

THE GOOD ACRE ANNUAL REPORT 2022

ROOTED

IN AN EQUITABLE FOOD FUTURE



THE GOOD ACRE
FOOD + COMMUNITY



Locally Grown

FRESH

3/4 BU.



- MARKET DEVELOPMENT
- SUSTAINING MARKETS



FRESH PROD



LEAFF

UCE OF U.S.A.



product of
MINNESOTA

PRODUCE



UCE



LETTER FROM THE
Executive Director

In many ways, 2022 felt like a shift—from the crisis-response that marked the first two years of the pandemic to looking toward what comes next.

As we have seen in the multiple crises of COVID, climate change, and systemic racism, we know that we have a once-in-a-generation opportunity to build a better food system. This year has been our most impactful yet, and proof that the work of building a resilient food system is not just possible, but it is happening now.

Our success is measured by the impact we have on the lives of farmers. We are proud to have spent over \$1.4 million with Hmong, Black, and other Farmers of Color in 2022 alone. We have seen firsthand how fair market prices, access to larger markets, and Grower Support assistance have enabled our farmers to flourish. By supporting their growth and economic well-being, we are proud to be part of paving the way for building generational wealth and lasting change.

We remain grounded in our values and committed to centering and listening to the voices of our diverse partners and farmers and recognizing the historical context that has led to systemic inequities in our food system. Through our programs and services we are working to break down barriers, provide resources, and create meaningful market opportunities for BIPOC farmers and food entrepreneurs.

Thank you for being part of our journey. Together, we can put healthy food on every table, uplift our farmers, and create a more just and resilient food system.



With gratitude,
Theresa

Theresa McCormick, Executive Director

ROOTED IN A GROWTH MINDSET



Farmers &
Food Producers



Wholesale Buyers
Farm Share Members
LEAFF Partners

ECONOMIC AND COMMUNITY DEVELOPMENT

To create a food system that works for everyone The Good Acre must work differently. This means:

- Centering and listening to the voices of Hmong, Black, and other Farmers of Color
- Leading where we are best positioned
- Advocating for system-wide change
- Investing in the intersections: Reducing replication and developing partnerships with community-based organizations where appropriate

Food Builds Community Wealth

According to the USDA's Local Food Impact Calculator, for every dollar spent with local farmers and food producers, \$1.62 is generated in economic activity.

MISSION

We connect and strengthen farmers, food makers, and communities through good food.



“Working with The Good Acre taught us what it means to source from local growers. We prioritize creating sustainable markets and paying market rate prices for high-quality meal box ingredients that support the local food economy.”

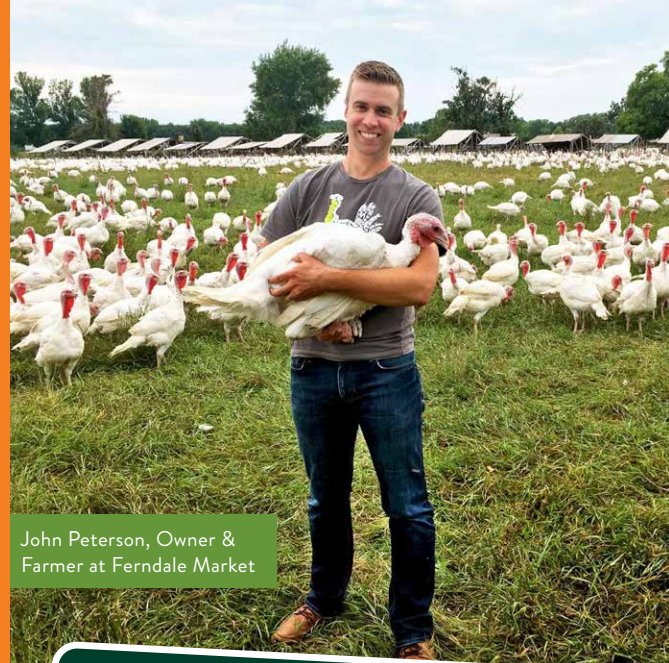
TERESE HILL

Engagement Manager, Fairview Health Services

DEEPLY ROOTED IMPACT

This winter our wholesale program focused on value-added foods available in our online order portal all year-round. Items like MinnTofu, Ferndale Market turkey, Thousand Hills grass-fed beef, R&R Cultivation mushrooms, You Betcha Fermentcha ferments, Farmers Hen House eggs, and Perennial Pantry Kernza flour are all local purchases that can bolster our regional food system, even in the depths of winter.

