



# 2024 REPORT



A smiling man with glasses and a goatee, wearing a blue and white checkered shirt, holds a red and yellow apple in his right hand. Next to him, a smiling woman with dark hair, wearing a red top, holds a bunch of green leafy vegetables and a red and yellow apple. The background is a light blue and white patterned wall.

## From our co-founders

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### **School meals are peppered with opportunity!**

Varied and nutritious foods can fuel days full of learning and growing for young minds and bodies. Meals at school also represent immense potential for hardworking local family farms, serving up a slice of lasting economic growth — a chance to celebrate the American farmer.

In 2024, The Common Market was proud to partner with schools across our regions, helping them serve as a nexus for student health and farmer viability. School districts looking to expand their local, values-based procurement—some for the very first time—made connections to new, wholesome products and in turn, strengthened connections to more than 100 American farmers.



Many school partners tapped USDA Local Food for Schools funding, opening doors for enhanced menus and exciting farmer engagements.

During 2024, Local Food for Schools enabled The Common Market to distribute \$2,209,161 worth of healthy, local foods to schools in participating states (New Jersey, Georgia, Texas, Illinois).

In America, small to mid-scale family farms make up 92% of all farms. Startlingly, this subset of American farmers receives merely 35% of the available production value—representing a major untapped opportunity to bolster the farms making up our network. These farms can sustain us if we invest in them. These farms are positioned to be the backbone of resilient, regional food systems if given the opportunity.

We're so proud to provide those opportunities. In 2024, The Common Market's teams expanded access to wholesale markets for our farmers by connecting them with 732 communities and anchor institutions, including 351 school cafeterias and 81 campuses.

In this report, we will share some of their stories, such as Country View Dairy of Hawkeye, Iowa, which served Chicago Public Schools (CPS) for the first time. At a student population of 323,251, CPS is the fourth largest school district in the United States. Purchase orders for this single district presented the potential to transform this mid-sized, family-owned dairy's operations and scale for long-term success.

It turns out that the humble cafeteria tray can be a powerful tool for change.

In partnership,

**HAILE JOHNSTON & TATIANA GARCIA-GRANADOS**  
Co-founders, The Common Market



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## THE YEAR IN NUMBERS: ECONOMIC IMPACT

**\$123M**

total economic  
impact



**\$34M**

invested in local economies  
through food purchases

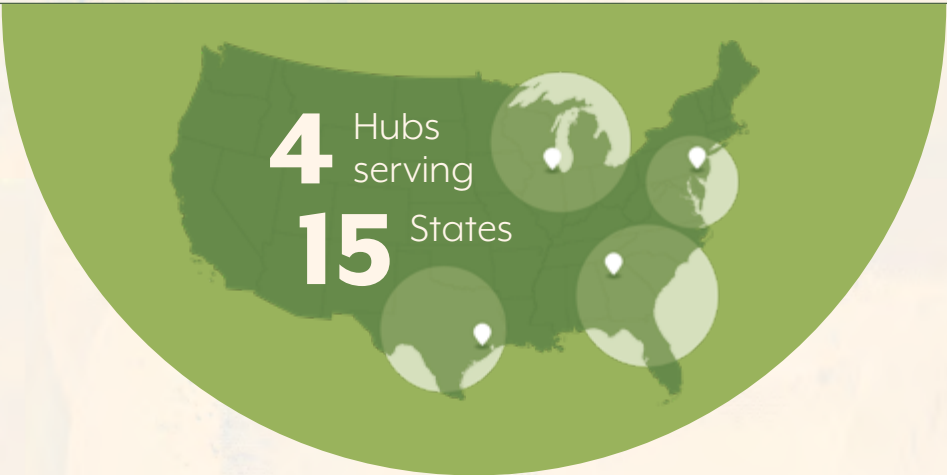


**\$89M**

induced/indirect impact  
on the regional economy

**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

# THE YEAR IN NUMBERS: FOOD ACCESS



181.6M

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



45.4M

Pounds of food  
distributed





## THE YEAR IN NUMBERS INVESTING IN OUR FARMERS

**\$1,400,000**

in no-interest Farmer Loans  
were distributed to:

**28**

family farms

**146**

Family farm partners  
supported through  
sales

**Farmer Loans** *In July 2024, Hurricane Beryl devastated parts of Texas. When Moonflower Farms' greenhouse was hit hard, The Common Market stepped up with an interest-free Purchase Order loan to help them recover and begin growing again. [Read more](#) ►*





**5** Local Food Incentive Pilot Programs in Schools



In New Jersey, where our pilot program originated 3 years ago, The Common Market helped to get a **Local School Food Incentive Bill** introduced in the State legislature.

