



# 2021 REPORT

Movement toward a nation of vibrant regional food systems

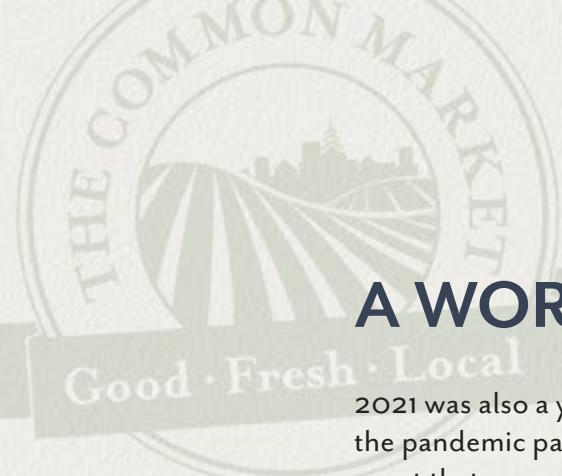


## 2021 REPORT

- 3 A word from our co-founders
- 4 The year in numbers
- 7 2021 impactful moments
- 8 Inside the Farm Impact Assessment
- 11 Partnership spotlights
- 17 2021 financials
- 18 Our team & board
- 19 Our supporters

*Community partners at Plantation Park Heights Urban Farm of Baltimore, MD received weekly deliveries of Farm-Fresh Boxes in 2021.*





## A WORD FROM OUR CO-FOUNDERS

2021 was also a year unmatched: the continuation of the pandemic paired with a severe, early winter weather event that caused devastating effects for our Texas farmers and friends. The challenges were immense, but our community was stronger. Together, we once again reinforced the critical nature and strength of our local food systems.

At the start of the year, we set out to move forward in three major focus areas with a goal of building community food resiliency in our regions.

- We aimed to **strengthen partnerships with anchor institutions**, guided by innovation and flexibility as COVID-19 continued to impact operations and supply chains.
- We set out to build **support for regional food systems** by creating additional market opportunities for producers that follow **regenerative practices**.
- We planned to advocate for policies that promote an **equitable and resilient food system** for all!

### **With your support, we made great progress.**

Together, we surpassed \$100 million in total economic impact in the communities where we work, we continued to warm hearts and bring nourishment to hundreds through our Farm-Fresh Box Program. We raised funds to fuel our Food Access Fund partnerships. We advocated for regional food systems to be included in emergency response and hunger relief efforts. We conceived of a new way to illustrate the good practices and progress of our sustainable, family farms (more details to come in 2022!). We moved forward in pursuit of bringing equity to the food system. And so much more.

Thank you for helping make this world a better place and moving us all toward a nation composed of vibrant regional food systems! We look forward to continuing the journey with you throughout 2022.

With gratitude,

***Haile Johnston and  
Tatiana Garcia-Granados**  
Co-founders, The Common Market*



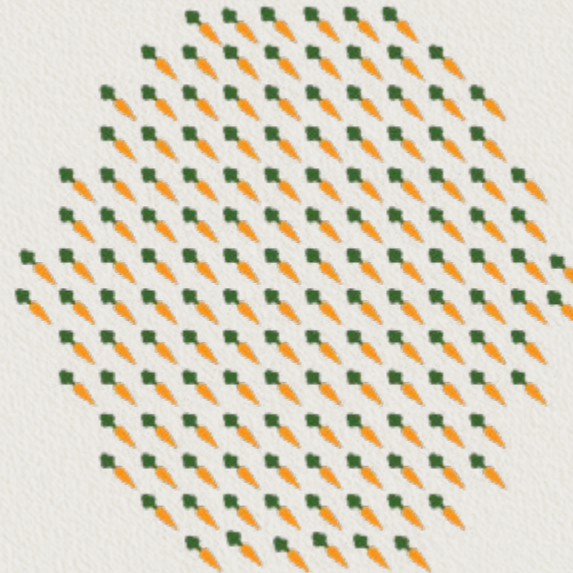
# THE YEAR IN NUMBERS



**4 regions**

Mid-Atlantic, Southeast, Texas...Great Lakes!

