

# PRODUCE GOOD



2021

# IMPACT REPORT

*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.*



# THE FRUITS OF OUR LABOR

What a GREAT year we had in 2021 at

PRODUCE  
GOOD



**738,000 Servings**  
of Fresh Produce

to San Diegans who lack  
access to healthy foods



**61 metric tons of greenhouse  
gas emissions avoided =**

**25,246 gallons of gas**



**2021**





# IT TAKES A COMMUNITY

## THANK YOU TOP CROP VOLUNTEERS

*3,000 volunteers with a special thanks to our Harvest Heroes*

- |                    |                   |                  |                  |                     |
|--------------------|-------------------|------------------|------------------|---------------------|
| Traci West         | Ming Lai          | Olivia Ledezma   | Beryl Forman     | Emily Goss          |
| Karen Lare         | Coquette DuVal    | Joselyn Arellano | Susan Wingate    | Lorna Harris        |
| Danny Christian    | Lisa Whittemore   | Timaree Nelson   | Michelle Bitto   | Viviane Osterwalder |
| Roger Johnson      | Navi Parmar       | Cheryl Sampson   | Sandra Dopierala | Ernesto Fernandez   |
| April Wensel       | Malka Kutner      | Karen Gross      | Aileen Heimlich  | Colleen Lemke       |
| Vann Parker        | Molly Lam         | Mehul Patel      | Leslie Anderson  | Yuting Shen         |
| Christine Paccione | Bernie Enriquez   | Susan Jasin      | Richard Heimlich | Emily Springfield   |
| Debbie Dahlquist   | Sharon Bohannon   | Kris Ferguson    | Patty Sierra     |                     |
| Eric Swenson       | Ashley Varga      | Steve Hollenbeck | Kate Zimmer      |                     |
| Carol Farrell      | Nancy Sutter      | Amy Stephens     | Margaret O'Hara  |                     |
| David Mackintosh   | Robert Bjorkquist | Sandra Placak    | Debbie Cohen     |                     |



## THANK YOU GROWERS, FARMERS, JIMBO'S

*Thank you to our 350 Backyard Growers and Farmers*

### Backyards:

- Most Pounds - Mike Vezie - 7,197 lbs | 21,591 svgs
- Most Picks - Lynn Phillips - 12 picks - 4,876 lbs | 14,628 svgs
- Most Pounds Self-picked - Freddie Harmon (15 picks) - 4,880 lbs | 14,640 svgs

### Farms & Fields:

- Most Pounds: Farmers Market - Kawano Family Farms - 13,670 lbs | 41,010 svgs
- Most Pounds: Citrus Orchard - Pardee - 14,118 lbs (6 picks) | 42,354 svgs
- New Farmer All-Star - Alfonso Martinez - 1,568 lbs | 4,704 svgs

**Jimbo's** is our very first grocery partner. From their Carlsbad and Escondido stores, we rescued 12,090 lbs.



2.

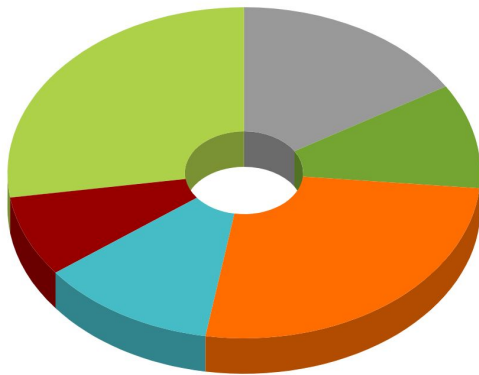




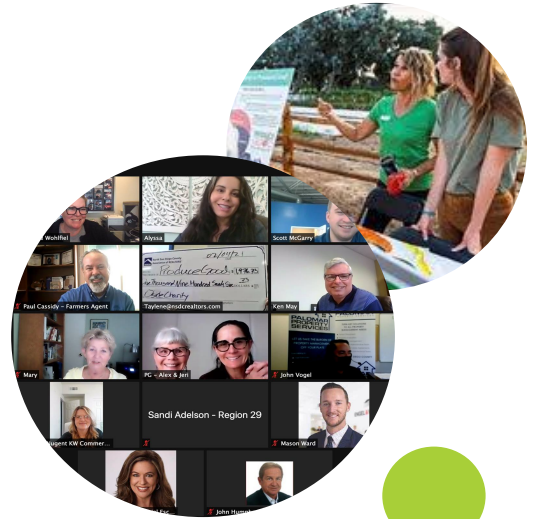
# FINANCIALS

## REVENUE BY CATEGORY

**\$683,252**

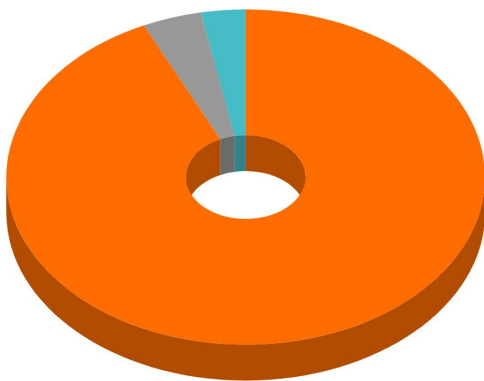


- Governmental Grants
- Individual Donations
- Community Support
- Corporate Dollars
- Program Services
- Donated Produce