21% of total purchasing (\$371,155) was for meat, egg, dairy, and value added items.



John Peterson, Owner & Farmer at Ferndale Market

2022 PURCHASING *by the numbers*

\$1,780,076
in total purchasing

\$1,408,921
in total produce purchased

132 FARMERS & FOOD PRODUCERS
we sourced food from

87% OF PRODUCE
sourced from BIPOC farmers

57 FARMS
sold us \$5K+ in produce

35 FARMS
sold us \$10K+ in produce

30 FARMS
sold us \$15K+ in produce
(vs. 15 farms in 2020)

60 FARM VISITS
May–November

93 DIFFERENT
produce and food items sold



Produce 79%
Meat/Eggs/Dairy 18%
Value Added 3%

Hunger Relief 70%
College & Corporate Food Service 21%
K–12 6%
Other 3%



We purchased over 35,000 pounds of green beans in 2022. That's just shy of 1.1 million hand picked green beans that moved through our food hub last year.

PLANTING THE SEEDS OF TRANSFORMATION

WHO WE ARE

The Good Acre is the largest nonprofit food hub in Minnesota. We play a critical role in creating market access for farmers in our region. 2022 was our most impactful year yet, with \$1.7 million of local food purchased from over 130 local farmers and makers through our food hub. With one-on-one grower support services to local produce farmers, connections to wholesale markets that pay an equitable price to farmers, and affordable shared-use kitchen rental, we realize our mission—to connect and strengthen farmers, food makers, and communities through good food.

OUR FOCUS

This year we sourced from more farmers than ever, which means more deliveries! In 2022 our warehouse team managed an estimated 2,200+ receiving events. Receiving can include supporting growers with invoicing, reviewing future orders, and getting the latest news about challenges back on the farm. From there our team sorts, aggregates, stores, and prepare orders for shipping. Getting food to our warehouse is only part of the story, our warehouse doors are truly where the rubber meets the road.



ADVANCEMENT OF HMONG AMERICANS

With a goal of gaining better insight into how partnering with The Good Acre has impacted our farm partners' businesses and how we can continue to improve programs, we partnered with Advancement of Hmong Americans (AHA) to facilitate focus group sessions with over 60 farm partners in the fall of 2022. Here are some of the findings and direct quotes from those conversations:

- Farmers want to improve their product quality and are interested in receiving technical assistance.
- Farmers want in-person, hands-on training. This includes program onboarding when farmers first join TGA programs.
- All participants are appreciative of the partnership opportunities TGA have provided them.

“As a new farmer, they [TGA] took 95% of my crops. It was a good experience. If I was not in LEAFF, I would have lost most of my crops.”

“I’m excited about the potential and appreciate the opportunity. Even though, my participation was little, I see others and that shows me the potential to manifest.”

Yer Vang,
Kia Moua Farm



ROOTING FOR CHANGE

The Good Acre’s Local Emergency Assistance Farmer Fund, LEAFF, began in 2020 to help small-scale emerging farmers survive the loss of their typical markets due to the pandemic. Since then, the program has become a new market access channel that is accessible, useful, and responsive to the unique needs of emerging farmers.

Over the course of three years, 88 emerging farmers have participated in the program, resulting in the purchase of more than \$784,000 worth of produce from these farms and the distribution of over 435,000 pounds of local produce to hunger-relief partners.