*We officially expanded our footprint into the **Great Lakes** region, with Chicago, IL acting as homebase.*



**144**

family farms supported



**15 million**

healthy meal equivalents  
distributed



**\$11,245,000**

invested in local economies  
through food purchases



**453,000**

Farm-Fresh Boxes  
distributed

2008 - 2021  
SINCE OUR FOUNDING

**\$100M+**

in direct investment  
in the communities we serve

*The Common Market  
Mid-Atlantic warehouse  
in Philadelphia, PA*

# 2021 IMPACTFUL MOMENTS



## MAY

Since the start of the pandemic, we distributed 1.1 million Farm-Fresh Boxes total throughout our communities.

## FEBRUARY

The Common Market partnered with **World Central Kitchen** to distribute 17,000 Farm-Fresh boxes to Texans following devastating winter storms. The partnership allowed us to source fruits and veggies from about a dozen farms across central and southeast Texas, including contributions from Houston refugee farming collective Plant It Forward Farms, Fresh Life Organics, and Gundermann Acres of Wharton County.



## AUGUST

The Common Market Texas, in partnership with the **Sustainable Food Center** and the **City of Austin's Office of Sustainability**, received a **USDA Farm to School** grant to increase the amount of fresh, healthy, local food available in Central Texas schools.



## OCTOBER

The Common Market is awarded a Local Food Promotion Program (LFPP) grant in the Southeast to expand our network of BIPOC farmers in the region and create viable market opportunities for them through institutional partnerships.



## OCTOBER

Welcomed our first on-the-ground team member in Chicago, IL, Eliana Pinilla, to explore possible partnerships throughout the Great Lakes region.

## OCTOBER

Kicked off "**Full Futures**" pilot in partnership with New Jersey's Camden City School District, Campbell Soup Company and other partners to foster a school nutrition environment that ensures all students are well-nourished and ready to thrive at school and in life.



## NOVEMBER

The Common Market Direct Farmer Loan Program gets approved.

## DECEMBER

Completed round 1 of Farm Impact Assessments for all producers across our regions, gaining helpful insights into their practices and progress.



## DECEMBER

Our communities raised more than \$20,000 to **Fill our Food Access Fund**, opening doors for our community partners to purchase healthy, local food.

# Inside the Farm Impact Assessment

At The Common Market, we believe that the transformation of our food system will require radical change to both the environmental and social systems in which food is grown. We foster relationships with farmers, ranchers, and producers positioned at the forefront of this movement—committed to creating a transparent, equitable, and resilient food system.

Fortunately, an increasing number of our partners in communities and at anchor institutions value transparency. They want to know where their food was grown, who grew it, that the farmworkers were fairly compensated, that animals were raised with care, and that the environment was improved in the process.

And they are not stopping there. Our customers are setting goals relating to those fundamental questions, aligning their values with their purchasing, evolving to meet the demand of their constituents and of the climate.

Our Farm Impact Assessment—created in partnership with some of the country’s top leading agricultural scientists, with guidance from our farmers and customers—focuses on four key Impact Categories: **local economies, community health, animal welfare, and environmental sustainability**: some of the values our partners care about most.

## KEY INSIGHTS

### DISTANCE



#### Locally-sourced:

**50%** of our suppliers are within **100 miles** of our warehouses

**90%** of our suppliers are within **300 miles**

#### Why does this matter?

Food grown, purchased, and distributed within our own region:

- stimulates local economies
- creates jobs for our families
- and drives revenue within our communities.

Plus, local food packs **high flavor and high nutrients**. Most produce loses 30% of its freshness within three days of harvest. We pick up from our farms often and as close to harvest as possible.

*Note: Questions posed to our supply chain partners within our assessment are not mandatory. Data reflected in these Insights represent percentages based on the number of supply chain partners that answered that particular question.*



Beyond supply chain due diligence and vetting, the assessment creates a baseline for progress and brings greater transparency to our supply chain partner's practices for customers interested in the impact of their dollars.

In just under 50 questions, the assessment lifts up areas such as **ownership structure, location, water conservation, soil health, biodiversity, clean food labels, workers rights** and more.

By December 2021, The Common Market used the assessment to understand its active grower network deeply, gaining a look behind the hood of their practices and potential for progress. We are eager to continue organizing the findings and establish more opportunities for our farmers, ranchers, and producers who are doing the work to create a cleaner, fairer food system for us all.

