In 2016, Fresh Approach celebrated some major achievements.

Guided by our vision of healthy California communities, where all people have access to fresh and healthy food from California farmers, Fresh Approach has continued to deepen and integrate our core programs throughout the Bay Area. In 2016, we also raised our voices as leaders in the Bay Area Food Access movement. Our talented and dedicated team reached more than 15,000 community members through 468 program activities, which included nutrition classes, outreach events, mobile farmers’ market days, and fundraising/friend-raising activities. This equates to an average of 1.28 program activities in the community for every day of the year!

- Our Food Equity work, focused on increasing CalFresh and Market Match utilization at farmers’ markets throughout the Bay Area, resulted in increased farmers’ market customers participating at farmers’ markets operated by our sister organization, Pacific Coast Farmers’ Market Association (PCFMA). As part of this effort, Fresh Approach partnered on a three-year multi-media promotional strategy, as part of the “Partners in Community Health” project with the Santa Clara County Public Health Department and PCFMA, to increase access to fruits and vegetables by raising awareness of CalFresh acceptance at Santa Clara County farmers’ markets.

- Our Food Access program, which includes our two Freshest Cargo mobile farmers’ markets, served low income residents throughout Contra Costa and Santa Clara Counties. By bringing a “farmers’ market on wheels” to sites in these communities, Freshest Cargo improved access to California farm fresh produce for more than 78,000 people.

- Our Nutrition Education programs - VeggieRx and Healthy Food, Healthy You - helped low income residents throughout Alameda, Contra Costa, San Francisco, San Mateo, Santa Clara, and Solano Counties. Participants learned new cooking skills, as well as how to shop healthy on a budget, select and store fresh produce so it lasts the longest, and incorporate more fresh fruits and vegetables into their diets by shopping with the seasons at local farmers’ markets.

In addition, Fresh Approach hosted 7 interns and placed dozens of volunteers who provided 1,079 hours of volunteer time at PCFMA’s farmers’ markets.

Building on the successes of 2016, Fresh Approach will remain focused on providing strategic leadership in the Bay Area local food movement, continuing to deepen and integrate our programs in the six Bay Area counties in which we work, and further diversify the sources of support to sustain our work into the future. Our new 3-Year Strategic Plan provides a roadmap for our growth and development over the next three years (2017-2019). We look forward to traveling this road with you.

Sincerely,

Leah Smith, Executive Director
Fresh Approach is a 501(c)3 non-profit with a big mission: to create long-term change in local food systems, by connecting California communities with healthy food from California farmers and expanding knowledge about food and nutrition.

To achieve this mission, Fresh Approach has developed programs and partnerships with certified farmers’ markets, community-based organizations, local businesses, schools, public health departments, community clinics, and others in six Bay Area counties: Alameda, Contra Costa, San Francisco, San Mateo, Santa Clara, and Solano.

The work of Fresh Approach falls into three different program areas: Nutrition Education (VeggieRx, Healthy Food, Healthy You), Food Access (Freshest Cargo Mobile Farmers’ Market), and Food Equity (CalFresh, Market Match, and WIC Outreach). These programs work to address different aspects of food access inequities and health disparities in Bay Area communities.

Our ultimate goal is to be instrumental in creating a sustainable food system where people of all incomes have access to fresh, affordable, and local food; where essential nutrition education is wide-spread, enabling people to make healthy choices; and where California certified farmers remain vibrant sources of fresh food for local communities.

Whether we’re teaching families struggling with type-2 diabetes how to cook healthy meals, bringing locally grown fruits and veggies to underserved communities with the Freshest Cargo truck, or helping families find local farmers’ markets where they can use their SNAP benefits, we’re committed to building a healthier Bay Area.
THE FRESHEST CARGO MOBILE FARMERS’ MARKET

is a farmers’ market on wheels with a mission to improve access to quality local produce in underserved communities, where fresh produce is not accessible. 100% of the produce sold on Freshest Cargo is sourced from local California farms. In 2016, Freshest Cargo participated in the CalFresh Market Match program, offering a match up to $20 instead of the usual $10.