## EXPENSES BY CATEGORY

**\$533,574**



- Program Operations
- General Administration
- Fundraising



3.





# GROWING WHERE WE'RE PLANTED



13  
Tons

## CROP CIRCLE CITY PARTNERS KEEP PRODUCE OUT OF LANDFILLS

Contracts with Oceanside, Escondido, Encinitas

3,225  
Svgs

## FRESH PRODUCE TO FAMILIES IN SAN MARCOS (2022 COMPLETION)

COVID Relief Grant through the City of San Marcos

51  
Tons

## UPCYCLE TO FEED W/URBAN CORPS & ONE KITCHEN COLLABORATIVE

CalRecycle 2019-2022 Food Waste Prevention & Rescue Grant

45,915  
Svgs

## PRODUCE RECOVERY EQUIPMENT & COMMUNITY EVENT SUPPORT

San Diego County Supervisors NRP and CEP: Districts 3, 4 & 5

91,700  
Meals

## FEED THE NEED IN SAN DIEGO COUNTY FOOD DESERTS (2022 COMPLETION)

NBC Innovation, JEM Project, Kroger Foods Zero Waste-Zero Hunger, San Diego Foundation, Hunger Relief Grant, SDG&E Environmental Champions



# FEEDING PARTNERS



## CROP CIRCLE CITY PARTNERS

### Oceanside

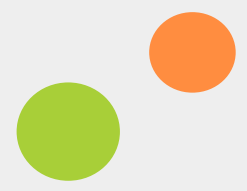
- One Kitchen Collaborative 🌳
- Hope Through Housing - Multiple 🌳
- Mission San Luis Rey Food Pantry
- Paige's Pantry
- Plant People Community 🌳
- Lived Experiences
- North County LGBTQ Resource Center

### Escondido

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

### Encinitas

- Community Resource Center 🌳
- St. Andrews Church 🌳
- St. John's Church



- PlusBox 🌳
- JFS HandUp Pantry 🌳
- UCSC Triton Pantry 🌳
- 4 Community Care
- St. Leo's • St. James 🌳
- Bayside Community 🌳
- Kitchens for Good
- El Cajon Blvd BIA
- San Diego Food Bank
- North County Food Bank
- Feeding San Diego
- Urban Street Angels
- Fallbrook Food Pantry
- Table of Hope and Justice
- We All We Got San Diego 🌳
- La Colonia Eden Gardens
- Community Christian Service Agency
- 7th Day Adventist Church San Marcos
- Hope Through Housing - Multiple 🌳
- South County Food Hub

Thank you for  
nourishing  
90,000  
San Diegans  
with 117,000  
meals

🌳 Monthly Bounty/Market Share Partner





# FRUITFUL GIVING



## EVERGREEN ORCHARD

**\$30,000 Giving Level**

The Hunter-Wellborn Family  
The Hervey Family  
Kirk Gilson

## GOLDEN VALENCIA

**\$10,000 Giving Level**

Angela & Sonia Steinway  
Roger & Brenda Cole

## BLUEBERRY BOUNTY

**\$5,000 Giving Level**

Patricia Moore & Helmut Kiffman  
Carol & Vann Parker  
Carole & Jerry Turk Family  
Harbaugh Foundation

## PLUM HARVEST

**\$2,500 Giving Level**

Claire & Michael Taulbee  
Maxine Hesse  
Anthea & Gary Beletsis  
Maureen Verduyn  
Ronald Eng & Emilie Yanagi  
Pietro Rotundi Family  
Alexandra White & Mark Picard  
Nita Kurmins Gilson  
Jerilyn & Clarke White  
Caitlin & John Holleran  
Margaret & Paul Citron  
Jerilyn & Clarke White

## ORANGE BLOSSOM

**\$1,000 Giving Level**

Beatrice Shushan  
Benjamin Weiss  
Ruth Simon  
Julia Rogers  
Laura McIver  
Mimi Plouf  
Christine Shore-Fitzgerald  
Jim Putnam  
Roger Johnson  
Karen & Eddie Lare  
Steve & Kathleen Hollenbeck  
Beverly Goodness  
Cynthia & Larry Fields  
Trisha Lansing

