

PRODUCE GOOD



IMPACT REPORT

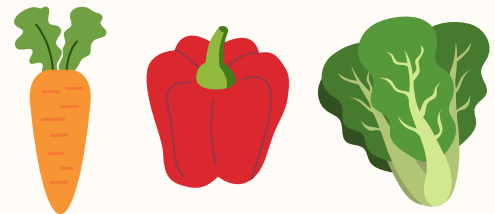
2023

ProduceGood is building an active and engaged community committed to finding sustainable solutions to alleviate hunger, reclaim and repurpose waste and promote the health and well being of all.

2023 IN REVIEW



**167 TONS
DIVERTED FROM
THE LANDFILL**



**334,000 POUNDS
OF PRODUCE
RESCUED**



**1,000,000
SERVINGS
PROVIDED**

**83 METRIC TONS OF
GREENHOUSE GAS
EMISSIONS AVOIDED**



**EQUAL TO 9,400
GALLONS OF
GASOLINE**

COMMUNITY AT OUR CORE



Our Harvest Hero Volunteers

1,400 volunteers this year, with a special thanks to our volunteer bosses

Vann Parker	Adam Austin	Amy Stephens	Nathan Cobb	Michelle Bitto
April Wensel	Bernie Enriquez	Jenny Luce	Diane Panella	Mehul Patel
Eric Swenson	Tom Venturino	Elizabeth Watson	Regina Meyer	Molly Lam
Traci West	Bob Bjorkquist	Barbara Bandhauer	Ginger Ports	Navi Parmar
Coquette DuVal	Paulette Schindele	Pam Drew	Stefanie Irwin	Yuting Shen
Steve Hollenbeck	Ming Lai	Susan Kobara	Natasha Shapiro	Susan Wingate
Sandra Dopierala	Kaytlyn Harris	Anna Bowden	Amanda Clardy	Mary Hassing
Debbie Dahlquist	Colleen Lemke	Ernesto Fernandez	Carrie Phair	Amy McClenahan
Karen Lare	Ronald Eng	Peggy Sennett	Karen Gross	Nori Hepler
Lisa Whittemore	Emily Goss	Rosa Chavez	Joy Johnson	Stevo Vuletic
Stacey Glick	Gilbert Acosta	Connie Gonczy	Shack Fisher	Margaret Ohara
Mark Riedler	David Mackintosh	Veronica Holmes	Karen Osgood	Tessa Wang
Carol Farrell	Viviane Osterwalder	Susan Gilik	Jeff Kucharski	Dave Adams

Our Cream of the Crop Growers, Farmers & Grocers

Thank you to 2023's 217 backyard growers, farmers and grocery partners



Backyards

Most Pounds: Paulo Pinto/ Wygod Family - 37,292 lbs | 111,876 svgs
 Most Picks Commercial: The Bridges RFS (17) - 9,335 lbs | 28,005 svgs
 Most Picks Residential: Angela McCourt (8) - 4,545 lbs | 13,635 svgs
 Most Self Picks: Dee Boukouzis (5) - 455 lbs | 1,365 svgs

Farms & Fields

Most Farmers Market Pounds: Rodney Kawano - 9,575 lbs | 28,725 svgs
 Most BumperCrop Pounds: Yasukochi Family Farm - 49,134 lbs | 147,402 svgs
 Most Pounds Citrus Orchard: Amy Wright - 1,268 lbs | 3,804 svgs