2016 IMPACTS

$51,912
Total Freshest Cargo sales

$5,139
Total CalFresh sales at Freshest Cargo

42,236 lbs
Pounds of produce distributed by Freshest Cargo

830 COMMUNITY SITE STOPS

21 COMMUNITY SITE HOSTS

110 TYPES OF PRODUCE SOLD

279 DAYS OF IMPROVING FOOD ACCESS

44 LOCAL FARMS BENEFITING FROM FRESHEST CARGO SALES

79,749 PEOPLE WITH GREATER HEALTHY FOOD ACCESS*

*Improved access due to having a Freshest Cargo stop in their neighborhood. Total includes 34,215 in Santa Clara County and 45,531 in Contra Costa County.

“We’ve always struggled with the corner stores and liquor stores here in Richmond, but the Freshest Cargo truck has changed the conversation. Now in my classes, we’re talking about healthy eating; it’s inspiring interest in all kinds of people. When you eat real food, it changes the way you think.”

- Abigail S., Freshest Cargo shopper and adult literacy teacher at one of Freshest Cargo’s oldest community stops
THE MARKET MATCH PROGRAM

is a healthy food incentive program that empowers low income farmers’ market customers to make healthy food choices. Through Market Match, shoppers paying with CalFresh (food stamps) receive a free dollar-for-dollar match up to $10 when they use their CalFresh card at participating farmers’ markets, including at Pacific Coast Farmers Market Association (PCFMA) markets. Market Match supports California farmers, aids local economies, and improves public health by making farmers’ markets more accessible for the entire community.

2016 IMPACTS

<table>
<thead>
<tr>
<th>Category</th>
<th>2015</th>
<th>2016</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calfresh Transactions</td>
<td>1,651</td>
<td>16,660</td>
<td>53%</td>
</tr>
<tr>
<td>Market Match Spent</td>
<td>$76,339</td>
<td>$149,053</td>
<td>191%</td>
</tr>
<tr>
<td>Combined Market Match &amp; Calfresh Spent</td>
<td>$262,619</td>
<td>$365,769</td>
<td>44%</td>
</tr>
</tbody>
</table>

SPECIAL CASE STUDY: SANTA CLARA COUNTY

In 2016, Fresh Approach partnered with Santa Clara County Public Health Department to promote Market Match and CalFresh across PCFMA’s 13 farmers’ markets in Santa Clara County. This led to marked improvements in CalFresh and Market Match redemption.*

<table>
<thead>
<tr>
<th>Category</th>
<th>% Change</th>
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<tbody>
<tr>
<td>Market Match Spent</td>
<td>174%</td>
</tr>
<tr>
<td>Combined Market Match &amp; Calfresh Spent</td>
<td>115%</td>
</tr>
<tr>
<td>Calfresh Transactions</td>
<td>122%</td>
</tr>
</tbody>
</table>

*Improvements over 2015 during peak season months (May through September).

HOW DOES MARKET MATCH WORK?

It’s as easy as 1-2-3:

1. VISIT the Farmers’ Market Info Booth
2. SWIPE your CalFresh EBT card and receive Market Match money (vouchers or tokens).
3. SHOP for fresh produce, including fruits, vegetables, herbs, and vegetable starts, direct from CA farmers.

“Thanks to Market Match, I can spend $17 in food stamps and go home with enough produce for the next week and a half. Market Match has helped my family by making it easier to get organic produce into my home - that’s huge! My family now eats far more produce.”

- Jerilee, Freshest Cargo customer & Market Match participant
THE **VEGGIERx** NUTRITION EDUCATION PROGRAM

is a behavior change program for low-income individuals, youth, and families with diet-related health conditions. The program provides nutrition education, health monitoring, and access to healthy foods through a series of 8 classes over 16 weeks. Participants engage in discussions and hands-on activities about nutrition and cooking, and receive vouchers to spend on produce at local farmers’ markets.

"This program has changed our lives! It is just me and my son since my wife passed away, and neither of us knew anything about food or what to eat. These classes really helped us learn how to eat and live healthy, and we are very happy and excited to find ways to keep eating lots of veggies!"

