FOOD is...

DIGNITY

HEALTH

INVESTMENT & REVENUE

COMMUNITY EMPOWERMENT

ENVIRONMENTAL STEWARDSHIP
WHAT FOOD MEANS TO US

A Note From Our Executive Director

The mission of Fresh Approach is more relevant than ever, and our work creates meaningful impact through food.

I’ve personally experienced the positive experience that fresh food abundance has had in my life. Growing up, the garden and orchard that my family maintained ensured fresh produce on our plates year-round. Later in life, when I relied on CalFresh benefits to eat, my local farmers’ markets were a welcoming community where I could use my CalFresh dollars and receive Market Match incentives to purchase fresh fruit and vegetables. My gratitude for those experiences continues to drive my passion for this work to this day.

As you read this report, you’ll see how our work is changing the way we define food for everyone in our community: from our farmers, shoppers, our program participants, and our staff. Food is complicated, but at Fresh Approach, we are creating thriving models that empower all of us to address food insecurity in a way that brings joy and bounty to all.

Thank you for being a part of this mission,

Laura deTar
FOOD is...

DIGNITY

Here at Fresh Approach, we support and honor everyone’s right to choose healthy, affordable, and culturally appropriate food. We believe there is dignity in choice. From traditional and mobile farmers’ markets to emergency nutrition assistance boxes, our programs empower families with more choice in their journey to overcome unique barriers to healthy food access.

Rooted in affordability, we continue our work supporting nutrition incentive programs, such as Market Match, and government benefits, such as CalFresh and WIC, at our traditional farmers’ markets and Mobile Farmers’ Markets. Additionally, as we directly source from local farms, we are proud to offer the most nutrient dense fruits and vegetables grown with sustainable farming practices. As we develop stronger ties with our network of BIPOC farmers, we are increasing access to the desired culturally appropriate foods for our shoppers. Furthermore, we are co-creating a more diverse and inclusive local food system.
Our Mobile Farmers’ Market and Traditional Farmers’ Market Matching Programs

We brought locally grown fruits and vegetables to San Jose, Sunnyvale, Richmond, and Antioch community member and continued to provide our Market Match 50% discount for all shoppers who receive federal assistance benefits such as CalFresh, WIC, SSI/SSDI, and Medi-Cal.

We launched a new Mobile Farmers’ Market Stop at the Fair Oaks Health Center in North Fair Oaks/Redwood City.

At the East Palo Alto and Richmond farmers’ markets, we offered up to $20/day per household in matching vouchers to purchase more fruits and vegetables.

San Mateo County-Wide Farmers’ Market Promotion

Through broad outreach efforts, we utilized bus shelter advertisements and distributed coupons to encourage residents to visit their local farmers’ markets and learn more about how to use governmental and other nutrition incentives to purchase fresh fruit and vegetables.

I’ll pull things out and ask, do you know how to prepare artichokes? If not, I give them a rundown on how easy they are to make at home. Giving them suggestions that make the ingredients accessible to them and learning about culturally appropriate ways helps a lot.

Juanita Bruton
Food Justice Coordinator
Booker T. Washington Community Service Center

Food Access Data At a Glance

<table>
<thead>
<tr>
<th>CalFresh spent at Mobile and Traditional Farmers’ Markets</th>
<th>2020</th>
<th>2021</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>$26,994</td>
<td>$52,458</td>
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<table>
<thead>
<tr>
<th>Mobile Farmers’ Market Sales</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$72,000</td>
<td>$91,943</td>
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$26.73 average basket size
457 new low-income market shoppers
1,258 Coupons Redeemed at Farmers’ Markets
8,100 emergency nutrition assistance boxes delivered with nutrition and cooking resources
168 New CalFresh Referrals
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INVESTMENT & REVENUE for Local Farmers

For Fresh Approach, working within our food system means building human-centered relationships. When we activate stronger linkages between local farmers, our community-based partners, and Bay Area residents, our work provides direct revenue and viability for local farms and farmworkers. By centering our work in equity and integrity, we listen to the needs expressed by our farmers so that we can better adapt and support their aspirations and goals.

Since 2020, we have worked to create lasting partnerships with BIPOC-owned farms and food aggregators through our Emergency Nutrition Assistance Box program by purchasing and delivering farm fresh produce to thousands of families in need throughout the Bay Area.
Creating Economic Empowerment for BIPOC Farmers Through Intentional Partnerships

Cecilia Lara-Chavez is one of our food aggregation partners and is the owner and operator of Yeyi Organics. Working primarily with Latino farmer populations to find fair and just market channels for their crops, Cecilia sees her role as one that stewards relationships with farmers that increase their capacity to advocate for themselves.

Cecilia shares the positive impact that working with us has had on the Latino farmers from whom she sources high-quality and organic produce.

“[The emergency box projects] bring confidence to the farmers, letting them know that this is doable, that people can actually pay you fair prices and that you can actually profit off of this.”

In my experience, shopping at the Fresh Approach farmers’ market has a personal deep-rooted significance to me as a daughter of a Bracero immigrant worker...