Grocers

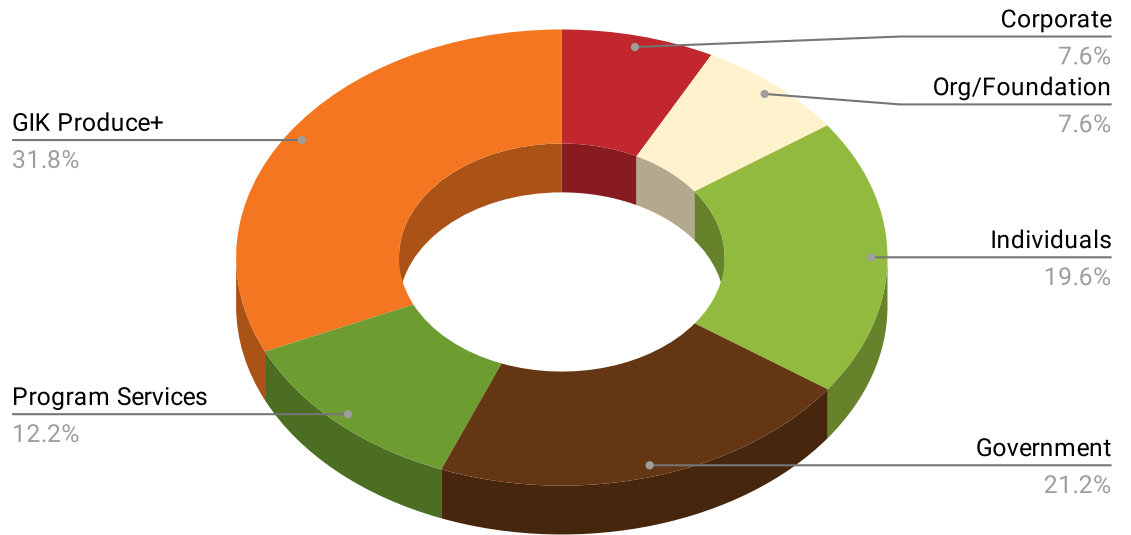
Jimbo's (Escondido, Carlsbad & Carmel Valley): 48,313 lbs | 144,939 svgs
 Costco (Carlsbad): 6,740 lbs | 20,220 svgs



FINANCIALS

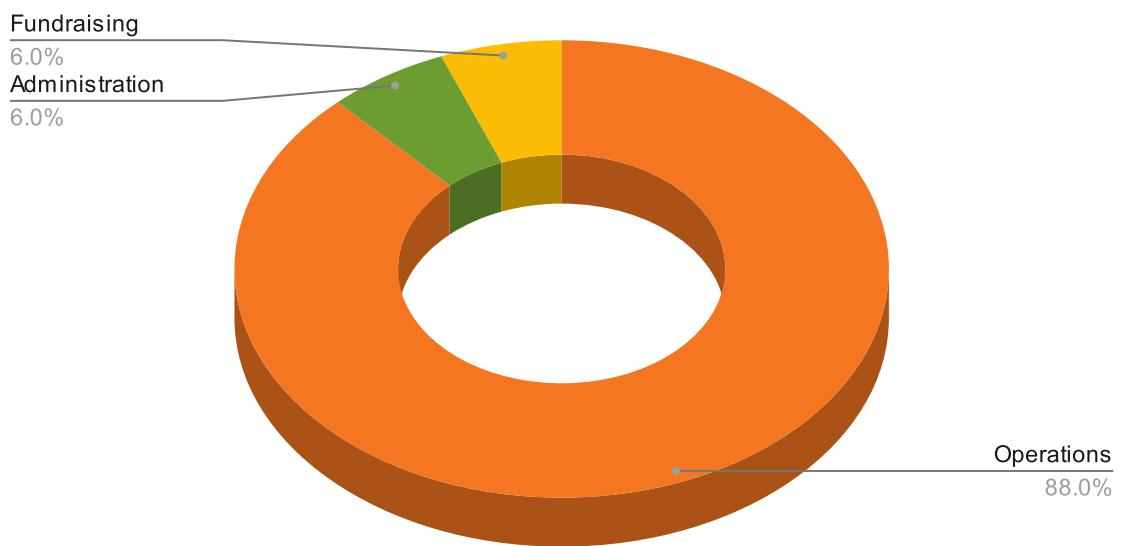
Total Revenue and % by Category

\$733,641*



Expenses by Category

\$650,282*



*Includes gift in-kind produce & other donated goods



DEEPENING OUR ROOTS

57
TONS

SB1383 Edible Food Recovery and Community Outreach
With CropCircle partners: Oceanside, Escondido, Chula Vista and Encinitas

9
SOURCES

MarketShare Expansion with CalRecycle Funding
Markets: Leucadia, La Jolla, Hillcrest, Oceanside, Solana Beach
Grocers: Jimbo's (3 locations), Costco (1 location)

167
TONS

Increased capacity, highest pounds and servings to date
Made possible by individual donors and grant makers

214,134
SERVINGS

Excess to Access in SD County Food Deserts
JEM Project, Kroger Foods Zero Waste-Zero Hunger, SDG&E Environmental Champions, City of San Marcos COVID Relief, Hervey Foundation, San Diego County Supervisor District 3

23
NEW
PARTNERS

Field to Family Community Food Project (NIFA)
USDA National Institute of Food and Agriculture
Launched Community Food Drop produce boxes (106) with nutritional education, in collaboration with feeding partner PlusBox

CROP CIRCLE



Crop Circle City partnerships bring ProduceGood together with cities to meet the state goals on climate change, environment, justice, equity, and sustainability. We do this through food recovery, community outreach, education, and supply.

