

Sharing has never been sweeter!

FROM THE FOUNDERS

We're celebrating our December milestone of rescuing 1 million servings over lifetime, with total servings upcycled in 2018 a whopping 207,000 more than 2017. Bravo to our entire Community Orchard of givers, especially the 900+ volunteers whose dynamism and passion have been a powerful driver across SD County in our shared mission to reduce waste and hunger.

The fresh produce donated by our residential growers and farmers provides nutritious servings of fruits and vegetables to make meals for schools, seniors, those who are ill, the homeless, our veterans and others who face food insecurity.

Our heartfelt thanks to everyone playing a role in our food rescue cycle, 52 weeks a year!

Nita, Alex & Jeri



PRODUCEGOOD'S MISSION

Build 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.



RECOGNITION



SDFSA EMIE Award • EPA Award • Edible San Diego Article
San Diego 10 News Leadership Award • CalRecycle Grant Award

The Fruits of Our Labor

PRODUCEGOOD FEEDING AND PROCESSING PARTNERS

Big Sister League
California Complete Care - Pacifica Residential
Camp Pendleton
Casa Pacifica
Community Resource Center, Encinitas
CORE/Hope Through Housing
El Camino High School Food Pantry
Feeding San Diego
Jewish Family Service Hand-up Pantry
Hitzke Development
Kitchens for Good
Misadventure & Company
North County Sober Living
North County Food Bank
Oceanside Kitchen Collaborative
People Assisting the Homeless (PATH)
San Diego Food Bank
Special Delivery San Diego
Turning Point, Oceanside
Vista Balboa Crisis Center



121 San Diego growers and farmers donating 155,000 pounds of fruits and vegetables...

900 volunteers harvesting and delivering to support 331 produce recovery events...

10,000 volunteer program hours to enable the upcycling of 465,000 servings for San Diego County...

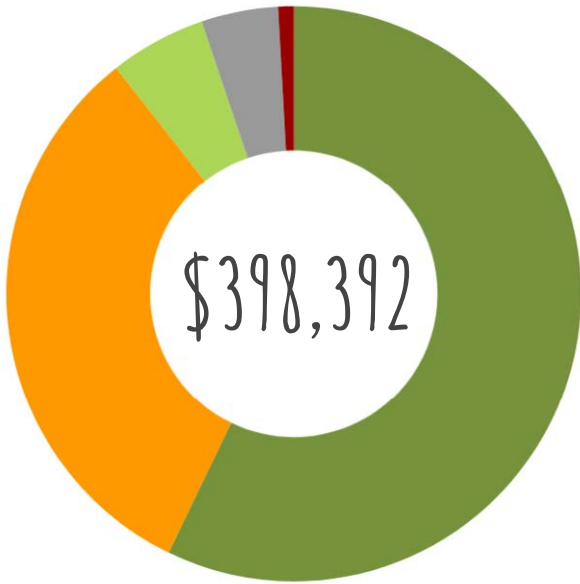
TOGETHER, WE ARE
REDUCING WASTE
AND HUNGER 52
WEEKS A YEAR!

21 Partners providing donated produce to benefit over 500,000 food-insecure San Diegans!



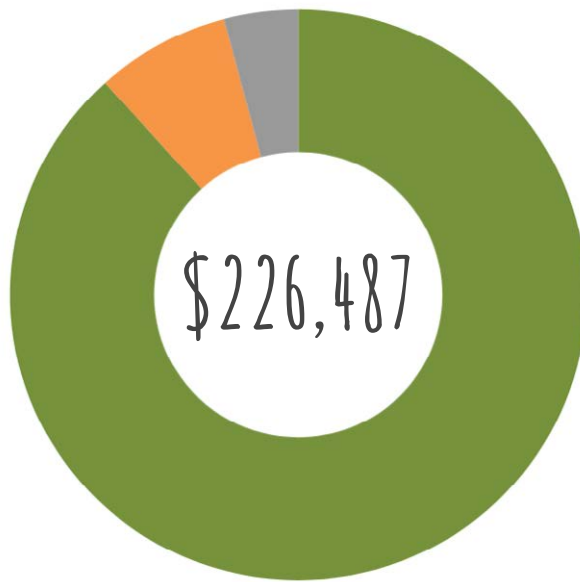
Financial Highlights

GIFT IN KIND
IS OUR
SUPERPOWER



REVENUE CATEGORIES

- Gift in Kind Contributions - 57.2%
- Private Contributions - 32.2%
- Government Contributions - 5.4%
- Corporate Contributions - 4.3%
- Produce Rescue Service Fees - .9%



EXPENSE CATEGORIES

- Program Services - 87%
- General Administration - 9%
- Fundraising - 4%



New Food Rescue Activities Make a Difference



84,500 LBS

256,500 SRVGS

Residential & Farm Produce Rescue

Our CropSwap Big Picks benefit growers with 800 or more pounds, but in 2018 we piloted **Quick Pick Services** for residents with only a few trees. As a result we added 15 additional rescue events and 5 receiving agencies, to upcycle an additional 10,362 fresh produce servings. We hope to scale this successful model in 2019 with city-based support. On April 12, our first annual Oceanside **GleanUp** (sponsored by CalRecycle and Waste Management) diverted 5,000 additional pounds of citrus from landfill. Over 80 volunteers gleaned and cleaned citrus and 20 Oceanside residents participated by dropping their citrus off at Lincoln Middle School or by having us pick it for them. Feeding San Diego and San Diego Food Bank distributed the produce. This model provides a sustainable community format that we hope to fund and scale in the future.