Fresh Approach fully embraces my beliefs in supporting local farmers and farm workers.

San Mateo Program Participant

$640,637.00
Total Invested into Our Local Food System

For every $1 of Matching Incentive, there is $2.66 added into our local food economy.

In 2021, $94,486 matching incentives were distributed, totaling $251,352 directly invested into our local food system.

$251,352
Farmers’ Market Matching Programs

$243,000
Emergency Nutrition Assistance boxes

$99,504
Mobile Farmers’ Market

$46,781
Incentive Distribution (i.e. VeggieRx Vouchers)
Our VeggieRx Nutrition program empowers families to create and sustain healthy eating habits through nutrition education and financial incentives.

This year, through a concerted effort with medical and health insurance providers, we’ve paved the way for a more holistic approach to address diet-related chronic diseases. Prescribed by medical providers and paid for by health insurance, our “produce prescription” model has proven to be an effective strategy in yielding an increased intake of nutrient dense, and healthy food.

We believe a multiple stakeholder approach to nutrition intervention is key to creating equitable models that better address diet-related illnesses and chronic disease within our healthcare system.
Empowering Families Through Education

We worked with community-based organizations to promote and offer VeggieRx nutrition classes and hosted cooking demonstrations at local farmers’ markets.

We incorporated a “trauma-informed” approach to our VeggieRx program. Classes address some of the ways previous trauma impacts an individual’s food behaviors and health status, by teaching coping strategies and reframing negative behaviors to remove shame.

In 2021, we focused on building partnerships with health clinics to develop a stronger referral model. Providers at Ravenswood Family Health Network identified patients who were food insecure and had developed or were at-risk of developing diet-related chronic diseases like hypertension or diabetes.

“I learned how to use more fruit and vegetables, and my two kids are eating healthier. However, being part of this program meant a lot more than just learning about nutrition. Receiving the VeggieRx vouchers gave me a unique opportunity to take my kids to the farmers’ market. We have never been to a farmers’ market before. Through this program, I also felt supported by my class peers who share similar experiences and face similar struggles.”

Shavia
2021 VeggieRx Class Participant

VeggieRx Data At a Glance

- 77% increase in consumption of fruit and vegetables
- 1432 people reached with VeggieRx class series and food demos
- $37,675 VeggieRx Vouchers distributed to class participants

Food Insecurity in Class Participants

2021 VeggieRx Pre-class survey data for 240 participants using USDA 6 item food security screener

- 8.3% very low food insecurity
- 19.6% low food insecurity
- 72.1% high food insecurity

125 Classes
250 unique participants

44 Demos
623 households served
FOOD
is...

COMMUNITY EMPOWERMENT

Community-driven feedback drives community empowerment and leadership. As we create communal gathering spaces, maximize shared knowledge, and create resources for sharing local assets, we are deeply committed to feedback from our community as the pillar of operating and growing our programs. In order to contribute to the well-being and health of our community members, we believe everyone’s ideas and inputs are welcome and included.

We are holding this intention with our Community Ambassador program, a paid community internship position, as we design and improve our programs to make stronger community linkages. With the insight, guidance, and support from community members, we are working collectively to ensure that our programs accurately reflect the needs and desires of those we serve.
As part of the vision of becoming an anti-racist organization, Fresh Approach began convening the Community Advisory Board (CAB) in March 2021. This program area aims to enhance community engagement and empowerment through the integration of the community to our program planning, execution, and evaluation. The Community Advisory Board closes the gap between Fresh Approach’s work and community needs and desires.

The CAB participates in the organization’s strategic plan, provides feedback on program operations, and guidance to build an equitable food system in the San Francisco Bay Area. CAB meetings serve as a culturally inclusive space in which BIPOC participants can connect and voice their opinions, ideas, experiences, and solutions without judgment and within safety.

CAB is formed by engaged community members who are interested in the organization’s role, and committed to continuing their participation. During its first year in operations, the CAB hosted 18 attendees, 7 meetings, and completed 140 hours of volunteer service. The members are looking forward to supporting Fresh Approach programming in ways that support inclusivity by providing feedback that ensures our programs truly reflect the needs of our BIPOC community members. Fresh Approach is excited to lean into the devoted support of its community members and is truly looking forward to including them in every step of the process.

East Palo Alto Holiday Pop-up Market

In partnership with Bloomhouse and Anamatangi Polynesian Voices, we organized the very first East Palo Alto Holiday Market in November 2021. Over 20 vendors and three food trucks participated in the event, and the majority were small BIPOC business owners. This event was an incredible example of the power of coming together to uplift and support one another.

This group changes your life in different ways; you are learning about yourself and others; maybe it’s a word or a recipe, really anything; it is an opportunity to learn; and also to fight for our community.

Balvina
Community Advisory Board Member

Fresh Approach provides a space to learn not only about nutrition but also offers a space where we can engage with staff and grow together; there is a lot of engagement to help us and our community to thrive.