Senate Bill 1383 requires that by 2025 California will recover 20% of edible food surplus to feed food insecure individuals and families. Organic waste in landfills emits 20% of the state's methane, a greenhouse gas more potent than carbon dioxide.

Over 338,000 servings were supplied to food insecure communities in our CropCircle cities



FEEDING PARTNERS



Thank you for nourishing 90,000 San Diegans with fresh, nutritious produce

CropCircle City Partners

Oceanside

Boys & Girls Club Oceanside 🍊
 Brother Benno Foundation 🍊
 BCDI- Plant People
 Paige's Pantry
 Helping Hand
 Calvary Chapel Oceanside
 El Camino High School
 Mission San Luis Rey
 Oceanside High School Pantry
 Hope Through Housing - Multiple
 North County LGBTQ Resource Center
 SIATech High School
 Interfaith Community Services

Escondido

Hope Through Housing - Multiple
 The Fellowship Center
 The Foundry Church
 Interfaith Community Services

Encinitas

Community Resource Center 🍊
 St. Andrew's Episcopal Church
 St John Catholic Church

Chula Vista

CRF South Bay
 ECS Head Start



- 🍊 Bayside Community Center
- 🍊 ElderHelp
- 🍊 Heaven's Windows
- 🍊 Hope Through Housing - Multiple
- 🍊 UrbanCorps
- 🍊 Alpha Project for the Homeless
- 🍊 St Leos
- 🍊 PlusBox
- 🍊 Jewish Family Services
- 🍊 UCSD Triton Food Pantry
- Fallbrook Food Pantry
- We All We Got San Diego
- Grandma Lulu's Table
- San Marcos Seventh Day Adventist
- San Marcos Boys & Girls Club
- Tables of Hope and Justice
- Feeding San Diego
- Indian Health Council
- North County Food Bank
- Wings Recovery Center
- San Diego Youth Services
- Operation HOPE North County
- North County Mutual Aid
- Boys & Girls Club Vista
- Leah's Pantry
- Southern California Tribal Chairman's Association
- Boys & Girls Club Bressi Ranch
- Southern Indian Health Council

GENEROUS DONORS



Thank you to our Gving Tree of individual and family donors who sustain our programs and community impact year on year.