- VeggieRx Participant, Vallejo 2016

**2016 IMPACTS**

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<table>
<thead>
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<tbody>
<tr>
<td>116</td>
<td>Participants completed program</td>
</tr>
<tr>
<td>494</td>
<td>People received vouchers</td>
</tr>
<tr>
<td>$27,133</td>
<td>In vouchers spent</td>
</tr>
<tr>
<td>198</td>
<td>Total pounds lost</td>
</tr>
</tbody>
</table>

- **99%** Reported being very or somewhat comfortable cooking with fresh produce
- **82%** Reported being likely to continue buying produce at farmers’ markets after the program
- **92%** Reported eating more fresh fruits than when they started VeggieRx
- **89%** Reported eating more vegetables than when they started VeggieRx
- **85%** Reported knowing where to purchase fresh produce near their home after the program
- **39%** Lost weight during VeggieRx (with an average of 4.5 lbs lost per participant)

*Survey results after completion of 16-week program*
THE HEALTHY FOOD, HEALTHY YOU PROGRAM provides nutrition education classes, healthy food outreach, and food preparation demonstrations throughout the Bay Area. The goal of Healthy Food, Healthy You is to help low-income individuals, youth, and families gain the knowledge and skills they need to make better-informed choices about the foods they eat.

2016 IMPACTS

- 21 COMMUNITY SITE HOSTS
- 1623 STUDENTS ATTENDED CLASSES
- 59 COMMUNITY OUTREACH EVENTS
- 7500 PEOPLE REACHED THROUGH COMMUNITY OUTREACH EVENTS
- 96% LEARNED HOW TO SELECT AND STORE FRESH PRODUCE
- 91% LEARNED HOW TO INCLUDE MORE HEALTHY FOODS IN THEIR DIETS
- 25 RECEIVED “KITCHEN IN A BOX” KITS
- 21 COMMUNITY SITE HOSTS
- 1623 STUDENTS ATTENDED CLASSES
- 59 COMMUNITY OUTREACH EVENTS
- 7500 PEOPLE REACHED THROUGH COMMUNITY OUTREACH EVENTS
- 96% LEARNED HOW TO SELECT AND STORE FRESH PRODUCE
- 91% LEARNED HOW TO INCLUDE MORE HEALTHY FOODS IN THEIR DIETS
- 25 RECEIVED “KITCHEN IN A BOX” KITS

* Survey results after completion of class(es)

“You really opened my eyes to eating fruits and veggies. Your classes have changed my life. Thank you so much!”

- Sirina
Healthy Food Healthy You Participant, 2016
2016 SUPPORTERS
CITY OF ANTIOCH
CITY OF SAN PABLO
THE ECOLOGY CENTER
EL CAMINO HEALTHCARE DISTRICT
FARMBURGER
HEALTH PLAN OF SAN MATEO
THE HEALTH TRUST
KAISER PERMANENTE COMMUNITY BENEFITS
LINKEDIN
PACIFIC COAST FARMERS’ MARKET ASSOCIATION
PG&E
SANCTUARY BISTRO
SANTA CLARA COUNTY DEPT OF PUBLIC HEALTH
SEQUOIA HEALTHCARE DISTRICT
USDA - LOCAL FOOD PROMOTION PROGRAM
USDA - SNAP SUPPORT
WHOLESOOME WAVE
WHOLE FOODS MARKET

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SHELLY MCMAHON
SHELLY’S FARM FRESH

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PROGRAM DIRECTOR
MADALY ALCALÁ
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CHANTAL BOYER
NUTRITION EDUCATOR & FOOD ACCESS ADVOCATE
SUSANA CABRERA-MARIZ
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FRESHEST CARGO SITE MANAGER
ANDY OLLOVE
FOOD ACCESS PROGRAM MANAGER
DANIELLE HAMILTON
FOOD EQUITY PROGRAM SPECIALIST
ANDIE KOLBECK
COMMUNICATIONS SPECIALIST & NUTRITION EDUCATOR
DIEGO ORTIZ
NUTRITION EDUCATOR & FOOD ACCESS ADVOCATE
RACHEL WARD
NUTRITION EDUCATOR & FOOD ACCESS ADVOCATE

2016 FINANCIALS
REVENUE
$866,513*
EXPENSES
$664,757
53% FOUNDATION GRANTS
21% GOVERNMENT GRANTS
12% FEE-FOR-SERVICE
9% PCFMA GRANTS
5% BUSINESS & INDIVIDUAL DONATIONS
89% PROGRAMS
6% ADMINISTRATIVE & MANAGEMENT
5% FUNDRAISING

*NOTE: This figure includes unrestricted and temporarily restricted funds. A portion of the restricted contributions received in 2016 are for planned program activities in 2017.

GEOGRAPHIC REACH
FOR MORE INFORMATION ABOUT OUR PROGRAMS, VISIT US AT FRESHAPPROACH.ORG
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