## THE YEAR IN NUMBERS INSTITUTIONS SERVED



We quadrupled  
our reach with  
healthcare sites:

**105**

Healthcare sites



We doubled  
our reach with  
college sites:

**81**

Universities/Colleges

**182**

Community  
organizations

**351**

School  
cafeterias

**13**

Early childhood  
education centers

**33** Institutions  
made Forward  
Commitments  
to our farms







## 2024 IMPACTFUL MOMENTS

◀ The **Georgia ACRE Collective**, led by The Common Market Southeast (CMSE), released its first case study, chronicling its first year (2022-2023) of successes: **11 Forward Commitments from metro Atlanta institutions**, Local Food Incentive **pilot programs launched** with 2 Atlanta-area school districts, and 2 **working capital loans** distributed.

### JANUARY

Methodist Healthcare Ministries of South Texas, Inc. fueled **Farmer Loan Fund and Farm-Fresh Box** deliveries for Texans in partnership with The Common Market Texas (CMTX).

RWJ Barnabas Health **funds on-site Farm-Fresh Box distributions** in support of community health in New Jersey.

### APRIL

Link Logistics **invested in CMSE facility improvements** at our East Point, GA warehouse.

▶ The Common Market Southeast makes **FoodTank's list of 20 Organizations** "Cultivating the Food Movement in Atlanta."

### MAY

▶ The Common Market was **featured in Food, Inc. 2**, the sequel to a groundbreaking 2008 film that chronicled the rise of industrial agriculture. The team attended springtime screenings in D.C. and NYC, and participated in a related panel with FoodCorps focused on school food and nutrition.

### JULY

CMSE held its inaugural **"Farmer Town Hall"** at **3 locations** throughout Georgia, **convening buyers and growers** to discuss challenges and opportunities.

With a grant from the Chicago Region Food System Fund, The Common Market Great Lakes (CMGL), Rush University Medical Center, and ChiFresh Kitchen collaborated to **improve food access and nutrition in Chicago** through **medically tailored meals** using locally sourced ingredients. Its first delivery to recipients was made in July.

*Above: Blaine Allen, school nutrition director at Rockdale County Public Schools, at a nutrition workshop—a kick-off to our Georgia school local food pilot.*







## 2024 IMPACTFUL MOMENTS

◀ Texas breaks ground on its **multi-million dollar warehouse improvement project**—an investment in infrastructure and resilience.

▶ The Common Market team **engaged hundreds of passersby** on how it works to advance sustainable food systems through local sourcing at the annual Emerson Collective **Climate Science Fair on the High Line** in New York City.



### AUGUST

Illinois Public Health Institute awarded CMGL a **Lake Michigan Innovation grant** to explore ways to add **more locally sourced & plant-based options** to school menus.

### OCTOBER

▶ Warren DeShields, a former school nutrition director of 25 years, joins the team as CMMA's **newest Executive Director**.

**CMGL celebrates 1-year of operations** in the region and receives its first “Excellent” SQF food safety certification.



### NOVEMBER

The **Georgia ACRE Collective**, led by CMSE, expanded its local foods incentive pilot into a third school district: **Atlanta Public Schools**. Made possible by [The Rockefeller Foundation](#), the pilot enables metro Atlanta school districts to incorporate more local foods into their menus while removing cost barriers.

▶ Co-Founder **Haile Johnston** joined [Emerson Collective's Annual Demo Day](#) to share why our food system is failing to meet the needs of the most vulnerable people in our communities and how our food choices can make a difference.

The Builders Initiative awarded a grant to support the **acquisition and renovation of the new CMGL warehouse**.

The inaugural **CMGL board** meets for the first time.



### DECEMBER





# Stories from the Field

Celebrating American  
farmers, one healthy  
school meal at a time





# Evergreen Orchard Farm

HAMILTON, NEW JERSEY

## Bringing Local Asian Pears to School Cafeterias

Evergreen Orchard Farm, a multi-generational family farm in Hamilton, NJ, is one of the few growers of Asian pears in the region. The farm has long been known for its dedication to sustainable growing practices and for preserving rare fruit varieties. Through The Common Market, Evergreen found an eager customer base in local K-12 schools.

When schools across New Jersey and Pennsylvania expressed interest in sourcing fresh, local fruit, Evergreen's crisp, juicy Asian pears were a perfect fit. Not only did students discover a unique, nutrient-rich fruit they might not have encountered before, but Evergreen gained a new revenue stream outside the typical retail model.

For Evergreen, school food procurement has meant longer production runs, greater demand during harvest season, and meaningful community connection.