Evergreen Orchard

\$30,000 Giving Level

Kirk Gilson 🌳

The Hervey Family 🌳

The Hunter-Wellborn Family 🌳

Blueberry Bounty

\$5,000 Giving Level

Ronald Eng & Emilie Yanagi 🌳

Jim Putnam 🌳

Carole & Jerry Turk

Golden Valencia

\$10,000 Giving Level

Paul and Margaret Citron 🌳

Roger & Brenda Cole 🌳

Maxine Hesse 🌳

Patricia Moore & Helmut Kiffman 🌳

Carol & Vann Parker 🌳

Angela & Sonia Steinway 🌳

Claire & Michael Taulbee 🌳

Maureen Hoffman 🌳



Orange Blossom

\$1,000 Giving Level

Sarah Smith 🌳

Beatrice Shushan 🌳

Susan Robinson

Julia Rogers

Mimi Plouf

Christine Shore-Fitzgerald

Roger Johnson 🌳

Steve & Kathleen Hollenbeck 🌳

Beverly Goodman

Cynthia & Larry Fields 🌳

Trisha Lansing 🌳

Karen MacLeod

Jo Ann Ross

Stephanie Bergsma

Tiffany Hornsten

Anne Caney

Holly Hoffman

Plum Harvest

\$2,500 Giving Level

Anthea & Gary Beletsis 🌳

Nita Kurmins Gilson 🌳

Caitlin & John Holleran 🌳

Karen & Eddie Lare 🌳

Pietro Rotundi Family

Ruth & Ben Simon

Benjamin Weiss

Alexandra White & Mark Picard 🌳

Jerilyn & Clarke White 🌳



Key Lime

Up to \$1,000 Giving Level

Shane Stahl	Habib Hariri	Stephanie Brown	Pamela Spain
Sang Lineback	Alma Montes	Calvin Eng	Satoda Family
Sammy Crane-Solis	Marjorie Fox	Casandra Davis 	Navi Parmar 
Tracey Franks	Daniel Allevato	Cynthia Acree	Susan Namba
Julia Hess	Hilary Haskell 	Vishal Patel	John Sandahl
Babu Jayaraman	Mitchell Nguyen	Gail Stevens	Cristi Page
Paulette Schindele 	Yanira Alonso 	Kellin Nicolleti	James Linn
Felicia Tobias 	Susan Kobara 	Christi White	Denise & Paul Fejtek
Amy McClenahan 	Dana Withall	Stacey White & Martin	Matthew Lum 
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Terry Gaasterland	Lisa Schmidt	Fiona Hardy	Judy Fitzgerald 
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Michael Williams	Phyllis McClure 	Melissa Lee	Sara Westermann
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Kindra Mitchell	Margaret Cahill	Brett Cornelius	Linda Riles
Jessica Williams	Susan Wortmann	Joan Campognolo	Jamie Keyser
Cindy Sanchez	Jay Everts	Julie Miller	Diana Ambrose
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Ricardo Montes	Chris Frederick	Amy Lerner 	Jaquilyn Venstrom
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Alejandra Santana	Betsy McHenry	Gordon Li	Yuri Kaneda
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Drew Keske	Donna Nauss	Hayley Hirsh	Nancy Shimamoto
Tina Sach	Mayra Benitez	Morgan Justice-Black 	Ashley Mullen
JL Gonzalez	Mike Juarez	Maryanne & John Phillips 	PK Aaron
Jhobany Garcia	Cristian Manzano	Melanie Spiegelman	Ariel Anderson
Branden Patterson	Dylan Imlay	Abbey Chamberlain	Paul & Marie Cascone
Clare Cornelius 	Camille Pederson	Katie McEvelly	Sandy Cornelius
	Ann Pederson		



COMMUNITY PARTNERSHIP

Sponsors/Donors

Precision for Medicine
US Bank
North County Association of Realtors
SDG&E/SEMPRA
Athena Foundation
Bristol Farms/Lazy Acres
Insights 4 Results
Jennings Charitable Fund
Pioneer Church
ToucanEd Inc.
The Harbaugh Foundation
Satoda Family Fund

In-Kind Supporters

Local Roots Kombucha
Costco
Jimbo's
Thorn Brewing North Park
Lazy Acres
ImpactCubed- The Hive
GelatoLove
Populist Pops
Isabelle Brien's French Pastry Cafe
California State University San Marcos
Simon Tanksley
Bro-Am

Grant Makers

CalRecycle Edible Food Recovery
USDA National Institute of Food and Agriculture
San Diego Foundation
City of San Marcos Covid Relief
The Hervey Foundation
The JEM Project
Kroger/Ralphs - Zero Waste/Zero Hunger
SD County Supervisors
SDG&E Environmental Champions
Solana Beach Eco Rotary

First Pick and Special Partnerships

SDG&E
Rancho Valencia Resort
HandsOn San Diego
Marriott Hotels
Deloitte
Dentsu
Lytx
ASCM San Diego Chapter
UCSD Professor Lerner
City of San Diego
Teen Volunteers in Action Encinitas





GRATITUDE FOR OUR...

Staff

Alexandra White, Co-Founder, Co-ED
 Nita Kurmins Gilson, Co-Founder, Co-ED
 Shannon Pritchett, Resource Program Lead
 Mackenzie Anderson, Program Development Lead
 Clare Cornelius, Community Engagement Lead
 Dominique Dashwood, Upcycler Program Lead (2023)

Service Providers

Tomoko Matsubayashi, Photography/Web
 Nathan Wauthier, Accounting
 Janard Sutton, Videography
 Munger & Associates, CPAs



Board Members & Advisors

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 Maxine Hesse, Grower Ambassador Advisor
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 Namita Thakker, Legal Advisor
 Karen Osgood, HR Advisor