EDUCATION TO MARKET ACCESS

A hallmark of LEAFF is that we reduce as many barriers as possible to succeed. The program allows us to provide education around wholesale logistics without having to reject deliveries, while still paying farmers a fair price. We offer farmers in the program:

- Language assistance for non-English speakers
- Training in wholesale produce standards
- Flexible delivery options
- In-person, on-farm technical assistance
- Guarantee to purchase up to \$5,000 of their produce

GRANT SPOTLIGHT

In 2022, the McKnight Foundation provided \$100,000 in general operating support through the Vibrant and Equitable Communities program. We appreciate their leadership in transforming our food system by promoting economic mobility for local farmers. Ramsey/Washington Recycling & Energy continued their support of the LEAFF program for a third season, investing \$40,000 to purchase surplus food. This partnership successfully diverted nearly 24,000 pounds of food to hunger relief organizations, mitigating food waste.

LEAFF

2022 BY THE NUMBERS



\$250,000

in funding from the State of Minnesota through the passage of HF 3420



65 FARMERS

in the program, \$5,000 cap per farm



181,820 LBS

of food donated to hunger relief partners



\$304,726

Paid to farmers June–October



462 DELIVERIES

from farmers June–October



98% OF FARMERS

said LEAFF allowed them to reduce or eliminate the amount of wasted produce on their farms.



96% OF FARMERS

Want to continue selling to TGA, 88% want to see the amount they can sell to LEAFF increased.



FARM SHARES

GROWING TOWARDS A SUSTAINABLE FOOD FUTURE

Our farm share program is a great example of how we strive to put our mission into action—connecting farmers, food makers, and communities through good food.

Through all of our farm share offerings, we used the collective buying power of 620 members to purchase over \$200,000 in produce. Nearly 70% of that produce came from Hmong, Black, and other Farmers of Color. Our add-ons and specialty boxes helped generate an extra \$54,000 in sales with local value-added food producers, including some of the entrepreneurs who rent our shared-use kitchen.

Farm Share Calendar



WHAT'S IN A BOX?



Off-Season

Enjoy the bounty Minnesotan farmers and food makers have to offer! From storage crops to locally-made treats, there's plenty of delicious food available even in the depths of winter. Our off-season sampler members will receive four curated themed boxes in February, March, April, and May.



Full Season Share

Get your share of the Minnesota growing season which lasts 18 weeks, June through October. We'll provide you with over 70 varieties of produce items from our network of local sustainable farmers, and the option to add on items like eggs, bread, fruit, and more.



Harvest Share

A smaller sized share with five to six items per week. It is designed to give one or two veggie lovers a share in the bounty of Minnesota's delicious fall harvest season. The share begins in mid-August and continues for 11 weeks.



Late Season Share

You can still eat local after the growing season is done! Four boxes of late season storage crops spread over the months of November and December. Expect a mix of hearty items like carrots, onions, squash, apples, and dried beans as well as hoop-house grown items like kale, microgreens, and spinach.

620

Farm Share members

\$6,600

in 'Pay What You Can' scholarships

\$204,300

total produce purchased for members

66%

of farm share produce comes from BIPOC farmers

87 VARIETIES

of produce in member boxes

\$54K

from add-ons & specialty boxes

“We loved the education in your newsletters and also learned a lot about properly storing produce from the veggie checklist included. Simply couldn't be happier to have access to your farm share and support the amazing work of your team and local BIPOC farmers.”

2022 FARM SHARE MEMBER

“The grant allowed us to get this produce to feed our family.”

2022 SCHOLARSHIP RECIPIENT

GRASSROOT EFFORTS

SHARED-USE KITCHEN

We support food entrepreneurs by providing stable, well-run, clean kitchen space at fair market rates. Our kitchen space and support staff help food entrepreneurs take their businesses to the next level.

22 ENTREPRENEURS

currently renting

2,200+ HOURS

booked in our kitchen

Businesses include:



VOCUL

Culinary professionals have an opportunity to shape a regional food system that values nutrition, the environment, and our local economy. Our paid vocational culinary training program for individuals facing barriers to meaningful employment. 19 individuals from two cohorts graduated in 2022.

