The mission of Fresh Approach is 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. Fresh Approach envisions healthy communities where all people have access to fresh, healthy food from California farmers.
Fresh Approach is a non-profit 501(c)3 with a 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. Fresh Approach envisions healthy communities where all people have access to fresh, healthy food from California farmers.

To achieve this vision, 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. Our ultimate goal is to be instrumental in creating a healthy sustainable food system where people of all incomes have access to healthy, 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.

Fresh Approach creates impacts in three program areas: Food Access, Nutrition Education, and Food Equity. Within these areas, Fresh Approach conducts four main programs: Freshest Cargo, a mobile farmers’ market currently serving communities that lack access to healthy farm fresh food in Contra Costa and Santa Clara Counties; Healthy Food, Healthy You and VeggieRx nutrition classes, which offer interactive, accessible and practical nutrition education and cooking demonstrations as part of a rich community experience; and a widespread CalFresh/Market Match/WIC Promotion, effort focused on community-based outreach to improve equitable access to healthy foods via certified farmers’ markets. Market Match is a CalFresh incentive program that encourages the use of CalFresh at participating certified farmers’ markets through a dollar-for-dollar match up to $10 to buy more fresh fruits and vegetables.

@msness21 wrote: Thank you!! @freshestcargo for helping me fight my battle of obesity and borderline diabetes. With the convenience and availability of your programs I am able to eat healthy flavorful nutritious meals with substance and without the dread of skipping meals and the extra boost of fueling my immune system! #thecyclestopshere
THE FRESHEST CARGO MOBILE FARMERS’ MARKET

is a “farmers’ market on wheels” with a mission to improve access to quality local produce in food desert communities, where fresh produce is not accessible. 100% of the produce sold on Freshest Cargo is sourced from local California farms.

24,845
Pounds of produce distributed by the mobile market (2014: 15,351 pounds)

25%
Increase in Freshest Cargo sales (from $24,613 to $30,695)

82%
Increase in CalFresh sales from 2014 to 2015 (from $829 to $1511)

2015 IMPACTS

THE FRESHEST CARGO MOBILE FARMERS’ MARKET

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5 HYPER LOCAL PRODUCE SOURCES
are located within 10 miles of our mobile market routes (sources like: urban and educational farms and neighborhood gleaning projects)

78 TYPES OF PRODUCTS SOLD (2014: 58 product types)

44 LOCAL FARMS BENEFIT FROM FRESHEST CARGO SALES (2014: 28 farms)

FRESHEST CARGO SERVED OUR TARGET COMMUNITY MEMBERS AT:

Community centers, junior colleges, retirement communities, employment agencies, places of worship, health clinics, public schools, libraries, and the Contra Costa County Employment & Human Services Department where SNAP is distributed.

“I see Freshest Cargo as being an advocate for community health. There can be a lot of barriers to having the option to make healthier choices, and the mobile farmers’ market makes it easier for many underserved communities to make those healthier choices.”

FRESHEST CARGO Community Partner

23,000 people in CONTRA COSTA COUNTY experienced improved access to healthy food from a mobile market stop in their neighborhood

26,000 people in SANTA CLARA COUNTY experienced improved access to healthy food from a mobile market stop in their neighborhood

ALLI CECCHINI & CHRISTIAN OLESEN
Founders of First Generation Farmers, Knightsen, CA

“It is difficult to find a distributor whose mission is so similar and parallel to our own. First Generation Farmers celebrates Freshest Cargo’s advancement of making produce accessible to all.”

“...I see Freshest Cargo as being an advocate for community health. There can be a lot of barriers to having the option to make healthier choices, and the mobile farmers’ market makes it easier for many underserved communities to make those healthier choices.”

FRESHEST CARGO Community Partner
Fresh Approach’s **HEALTHY FOOD, HEALTHY YOU** program provides nutrition education classes, healthy food outreach, and food preparation demonstrations throughout the Bay Area. The goal is to improve the quality and nutritive value of food consumed by low income Bay Area families.

**2015 IMPACTS**

- **48** OUTREACH EVENTS
- **9732** PEOPLE REACHED THROUGH COMMUNITY OUTREACH EVENTS
- **34** COMMUNITY EVENT PARTNERS
- **50** CLASSES TAUGHT
- **21** LOCATIONS
- **826** STUDENTS ATTENDED
- **40** KITCHEN-IN-A-BOX KITS GIVEN TO REPEAT CLASS PARTICIPANTS

**Learned about**

- 90% Learned about the importance of fruits and vegetables and how to include more healthy foods into their diets
- 75% Learned about shopping and eating healthy on a budget
- 91% Learned about preparing new recipes and were excited to try them at home
- 81% Learned about how to select and store fresh produce
Market Match is a healthy food incentive program that enables low-income farmers’ market customers to make healthy choices while also benefitting hundreds of small and mid-sized California farmers.

**CALFRESH SHOPPERS**
receive a free dollar-for-dollar match up to $10 when they use their CalFresh EBT dollars at PCFMA Farmers’ Markets, year round.