San Mateo Program Participant 2021
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ENVIRONMENTAL STEWARDSHIP

As we build up our capacity as individuals to grow food, we are stewarding the environment as a community.

We continue to offer East Palo Alto and the greater San Mateo community with gardening spaces, access to resources, and free gardening workshops. In addition, our work to help create thriving community and school gardens builds supportive ecosystems for gathering, growing food, and education. Our community-driven model for composting has grown four-fold in the number of community compost hub members, and over 15,000 lbs. of food scraps were diverted from landfills this year. Rooted in community, the Collective Roots Garden continues to serve its role as an activator for community participation in environmental leadership.
Expanding our Network through Collective Roots Garden Programming

Our team, supported by a remarkable group of community partners and volunteers, held in-person garden workdays every 2nd and 4th Fridays and 1st Saturday of the month, working on a variety of tasks such as composting, rebuilding the greenhouse, and maintaining the Collective Roots Community Garden.

We expanded the Community Composting Hub to include two school gardens in East Palo Alto, another community garden site in East Palo Alto, and a juvenile detention facility garden in San Mateo. Through this project, community members have been incentivized to bring their food scraps to local farmers’ markets by receiving VeggieRx vouchers.

Collective Roots Data At a Glance

- 65 gardeners who participate in our programs
- 15,250 lbs. of food scraps diverted from landfills
- $5,420 in vouchers distributed for garden and compost hub program participants

Community Compost Hub Expansion

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<tr>
<th>2020</th>
<th>vs.</th>
<th>2021</th>
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<tr>
<td>52 members</td>
<td></td>
<td>199 members</td>
</tr>
<tr>
<td>476 Drop offs</td>
<td></td>
<td>1,355 Drop offs</td>
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</table>

I’m a part of this community. I like being part of it because they have helped me a lot... I have felt very comfortable because when I come to the workshops, they are very, very kind here and they take their time to help us explain. It feels like a family here.

Juan Carlos Mendoza
Collective Roots Community Garden Participant and Compost Hub Participant
2021 Overview

Demographic Breakdown of all Program Participants

- 9% Black
- 19% White
- 60% Latino
- 1% Native American
- 2% Pacific Islander
- 4% Other
- 6% Asian

13,887 individuals served

9% Black

5 counties served

134 days operating Mobile Farmers’ Markets

169 VeggieRx and Nutrition Classes

134 volunteers

19 interns

10 community ambassadors
2021 Financials*

Total Revenue
$2,409,436

- 3% Individual & Business Contributions
- 58% Foundation Grants
- 34% Gov't Grants

Program Expenses
$1,721,490

- 5% Program Service Fees
- 7% Community Engagement
- 35% Education
- 58% Food Access

Total Expenses
$2,130,119

- 19% Operations & Fundraising
- 81% Program Expenses

*All 2021 financials are awaiting audit
Funding Partners

Transformation Partners +$200,000
- California Department of Food and Agriculture
- City of San Francisco
- San Mateo County Office of Sustainability
- USDA

Resilience Partners $100,000- $199,999
- Growing The Table
- David and Lucile Packard Foundation
- Sunlight Giving Foundation
- Wallace Alexander Gerbode Foundation

Empowerment Partners $50,000-$99,999
- El Camino Healthcare District
- Kaiser Permanente Community Benefits
- Lucile Packard Children’s Hospital Stanford, Community Investment Grant

Change Partners $25,000-$49,999
- City of Berkeley
- Leslie Family Foundation
- Peninsula Health Care District
- Sustainable Futures Fund

Hope Partners $5,000-$24,999
- City of Richmond
- Costco
- Glassybaby Foundation
- Full Circle Fund
- The Leonard C. and Mildred F. Ferguson Foundation
- Jeanne Rosner and SOUL Food Salon
- John Muir Health Community Benefits
- Palo Alto Weekly Holiday Fund
- Patagonia
- Playstudio
- Ravenswood City School District
- Sereno Group
- Tom and Kim LeMieux
- Yael Goshen
- Whole Cities Foundation Community First Grant
- Whole Foods

Staff
- Andrea Abundiz
- Najiha Al-Asmar
- Shelby Bustria
- Yeun Byun
- Lizette Calderon
- Nina Campbell
- Raffaella Cerruti
- Vera Cordova Mendoza
- Laura deTar
- Danielle Hamilton
- Isabel Medina
- Stephanie Flores
- Tia Neal
- Ellen Olack
- Andy Ollove
- Ana Pereda
- Sahar Sani
- Christopher St. Pierre

Board Members
- Patrick Fabian
- Christina Stork
- Janet Venturino
- Allen Moy
- Lucy Norris
- Veronica Mazariagos-Anastassiou
- Kaitie Conrad

Community Advisory Board Members
- Rosalba Legorreta
- Pauline Yeung
- Patricia Ordonez
- Nancie Vargas
- Madhavilatha Penkey
- Kendra Lee Adams
- Jeanne Yu
- Felicia Rodriguez
- Balvina Ramirez
THANK YOU!