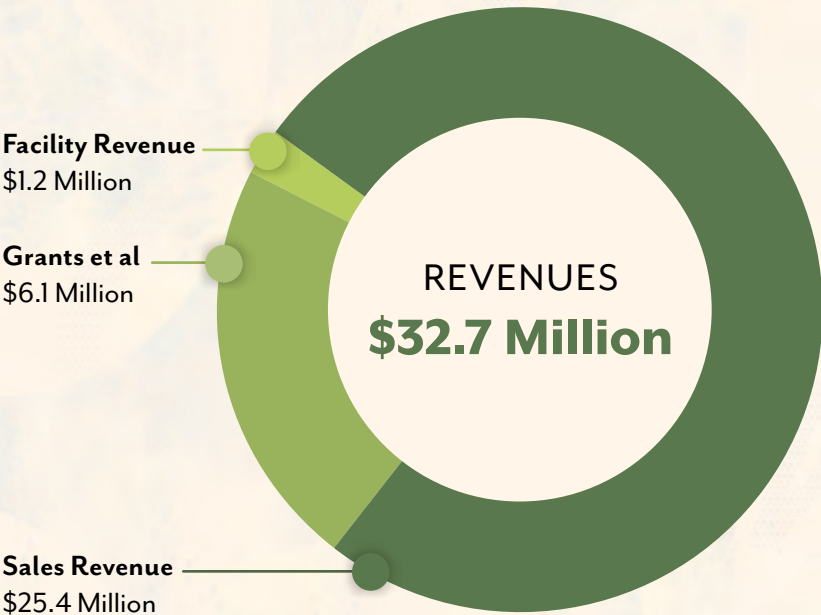
We are expanding forward commitments, values-based procurement, and farmer support so **small and midsize farms can grow with confidence.**



Scale the Movement.

Institutions spend over \$125 billion on food each year. We are **aligning that demand with regional farms** to drive health, equity, and economic impact.

2025 Financials



Our Leadership

STAFF LEADERSHIP

Tatiana Garcia-Granados | Co-founder, Co-CEO

Haile Johnston | Co-founder, Co-CEO

Harold Dutton III | Chief Financial Officer

Warren DeShields* | Executive Director, Mid-Atlantic

Lisa Giovannelli | Partnership Director, Mid-Atlantic

Bill Green* | Executive Director, Southeast

Jeremy Logan | Executive Director, Texas

LaToyia Huggins | Executive Director, Great Lakes

*Transitioned off team in 2025

Hallie Casey | Partnership Director, Texas

Yolanda Joseph | Partnership Director, Texas

Eliana Pinilla* | Partnership Director, Great Lakes

Jamie Phelps Proctor | Partnership Director, Great Lakes

Colleen O'Sullivan | Partnership Director, Great Lakes

Rachel Terry | National Partnerships Director

Heather Luken | National Operations Director

Sanjay Kharod | Development Director

Caitlin Honan | Communications Director



Our Leadership

BOARD OF DIRECTORS

COMMONS Ronald G. Albahary, *Laird Norton Wealth Management*
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Erica Littlejohn Burnette, Esq., *Wisestaff, LLC*
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Diana McCarthy, *Noodle**
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Carla J. Snyder, *The Pennsylvania State University*
Demetrica Todd-Ruiz, *The State of New Jersey*

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Howard Berk, *Ellijay Mushrooms*
Shia Hendricks, *WK Kellogg Co.**
Henry King, *Morehouse School of Medicine**
John Moeller, *Inspiritus*
Wesley Myrick, *Georgia Interfaith Public Policy Center*
Marissa Pace, *Spelman College**
Franklin Quarcoo, *Tuskegee University**
Scott Richardson, *Dawson County School Nutrition*

Southeast Farmer Advisory Board

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Alexis Edwards (*R&G Farms*)
Jonathon Scott Green (*Cornucopia Farms*)
John Littles (*McIntosh SEED*)

TEXAS Edward Andrew, *MUFG Bank, Ltd.*
Imani Butler, *Dell Medical School**
Colin Cain, *University of Texas Rio Grande Valley*
Evan Driscoll, *Kitchen Table Consultants**
CJ Hager, *Episcopal Health Foundation*
Lharissa Jacobs, *Fit Houston**
Bryan Neely, *Our HR Office*
Robert Maggiani, *National Center for Appropriate Technology**
Samuel Newman, *Grocery Connect @ Bonton Farms**
Shakera Raygoza, *Terra Preta Farm LLC*

GREAT LAKES

Silvia Abel Caines, *Organic Valley*
Alex Canepa, *Fair Food Network*
Nicholas Davis, *Community Food Navigators**
Katherine Gajewski, *City Scale*
Michael Ladipo, *Ruthless for Good**
Geeta Maker-Clark, *Endeavor*
Hannah Nyhart, *Build Coffee*
Raghela Scavuzzo, *Illinois Farm Bureau/Specialty Growers Association*

*Transitioned off the Board in 2025



Supporters

Thank you to our funding
and donor partners!

The Common Market is grateful to all of the individuals, corporations, foundations, and government partners that supported our work in 2025. Their investments supported capacity building for small to mid-scale family farms, fueled our food access work, 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.



11th Hour Project – Schmidt Family
Foundation

African American Mayor's Association

American Heart Association –
Bernard Tyson Fund

Anonymous

Aramark

Athens Land Trust

Ballard Spahr LLP

Builders Vision

Campbell Soup Foundation

Center for Science in the Public Interest

Chicago Region Food System Fund

Chick-Fil-A Foundation

Chobani

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Georgia Organics

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South Texas

Mertz Gilmore Foundation

NJ Economic Development Authority

Novo Nordisk

Robert Wood Johnson Barnabas Health

Rockefeller Foundation

Texas Department of Agriculture

Tull Charitable Foundation

Susan & David Tunnell

UNFI Foundation

United Way of Greater Atlanta

USDA

We thank you.



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