*The assessment creates a baseline for progress and brings greater transparency to our supply chain partner's practices for customers interested in the impact of their dollars.*

## KEY INSIGHTS

### LEADERSHIP



#### Minority-led

Around **30%** of our supply chain partners note that **50-100%** of their leadership positions are held by **minority leaders**.

#### *Why does this matter?*

Black farmers and other minority communities have experienced decades of racial discrimination, impacting their livelihoods, farming legacies, and more. The Common Market is actively growing its relationships with farmers of color and partners looking to make commitments to them—to bring about change, to restore and bring equity to the food system.

*Above: Addis Bugg, Bugg Farm, Pine Mountain, GA*



#### Women-led

About **58% of leadership positions** in our supply chain partners are held by women.

#### *Why does this matter?*

Women play a critical role in food systems. But their contributions are historically overlooked. Largely, they have less access to productive assets compared to male counterparts. Reserving contracting and purchasing dollars for women-led operations translates to an investment in economic empowerment for women, gender parity, and local economic activity.

*Above: Shakera Raygoza of Terra Preta Farm, Edinburg, TX*



**“Partnering with The Common Market gives us the ability to serve fresh, local, and much-needed produce in a low-access community like Camden. We served more than 2.7 million meals during the pandemic with the help of Common Market’s produce boxes.”**

“Not only did they provide resources to sustain the health of our children, they also provided nutritious and beautiful produce that encouraged families to continue to participate in our food distributions. We thank The Common Market for helping us grow roots in nutrition education, and ultimately supporting healthier outcomes for our school communities.”

**Arlethia Brown**

*Senior Director of Nutrition  
Camden City School District*





PARTNERSHIP SPOTLIGHT

## RWJBarnabas Health

New Jersey

### Hospitals serve as community anchors, in and out of crisis

The Social Impact & Community Investment team at **RWJBarnabas Health** of New Jersey long had goals to create a farm-to-table model for their hospital community—creating viable markets for farmers, while increasing access to healthy foods for their patients, staff, and local community. The team recognized nutritious food access as a social determinant of health, and the vital role anchor institutions, like healthcare networks, played in fostering good health among the community at large. When COVID-19 hit, they saw the need for the model quickly rise to the top as issues tied to food distribution and access to healthy food were elevated.

In 2021, the health network invested \$100,000 in The Common Market Farm-Fresh Boxes, including fresh, local produce, freshly baked bread, eggs, and yogurt, and distribution to nearly 75 community organizations, across 18 municipalities throughout the state. Partners and volunteers at Jersey Cares helped ensure boxes made their way to individuals with greatest need.

**Barbara Mintz**, RWJBarnabas Health’s Senior Vice President of Social Impact & Community Investment, said the partnership with The Common Market was mission-aligned, noting synergies around their guiding pillars: food security, access to care and services, health education and literacy, local workforce development and the support of local businesses, particularly those that are minority, veteran or woman-owned.

Though, in the height of COVID, Mintz highlighted The Common Market’s ability to manage distributions as the most critical component to their ability to provide care.

**“The Common Market was the bridge between the farmer and the end result: the distribution of healthy food to those in most need.”**

The partnership with The Common Market and RWJBarnabas Health has continued into 2022.



*Communities served since the partnership began*

**74** organizations and **18** municipalities from Jersey City to Toms River, NJ

#### 2021 IMPACT

**54,800** lbs. of food distributed

**65,760** healthy meal equivalents

**3,470** Farm-Fresh Boxes

**17** family farms supported

*Pictured: Fresh Life Organic, Rosharon, TX*





PARTNERSHIP SPOTLIGHT

## Northwest Assistance Ministries

Harris County, Texas

### Making fresh, healthy food accessible for Texas communities in need through the Food Access Fund

**Northwest Assistance Ministries** (NAM), a Harris County, Texas-based nonprofit and multi-program social service agency, connected with The Common Market in early summer 2021 by way of Harris County's Healthy Food Financing Initiative. Its decision to partner soon evolved into a strong commitment to purchasing and providing its community fresh, local food (including Farm-Fresh Boxes, organic chicken from Greener Pastures Chicken, Elgin, TX, and ground pork and beef from Augustus Ranch, Yoakum, TX). The decision was undeniably well received among the community of recipients.