2 COHORTS

graduated in 2022

36 GRADUATES

since the program started in 2020

“I believe this program is more than training. The inclusion of nutrition and plant-based foods have influenced the way I feed myself and my family.”

2022 VOCUL STUDENT



MOVIN' ON UP

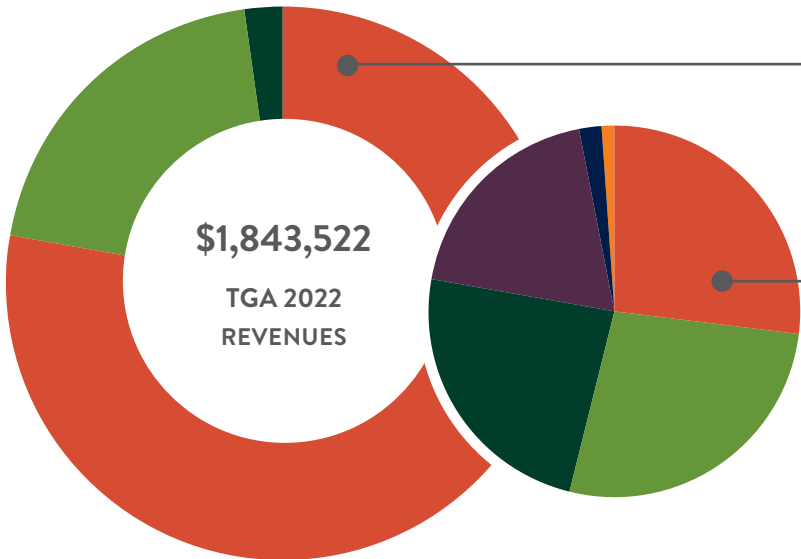
In July 2023, culinary education programming will be moved to Healthy Roots Institute (HRI) led by Chef Lachelle Cunningham. Chef Lachelle created the Vocational Culinary training program (VoCul) and successfully graduated four cohorts since 2020.

Both HRI and The Good Acre share a common goal of fostering an equitable local food system. Going forward, HRI will be our primary partner for culinary training, focusing on scratch cooking with locally-sourced, seasonal ingredients. For further details on this transition, please visit our blog.



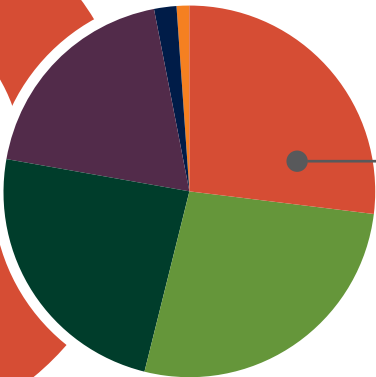
2022 FINANCIALS

ROOTS OF OUR LABORS



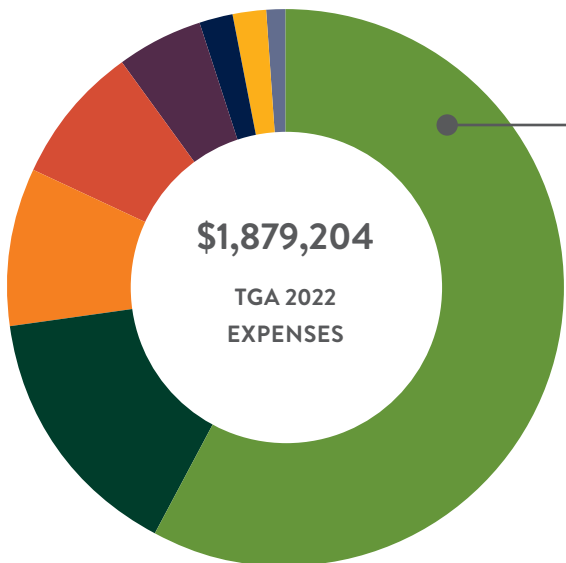
TGA 2022 REVENUES

- Foundation and Grants **\$1,423,500** (78%)
- Program Revenue **\$374,522** (20%)
- Individual Donations **\$45,500** (2%)