## KEY LIME

**Up to \$1,000 Giving Level**

Ron & Maria Dashwood  
Karen & Wayne Lindberg  
Margarita & Jeff Cramer  
Barbara Taylor  
Anderson Qin  
Daniel Allevato  
Anne Caney  
Carole McCourt  
Tiffany Honstein  
Marc & Lisa Piscatelli  
Charles Henry  
David Huynh  
Debbie Cabanas  
Christine Power  
Karen MacLeod  
Darlene Morris  
Makana Rowen  
Jane Fulkerson  
Cathy Combs  
Jim Linglebach

Ron Edelman  
Cynthia Acree  
Mary Sue Brookshire  
Ken Ware  
David Trautman  
Jennifer Simons  
Lizbeth Ecke  
Darlene Morris  
Holly Hoffman  
Karen Lare  
Beverly Goodman  
Lee Hahn  
Judy Randall  
Wendy Darling  
Jaclyn Mayer  
William Probert  
Danny Christian  
Melissa Gonzalez  
John Thompson  
Holly Campanozzi

Diane Wong  
Sara Westermann  
Lisa and Charles Russell  
Elizabeth Deroulet  
Tomoko Matsubayashi  
Jo Ann Ross  
Ramez Bishara  
Merle Lambeth  
Shane Stahl  
Della Cole  
Molly Lam  
Karla Rowen  
Chris Frederick  
Molly Stratton  
Christi White  
Hillan Family  
Heather Gorgua  
Kelly O'Hara  
David Huynh  
Debbie Cabanas  
Hillan Family

Melanie Wester  
Connie & Richard Unger  
Jonathan Light  
Max Johnson  
Keely Picard  
Morgan Justice-Black  
Phyllis McClure  
John Sandahl  
Hillary Haskell  
Cliff Piscatelli  
Denise & Paul Fejtek  
Marjorie Mitchell  
Stacey White & Martin Katzmann  
Jamie Rowe  
Carolyn Montgomery  
Noah Grassi  
Julie Miller  
Daniel Weider  
Charlie Hammel  
DJ Summers  
Jay Everts





# SUPPORTERS & SPONSORS

## SPONSORS & DONORS

- San Diego Gas & Electric
- US Bank
- Portfolio Recovery Associates
- North County Realtor Caravan
- Jimbo's Wooden Nickel Program
- Solana Beach Eco Rotary
- Pioneer Church
- Bonduelle
- Carlsbad High Noon Rotary
- Hampton Roads Foundation

## IN-KIND SUPPORTERS

- Jimbo's Naturally
- Lazy Acres
- Gelato Love
- Misadventure & Company
- Solana Beach Eco Rotary
- The Leichtag Hive
- Rancho Valencia Resort & Spa
- Leichtag Foundation
- Always Designs

## FIRST PICK, VAP & SPECIAL PARTNERSHIPS

- San Diego Gas & Electric
- Rancho Valencia Resort & Spa
- Gelato Love (VAP)
- Misadventure & Company (VAP)

## GRANT MAKERS

- SDG&E Environmental Champions
- City of San Marcos Covid Relief
- CalRecycle
- SD County Supervisors - Districts 3, 4 and 5
- NBC Project Innovation
- JEM Project
- Kroger Zero Waste - Zero Hunger
- San Diego Foundation Covid Relief Fund



7.





# MANY THANKS TO OUR...

## Board, Advisory, Staff & Fruitful Service Providers

### BOARD

Steve Hollenbeck (President)  
Jerilyn White (Past President)  
Ronald Eng (Vice President)  
Caitlin Holleran (Treasurer)  
Angela Steinway (Secretary)  
Claire Taulbee  
Derrick Robinson  
Navi Parmar  
Makana Rowen  
Morgan Justice-Black  
Nita Kurmins Gilson (Non-voting)  
Alexandra White (Non voting)

### ADVISORY

Maxine Hesse  
Trisha Long

### STAFF

Alexandra White, Co-Founder, Co-ED  
Nita Kurmins Gilson, Co-Founder, Co-ED  
Kaitlyn Cole, Community Orchard Program Lead  
Dominique Dashwood, Upcycler Program Lead

### SERVICE PROVIDERS

Tomoko Matsubayashi, Photography & Web Support  
Nathan Wauthier, Bookkeeping Services  
Ramez Bishara, Videography Services  
Munger & Associates CPA Services

GUIDESTAR  
PLATINUM

COMMUNITY  
POWERED



PRODUCE  
GOOD