*“We have received great feedback from our families and seniors on the quality and freshness of the food. It has made a huge difference.”*

NAM's nonprofit status and mission make them eligible candidates for The Common Market's **Food Access Fund**—a discount that affords qualifying partners the opportunity to purchase food at cost, expanding food budgets and incentivizing local, healthy food purchases.

By winter 2021, NAM expanded the partnership to not only serve its food pantry clients, but seniors, too, through its Meals on Wheels programming.

“Fresh produce is something our seniors don't get all the time. It's expensive, but it adds more nutritional value to their diets,” said Grace Jackson, NAM's Director of Senior Services. “And our seniors are homebound, but most times they are not going to the store themselves, so for us to be able to bring that box of produce is wonderful. Our seniors are very grateful and appreciative of the fresh produce that NAM can provide.”



#### 2021 IMPACT

**141,570** lbs. of food distributed

**117,975** healthy meal equivalents

**31,307** students, individuals, families & seniors served

**9,685** Farm-Fresh boxes distributed

**24** communities served

**26** family farms supported

***“We are grateful for the relationships that The Common Market creates, the delicious produce it offers our students, and the community resilience that it supports.”***

***Abigail Pierce***  
*Food Corp Service Member  
Jackson County Public Schools*

*The Common Market Southeast sourced more than 9,000 pounds of local food to Jackson County Schools in 2021, including collard greens.*





## PARTNERSHIP SPOTLIGHT

# Hoover City Schools, Jackson County School District

Hoover, Alabama & Jefferson, Georgia

## The Common Market Southeast meets the needs of farmers and area public schools

When Alabama growers at J. Calvert Farms and S&J Produce Farms had a bounty of extra berries in May 2021, and in desperate need of an outlet, The Common Market stepped up. In partnership with Sweet Grown Alabama, Alabama Department of Agriculture and Industries (ADAI), Alabama Farm to School, and Food Hub AL, our Southeast chapter played the critical role in distribution, connecting **Hoover City Schools** and **Mountain Brook School District** with the beautiful local fruit.

The contract with the City of Hoover translated to 1,000 gallons of strawberries delivered weekly for 3-4 weeks from Alabama farms to 16 schools within the district.

That fall 2021, The Common Market Southeast formed a new partnership with **Jackson County Schools**, a Jefferson, Georgia-based district that participated in the Fresh Fruit and Vegetable Program, a grant designed for elementary schools with a high percentage of students who are eligible for free or reduced-price meals.

In accordance with the program, the schools' local orders included apples, oranges and bagged and chopped collard greens.

"Whenever I am in the cafeterias on days when we are serving Common Market produce, I hear positive feedback from students, teachers and cafeteria staff on the delicious taste and I am proudly able to tell them: "Those apples came from B.J. Reece orchard in North Georgia!" shared the schools' Food Corp Service Member, Abigail Pierce.

Pierce also explained that the partnership allowed them to streamline its ordering process, connecting its school to various farmers with ease.

"We are grateful for the relationships that The Common Market creates, the delicious produce it offers our students, and the community resilience that it supports," they continued.