“School food procurement is an economic opportunity for our farm, and it's an honor to share our Asian Pears with schools—making the students healthy and happy.”

*Chong Kim, Owner*



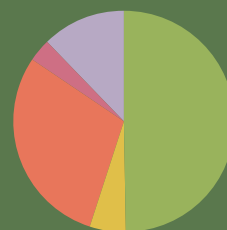
## \$379,163

2024 Evergreen Orchard  
Farm Sales to CMMA



## \$9,708,174

Total 2024 CMMA sales



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



# La Hacienda Sweets

LYONS, GEORGIA

## Scaling Local Flavor: Entering Institutional Markets

Sweet potatoes aren't often thought of as school food. Though packed with nutrition and naturally sweet, they're also time-consuming to prep—often a dealbreaker for school kitchens juggling tight staffing and timelines.

With help from The Common Market Southeast, local supplier La Hacienda Sweets helped change that. The small, Latino-owned Georgia farm grows sustainable, vitamin-rich sweet potatoes that became a hit with Rockdale County Public Schools. For a [holiday meal served across 20 schools](#), the district featured a sweet potato soufflé made from 2,000 pounds of La Hacienda's produce—feeding over 15,000 students. The recipe, introduced through the Georgia ACRE Collective and The Common Market's [school food pilot](#), was designed to minimize prep, avoiding chopping and streamlining kitchen labor—so schools could serve fresh, local food with ease.

Much of La Hacienda's 2024 sales (\$1.4M) came through USDA's [Local Food Purchase Assistance](#) program, supplying food banks. But school partnerships opened new doors, helping the farm invest in equipment and build institutional wholesale capacity.

“Because of The Common Market, we've had the opportunity to truly become farmers.”

Rafael Guerrero, La Hacienda Sweets



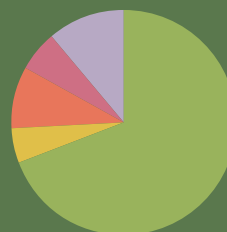
## \$1,445,223

2024 La Hacienda Sweets Sales to CMSE



## \$7,732,130

Total 2024 CMSE sales



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



# Greener Pastures Chicken

ELGIN, TEXAS

## Regeneratively Raised Chicken for Texas Students

Greener Pastures Chicken, just outside Austin, raises poultry with a commitment to regenerative agriculture (they are Regenerative Organic Certified®), animal welfare, and environmental stewardship. Partnering with The Common Market Texas opened doors to school markets eager for responsibly sourced proteins.

By supplying schools with organic, pasture-raised chicken, Greener Pastures helps them shift away from heavily processed options and align with their wellness goals. Students experienced cleaner, better-tasting protein, while school food-service teams celebrated a win for health and sustainability.

In a market dominated by industrial poultry, farm-to-school partnerships are helping Greener Pastures scale up a more ethical, local alternative.

“Through our work with The Common Market, we’re able to offer local institutions a healthier, nutrient-dense alternative to inhumane, ultra-processed, commodity chicken products,” said Farm Director Diego DiVerde.

“Supporting our farm helps grow the regenerative agriculture movement in our country to heal the soil through the power of great chicken.”



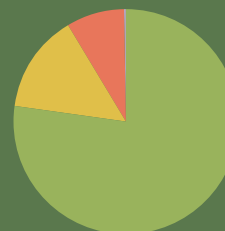
## \$112,891

2024 Greener Pastures Chicken sales to CMTX



## \$4,518,564

Total 2024 CMTX sales



- Community Organizations
- Healthcare
- Schools
- Other



# Country View Dairy

HAWKEYE, IOWA

## Midwestern Yogurt, Chicago Public Schools, and a Bigger Vision

Country View Dairy, nestled in the rolling hills of northeast Iowa, crafts creamy, all-natural yogurt on-site using milk from their own herd. The family-owned dairy has been a standout supplier for schools throughout the Midwest, thanks to its high-quality product and values-based approach.

One of Country View's most impactful partnerships was with Chicago Public Schools (CPS), one of the largest school districts in the country (over 325k students). The Common Market worked hand-in-hand with the dairy to align yogurt production schedules with CPS's large-scale demand, coordinate deliveries to a redistributor, and ensure smooth distribution to school sites. This consistent volume made Country View's yogurt a viable staple for student trays.

It also sparked conversations about scaling the dairy's production capacity. Beyond CPS, their yogurt became a year-round favorite among K-12 schools, higher ed institutions, and foodservice management partners like OrganicLife, Quest Food Management Services, and Parkhurst.

“Working with schools has kept our production going strong, even in slower seasons. It's opened doors and possibilities we hadn't imagined.”