70,500 LBS

211,500 SRVGS

Farmers Market Produce Rescue

We opened our fourth farmers market in **Leucadia** in March 2018 and added 25,500 pounds | 76,500 servings to our total farmers market rescue for the year to our pounds goal. We also launched our **Organic Upcycling Job Training** pilot with Urban Corps of San Diego through a grant from SDG&E, which resulted in 12 individuals being trained in produce rescue activities. Our intention is to keep building skills, particularly for those from disadvantaged communities, in order expand our efforts to keep edible organics out of landfill and upcycled into the food supply.

Produce Rescue Education & Outreach

Community Orchard is the people-engine that drives all we do. Our first **Community Meet & Greet** event was in August at the home of Susan Algert, where attendees had the rare opportunity to hear stories directly from produce recipients, farmers and ProduceGood partners. This hosted event model is now an outreach standard. In October our **Appreciation** event held at Leichtag Commons gave us the opportunity to thank our 2018 Harvest Heroes—47 volunteers and 13 growers. The City of Oceanside also sponsored **Community Awareness** outreach to educate Oceanside residents about the importance of keeping organics out of landfill by sharing it with others.





Harvest Heroes

MOST VALUABLE HARVEST HEROES

Above and beyond the call of glean!

Timaree Nelson, Eric Swenson, Lisa Terranova, Tomoko Matsubayashi and Vann Parker



GREATEST NUMBER OF SERVICE HOURS

Orange Tier (10 or More Rescue Events)

Gilbert Acosta, Tiana Austel, Lucile Belley-Montfort, Antoine Montfort, Lucas Montfort, Awen Montfort, Sandra Dopierala, Maria Lai, M.S. Lai, Beth Stephens, Ross Stephens



GREATEST NUMBER OF POUNDS DONATED

Super Growers (5,000 Pounds or > Donated)

Farmers: Kawano Farms, Maciel Family Farms, Smit Farms, Divine Farms, Sweet Tree Farms

Citrus Growers: Scott Sharp, Richard Levine, and Holly Harms

ProduceGood 2018 Sponsors and Supporters

Corporations & Organizations

Boochcraft
Chua Chocolate
CSUSM
Datron
Deloitte
Ezoic
Fish 101
Gelato Love
Gelson's
Good Taste Farm
Hewlett Packard
Jimbos
Johnson Controls
Lazy Acres
Lucky Bolt
OptumRx
Sabra Foods
SDSU Nutrition Program (SNO)
Superfood & Company
Tacos Deluxe | Karl & The Hornets
Trader Joe
Turner Construction
UCSD
Urge Gastropub
Waste Management

Program and Alliance Partners

Alliance for Regional Solutions
Coastal Roots Farm
Green Oceanside
Harvest Crops
Hillcrest Farmers Market
Jewish Family Service, AmeriCorps
La Jolla Farmers Market
Leucadia Farmer Market
Livewell San Diego
North County Food Policy Council
Oceanside Kitchen Collaborative
Solana Beach Farmers Market
Hillcrest Farmers Market
San Diego Farmers & Market Vendors
San Diego Food System Alliance
San Diego Backyard Growers
Senior Gleaners
UCSD Extension

Government Grantors & Supporters

CalRecycle, State of CA
SD County Employees Charitable Org (CECO)
San Diego County Board of Supervisors
City of Oceanside

Private Donors

Alexandra White
Anthea Beletsis
Beatrice & Mennie Shushan
Beth O'Reardon
Betsy Hall
Bobby Edelman
Bonnie Hansel
Christina Kettler
Christine Oster
Christine Shore-Fitzgerald
Ciara Levine
Dan Sternau
Daniel Kettler
Datron Corporation
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Elizabeth Sheahan
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Eric Weaver
Eve Chartrand
Fiona Black Jackson
Ginger Hitzke
Heather Wood Ion
Inese Raisters
Jerilyn White
Jill Blocker
John Celms
John Roach
Judy & Joe Fitzgerald
Karen Barar
Karen Dooley-Blazeovich
Karen & Wayne Lindberg
Kathy Bidinger
Katie Skow
Keith Sweetman
Kirk Gilson
Kristen McCormack

Leichtag Foundation
Leslie Costi
Lindsay Crone
Margarita Cramer
Marjorie Dickinson
Mark Walker
Maureen Hoffman
Melissa Dow
Merle Lambeth
Nancy and John Simmons
Natalie Lara
Nita Kurmins Gilson
Pat Moore
Patricia Rusk
Peter Rasmussen
Rich Christensen
Ronald Eng
Ruth Keef
Ruth Mims
San Diego Foundation
Sarah and Jimmy Sleeper
Shawn Burger
Susan Algert
Spiro Psaltis
Tara Baxler
Tasha Kellett
Tressie Armstrong
Tiffany Sandholm
Tiffany Whipple
Tiana Austel
Trisha Long
Vann Parker

COMMUNITY
POWERED

PRODUCE
GOOD

Leadership and Organization Information

BOARD & ADVISORY MEMBERS

BOARD

Jerilyn White (Chair)

Community Director | Co-founder

Liz Sheahan (Vice President)

Vice President of Development, San Diego Food Bank

Christina Kettler (Secretary and Dev & Mktg Chair)

Brand Marketing Consultant

Ronald Eng (Data Chair)

Business Development Consultant

Caitlin Holleran

CPA and Senior Manager, Deloitte

Nita Kurmins Gilson (non voting)

ED of Programs & Outreach | Co-founder

Alexandra White (non voting)

ED of Strategy & Finance | Co-founder

ADVISORY

Jaime Hizole

Accounting

Margarita Cramer

Development



GUIDESTAR
PLATINUM

**PRODUCE
GOOD**

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