### 2021 IMPACT

#### HOOVER SCHOOL DISTRICT

**12,200** lbs. of food distributed

**15** school sites served

**2** Family farms supported

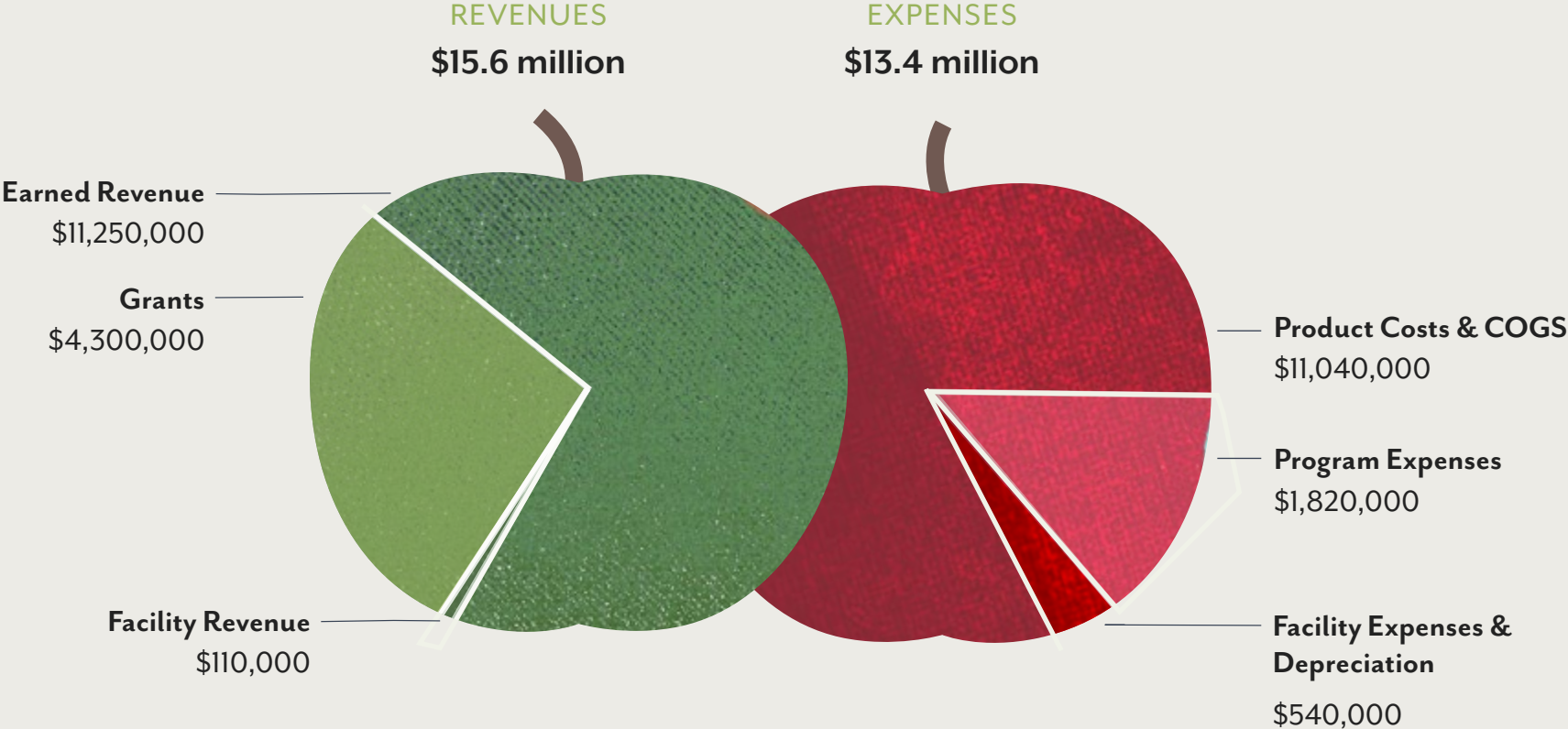
#### JACKSON COUNTY SCHOOLS

**9,342** lbs. of food distributed

**11** school sites served

**4** Family farms supported

# 2021 FINANCIALS







# Our Leadership

## STAFF LEADERSHIP

**Tatiana Garcia-Granados** | Co-founder  
**Haile Johnston** | Co-founder  
**Margaret Smith** | Executive Director, Texas  
**Rachel Terry** | National Partnerships Director  
**Bill Green** | Executive Director, Southeast  
**Sanjay Kharod** | Development Director  
**Neil Ringer** | Operations Director  
**Eliana Pinilla** | Director of Partnerships, Great Lakes

## BOARD OF DIRECTORS

### COMMONS

Cristina Hug, *Goldman, Sachs & Co.*  
 Madeline Rotman, *Imperfect Foods*  
 TJ Moen, *Texas Municipal Retirement System*  
 Kate Fitzgerald, *Fitzgerald-Canepa, LLC*  
 Clayton Mitchell, *Thomas Jefferson University, Jefferson Health*  
 Kristopher Marx, *Farm Ferments*  
 Andrea Smith, *Janney Montgomery Scott LLC*  
 Erica Burnette, *Wisestaff, LLC*