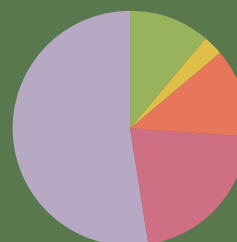
## \$285,839

2024 Country View Dairy sales to CMGL



## \$4,056,727

Total 2024 CMGL sales



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



# 2024 Financials

## REVENUES

**\$34 million**

Other Revenue  
\$0.8M

Grants et al  
\$7.5M

Sales Revenue  
\$25.7M

## EXPENSES

**\$30.7 million**

Product Costs  
\$18.1M

COGS  
\$6.7M

Program Expenses  
\$5.4M

Other Expenses  
\$0.5M



# 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  
**Bill Green** | Executive Director, Southeast  
**Jeremy Logan** | Executive Director, Texas  
**Hallie Casey** | Partnership Director, Texas

**Dan Dahir\*** | Executive Director, Great Lakes  
**Eliana Pinilla** | Partnership Director, Great Lakes  
**Jamie Phelps Proctor** | Partnership Director, Great Lakes  
**Rachel Terry** | National Partnerships Director  
**Heather Luken** | National Operations Director  
**Sanjay Kharod** | Development Director  
**Caitlin Honan** | Communications Director

\*Transitioned off team in 2024





# Our Leadership

## BOARD OF DIRECTORS

**COMMONS** Ronald G. Albahary, *Laird Norton Wealth Management*  
Michele D. Box, *Bank of America Private Bank*  
Erica Littlejohn Burnette, Esq. *Wisestaff, LLC*  
M. James Faison, *Faison Law Group*  
Cristina Hug, *Goldman, Sachs & Co.\**  
Kristopher Marx, *Kalyan Ventures*  
Madeline Rotman, *Anytime Spritz*  
Andrea Smith, *Janney Montgomery Scott LLC*  
Anneliese Tanner, *Boston Public Schools*

**MID-ATLANTIC** Desmond Hayes, *Geogreens*  
Lea Howe, *Chef Ann Foundation*  
Andre N. McMillan, *University of Delaware*  
Carla J. Snyder, *The Pennsylvania State University*  
Demetrica Todd-Ruiz, *The State of New Jersey*  
Diana McCarthy, *Noodle*  
Andre N. McMillan, *University of Delaware*

**SOUTHEAST** Diana Abellera, *Shining Star Consulting*  
Whitney D. Barr, *City of Atlanta's Dept. of City Planning,  
Office of Housing & Community Development*  
Taylor Clark, *Milo's Tea Company\**  
Darrah Gist, *Pacha Soap Co.\**  
Shia Hendricks, *WK Kellogg Co.*  
Henry King, *Morehouse School of Medicine*  
Wesley Myrick, *Office of Mayor Andre Dickes, Atlanta*  
Marissa Pace, *Spelman College*  
Franklin Quarcoo, *Tuskegee University*  
Scott Richardson, *Dawson County School Nutrition*

### **Southeast Farmer Advisory Board**

Howard Berk (*Ellijay Mushrooms*)  
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*  
Megan Hoag\*  
Lharissa Jacobs, *Fit Houston*  
Robert Maggiani, *National Center for  
Appropriate Technology\**  
Bryan Neely, *Our HR Office*  
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*

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\*Transitioned off the Board in 2024







# 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 2024. 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.

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11<sup>th</sup> Hour Project –

Schmidt Family Foundation

American Heart Association –

Bernard Tyson Fund

Anonymous

Athens Land Trust

Atlanta Jewish Foundation

Ballard Spahr LLP

Builders Vision

Campbell Soup Foundation

Chicago Region Food System Fund

Claneil Foundation

Cousins Foundation

Michael & Susan Dell Foundation

JB Fuqua Foundation

Georgia Department of Agriculture

Glenn Family Foundation

Green Family Foundation

Harris County Public Health

Hidden Leaf Foundation

Illinois Public Health Institute

William Josef Foundation

The W. K. Kellogg Foundation

The Kresge Foundation

The Kroger Co. Foundation

Link Logistics

Reva & David Logan Foundation

Methodist Healthcare Ministries of

South Texas, Inc.

Novo Nordisk

Leo & Peggy Pierce Family Foundation

Robert Wood Johnson Barnabas Health

The Rockefeller Foundation

Texas Department of Agriculture

Tull Charitable Foundation

Susan & David Tunnell

United Way of Greater Atlanta

USDA

***We thank you.***



On behalf of our sustainable family farms, food access partners, and teams, thank you for supporting The Common Market in 2024!

Design: Cecily Anderson,  
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