**MARKET MATCH**
empowers low-income farmers’ market shoppers to make healthy food choices

$78,339
$262,619
11,651
191%↑
19.9%↑
10.4%↑

Market Match spent
Combined Market Match & CalFresh spent
CalFresh transactions

**MARKET MATCH SUPPORTS JOB CREATION, LOCAL ECONOMIC DEVELOPMENT, AND CIVIC ENGAGEMENT BY LEVERAGING THE BENEFITS OF FARMERS’ MARKETS FOR A BROADER COMMUNITY**

**SANTA CLARA COUNTY:**
Focused outreach with greater impact
In 2015, Fresh Approach partnered with Santa Clara County Public Health Department to increase outreach efforts to further promote Market Match and CalFresh across PCFMA’s 13 Farmers’ Markets in Santa Clara County.

41%
38%
Increase in combined Market Match & CalFresh spent
Increase in CalFresh transactions

FARMERS’ MARKET

**MARKET MATCH SUPPORTS JOB CREATION, LOCAL ECONOMIC DEVELOPMENT, AND CIVIC ENGAGEMENT BY LEVERAGING THE BENEFITS OF FARMERS’ MARKETS FOR A BROADER COMMUNITY**
VeggieRx 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 fruits and vegetables at local farmers’ markets.

### 2015 IMPACTS

- **52** Adults completed program
- **164** People received vouchers
- **$14,600** Vouchers spent
- **110** Total pounds lost

### Post-Survey After 16-week Program

- **82%** reported eating more vegetables than when they started VeggieRx
- **84%** reported eating more fresh fruits than when they started VeggieRx
- **99%** reported knowing where to purchase fruits and vegetables near their home after the program. Compared to 48% with that knowledge before the program.
- **92%** reported being likely to continue buying produce at farmers’ markets after the program. Compared to 38% who had shopped farmers’ markets in the month before starting VeggieRx.
- **99%** reported being very or somewhat comfortable cooking with fruits and vegetables. Compared to 48% with that same comfort before the program.

### After 16-week Program

- **35%** lost weight during VeggieRx
- **5.2lbs** Average lost per participant

### One-year Follow-up Post-program

- **33%** Adults continued to lose weight
- **38%** Youth continued to improve BMI percentile
- **75%** Report eating the same amount or more fruits and vegetables as during the program
2016 GOALS

Fresh Approach will continue to offer programs that make a difference in participants and farmers lives, as well as in the local food system and local economy. In 2016, Fresh Approach is focusing on the following strategic goals, which were developed jointly by the Board of Directors and staff:

1. Deepen and integrate our program work in existing Bay Area counties and communities
2. Communicate through multiple media platforms & take steps to improve our Fresh Approach and program “brand”
3. Provide strategic leadership in the Bay Area food access movement
4. Diversify our sources of revenue to be more financially sustainable
5. Diversify our partnerships (with funders, policy makers, program partners, government agencies) to enhance our strategic, program and fundraising goals
6. Focus on engaging the next generation/youth through our programs

These strategic goals are a focal point for our work this year. We are proud of our ongoing efforts that have measurable impacts throughout the Bay Area and beyond.
**2015 Financials**

**Revenue** $695,127*

- Government Grants 30%
- Foundation Grants 22%
- Donations 1%
- PCFMA Grants 14%
- FEE-FOR-SERVICE 7%
- 2014 CARRYOVER 26%
- Administration 11%
- Fundraising 6%
- Programs 83%

*Note: This figure includes carry over funds received in 2014 for use in 2015 for program expenses, as well as funds raised in 2015 for use in 2016.

**Expenses** $536,269

- Government Grants 47%
- FEE-FOR-SERVICE 5%
- Programs 2%
- Administration 11%
- Fundraising 6%
- Other 3%

**Board of Directors**

- Patrick Fabian, President
- Mike Billigmeier, Secretary
- Kimberly Ellis, Public Relations Consultant
- Allen J. Moy, Pacific Coast Farmers’ Market Association
- Bobbie Peyton, Vice President
- Leonard Conniff, Treasurer
- Patrick Fabian, Law Offices of Patrick Fabian
- Mike Billigmeier, B&B Ranch
- Kimberly Ellis, Public Relations Consultant
- Allen J. Moy, Pacific Coast Farmers’ Market Association
- Bobbie Peyton, Making Waves Foundation
- Leonard Conniff, Boyer & Conniff, LLP, Certified Public Accountants
- Shelly McMahon, Shelly’s Farm Fresh

**Staff**

- Leah Smith, Executive Director
- Vanessa Bonilla, Freshest Cargo
- Chantal Boyer, Nutrition Educator & Food Access Advocate
- Jay Helfand, Freshest Cargo Site Manager
- Molly Jones, Food Access Program Manager
- Renata Khuner-Haber, Food Equity Program Manager
- Diego Ortiz, Nutrition Educator & Food Access Advocate
- Laura Detar, Nutrition Program Manager
- Aaron Winner, Freshest Cargo Route Manager - East Bay & Special Projects Coordinator

**Geographic Reach**

- Solano County
- Contra Costa County
- San Mateo County
- Santa Clara County
- Alameda County
- San Francisco County

**Supporters & Partners**

- Pacific Coast Farmers’ Market Association
- Kaiser Permanente Community Benefits
- USDA - Local Food Promotion Program
- The Health Trust
- Santa Clara County Public Health (PICH)
- Ecology Center
- California Department of Food & Agriculture
- CA FreshWorks Fund
- USDA SNAP Support

For more information about our programs, please visit us at freshapproach.org

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