### MID-ATLANTIC

Warren DeShields, *Bridgeton Board of Education*  
 Steve Frecon, *Frecon Farms*  
 Lea Howe, *DC Greens*  
 Diana McCarthy, *Noodle*  
 Andre N. McMillan, *University of Delaware*

Carla J. Snyder, *The Pennsylvania State University*  
 Demetrica Todd-Ruiz, *Todd Law Office, LLC*  
 \*Erica Walther  
 \*Justin Rosenberg, *Honeygrow*  
 \*Porter Bush, *Sanctuary Farm Philadelphia*  
 \*Reco Owens, *Neighborhood Progress Fund*

### SOUTHEAST

Taylor Clark, *Milo's Tea Company*  
 Caree Cotwright, *University of Georgia*  
 Darrah Gist, *The Gist Marketing & Communications*  
 Wesley Myrick, *Fuse Corp.*  
 Michael Roberts, *Athens Land Trust*  
 Ian Stribling, *Universe Software*  
 Lenny Scranton, *Morrison Healthcare*  
 Ken Smith, *The Univ. of Tennessee, Knoxville*  
 \*Cicely Garrett, *Cicely Garrett Consulting*  
 \*Robin Chanin, *Global Growers Network*  
 \*Suzanne Girdner, *Georgia Organics*

### TEXAS

Evan Driscoll, *Kitchen Table Consultants*  
 Harold Dutton III, *Harris County Public Health*  
 Anneliese Tanner, *Chef Ann Foundation*  
 Megan Hoag, *City of Houston's Food Insecurity Board*  
 Robert Maggiani, *National Center for Appropriate Technology*  
 Samuel Newman, *Little Red Box Grocery*

\*Transitioned off Board in 2021.

Top: The Common Market co-founder Haile Johnston in **Food for Good: A Vision for Philadelphia**

Bottom: Margaret Smith, Executive Director of The Common Market Texas, in *Texas Department of Agriculture's Farm to School feature*

# The Common Market Team



# Our Supporters

## Thank you to our funding and donor partners.

The Common Market is grateful to all of the individuals, corporations, foundations and government partners that supported our work in 2021. Their investments yielded progress in **regenerative agriculture** and the mitigation of **climate change**, fueled our **Food Access Fund**—affording our food access partners the opportunity to purchase healthy foods at cost—strengthened our **infrastructure**, supported our **teams**, brought life to our **partnerships** within institutions, and advanced our mission in countless ways—all in pursuit of the health and wealth of all people.

*We thank you.*

### 11th Hour Project

American Heart Association –  
Bernard J. Tyson Impact Fund

Anonymous Donors

Ballard-Spahr LLP

Builders Initiative

Campbell Soup Foundation

EDA

EIGHT Beer

Fidelity Investments

Goldman Sachs

H.P. Cadwallader Inc.

Harris County Healthy Food Financing Initiative

The Kresge Foundation

Kroger Company Foundation

Leo & Peggy Pierce Foundation

Methodist Healthcare Ministries

Michael & Susan Dell Foundation

Neubauer Family Foundation

Patrick J. McGovern Foundation

RWJBarnabas Health

Sprouts Healthy Communities Foundation

Still Water Foundation

USDA

Wilbur & Hilda Glenn Foundation

William Josef Foundation

W.K. Kellogg Foundation



On behalf of our sustainable, family farms, food access partners, and teams,  
thank you for supporting The Common Market in 2021!

Let's stay in touch:

THE COMMON MARKET MID-ATLANTIC

428 East Erie Avenue | Philadelphia, PA 19134

[midatlantic@thecommonmarket.org](mailto:midatlantic@thecommonmarket.org)

THE COMMON MARKET SOUTHEAST

1050 Oakleigh Drive | East Point, GA 30344

[southeast@thecommonmarket.org](mailto:southeast@thecommonmarket.org)

THE COMMON MARKET TEXAS

2121 Gulf Central Drive | Houston, TX 77023

[texas@thecommonmarket.org](mailto:texas@thecommonmarket.org)

THE COMMON MARKET GREAT LAKES

[greatlakes@thecommonmarket.org](mailto:greatlakes@thecommonmarket.org)

[www.thecommonmarket.org](http://www.thecommonmarket.org)