PROGRAM REVENUE BREAKDOWN

- Wholesale **\$101,156** (27%)
- Kitchen **\$102,000** (27%)
- Farm Share **\$90,366** (24%)
- Warehousing **\$70,000** (19%)
- Other **\$7,000** (2%)
- Farm Supplies **\$4,000** (1%)



TGA 2022 EXPENSES

- Personnel **\$1,088,599** (58%)
- Program Costs (Services) **\$283,130** (15%)
- Facilities Expense **\$173,480** (9%)
- Donated Produce **\$150,000** (8%)
- Other Expenses **\$99,875** (5%)
- Equipment Maintenance **\$38,300** (2%)
- Program Costs (Supplies) **\$37,820** (2%)
- Grants Awarded **\$8,000** (1%)

GROWING CONNECTIONS



DEAD OF WINTER DINING

February 25, 2022

Attendees received meals prepared by Chowgirls Catering and gift boxes curated by Beyond Words Co. Over 70 people tuned into our conversation with Chef Yia Vang, from Union Hmong Kitchen, and over 90 people helped us raise \$20,698.37! These funds will allow us to continue our work in creating an equitable and resilient local food system.



SEASON KICK-OFF

June 21, 2022

TGA kicked-off the start of summer in our warehouse with Lt. Governor Peggy Flanagan, Representative Samantha Vang, MN Department of Agriculture Commissioner Thom Petersen, hunger relief partners, wholesale buyers, and community members who support our work. We gave tours, enjoyed locally sourced bites from Beth Dooley's Kitchen, and heard from a few guest speakers.



FARM SHARE PARTY

October 7, 2022

The 2022 full season share celebration was just down the road from TGA, at Gibbs Farm. Members wrote thank you notes to farmers, enjoyed a meal catered by our Culinary Education Manager, Lachelle Cunningham, and toured the beautiful prairie on a walk led by Gibbs Farm staff.



GIVE TO THE MAX DAY

Minnesota's largest giving holiday, Give to the Max Day, took place Thursday, November 17, 2022. Thanks to 92 individuals, and a dollar for dollar match provided by our board of directors and Land O'Lakes, we smashed our \$15,000 goal and raised a total of \$25,004.22! These funds will help us continue working toward a food future that is equitable, secure, and delicious for all.

In the spirit of food and community, we hosted an open house event on Give to the Max Day, which piqued the interest of Star Tribune reporter Kelly Smith. She featured our fundraiser in her two-part story covering the goals and the outcomes of the day. Thank you to all who came out to give, tour, and enjoy locally sourced sips and snacks.



MINNESOTANS STILL GIVING TO THE MAX

By KELLY SMITH • kelly.smith@startribune.com

Minnesotans on Thursday gave more money to charities and causes on Give to the Max Day than they did before the COVID-19 pandemic prompted unprecedented levels of generosity. Donors contributed more than \$32 million to nonprofits and schools across the state in the 14th annual collective online fundraiser, known as Minnesota's annual "giving holiday." As of Thursday evening, before the final tally came in at midnight, the amount of donations had fallen short of last year's record-breaking \$34 million, but had far surpassed the \$21.6 million given in 2010 and the \$20.4 million collected in 2020.

Nonprofits across the state made their pitch to donors Thursday for support in the 14th annual event

erosity has been elevated," said Jake Blumberg, executive director of GiveMN, which runs the fundraiser. "Give to the Max Day still continues to be one of the largest grassroots fundraising events of its kind in the country."

Nationally, donations have dropped from historically high levels of giving during the pandemic, but remained higher than pre-pandemic. This year, more donors may be struggling financially amid global high inflation, while others are likely returning to pre-pandemic spending on travel and dining out, shifting their dollars away from philanthropy.

While Give to the Max Day is pegged as a 24-hour fundraiser, its final total included all

Keep in touch
WITH THE GOOD ACRE

Sign up for our e-newsletter to get updates from us about our programs, volunteer opportunities, and the amazing work happening in our local food community.

Scan QR Code to sign-up.



COME VISIT US!

Open Monday–Friday: 8am–4pm

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