



Growing OUR MISSION

Annual Report 2021



THE GOOD ACRE
FOOD + COMMUNITY

*For growth to
be sustainable,
it must be supported
with infrastructure.*



2021 –
The year that we pushed forward,
**advancing our mission as our
programs not only thrived,
but expanded.**

In 2021, our partnerships were strengthened, allowing more produce than ever to come through our food hub, ending up in places and communities we couldn't have imagined when we first opened our doors six years ago.

Growth doesn't come without its challenges. Farmers in our region suffered through a prolonged drought during the summer of 2021. The pandemic waxed and waned, postponing the return to in-person gathering that we all hoped for. Despite these setbacks, we were able to recover from many of the losses of the previous year. Through tremendous support from our partners and the community at large, albeit virtual, our team was able to stay nimble and respond to our community in the ways we are best equipped. Once again, there was a great need for healthy, locally grown food. We continued to contribute by connecting people to food grown by a talented network of diverse farmers.

I have been fortunate to have been with The Good Acre since its inception in 2014. Through the visionary leadership of the Pohlad Family we were able to touch many lives and make steps in building a more equitable food system. As I close out my time at The Good Acre, I look forward to following the new Executive Director as she guides a tremendous group of hard working, dedicated staff to new horizons and a healthier community.



Take care all,
Rhys Williams, Executive Director

A handwritten signature in black ink, appearing to read 'Rhys'.

Cover: Rachel Pike, Warehouse Assistant, receiving a produce delivery from farmer Wa Kou Hang.

Left: Elizabeth Montacinos of Santa Rosa Farm unloading cases of sweet corn.



*Welcome Theresa –
Our New Executive Director*

Following a national search, Theresa McCormick was appointed as our new Executive Director in February 2022. McCormick spent nearly a decade working at Second Harvest Heartland, most recently as their Director of Programs and Healthcare Partnerships. During her time there she led initiatives to increase access and connect food-insecure patients to nutritious food and education to improve health.

Board President, Megan Morgan led the search committee and is confident about McCormick taking the reins. She said “Theresa is a proven leader with experience in nonprofit fundraising, program development, and operations. She sees collaboration and partnerships as the key to creating meaningful and lasting change.”

“I’m honored to join this fabulous team and community and to be a part of building a food system that values and uplifts people — from growers to eaters — and creates lasting change so our food system works for everyone.”

THERESA MCCORMICK
Executive Director

Growing OUR PROGRAMS

Developing Our Capabilities

Firmly rooted in the growth stage of our organizational life cycle, 2021 was a year where we focused on standardizing and deepening programs to meet the needs of our stakeholders, and formalizing our processes to endure. Our growth was matched by our organizational capacity. We had the space, the staff, and the equipment needed to move over **\$1.2 million dollars worth of local food** in and out of our food hub, aggregated from over 120 local farmers and food makers.



4,800 SQUARE FEET
of warehouse floor space



3 LOADING BAYS
for convenient access



45,000 CUBIC FEET
of cold storage



18 FOOT
box truck



4,600 CUBIC FEET
of freezer storage



12 FOOT
refrigerated van



800 SQUARE FOOT
kitchen

“Our partnership with The Good Acre provided us a different avenue to navigate the supply chain disruptions that we were experiencing this year. We depended on The Good Acre to provide locally sourced nutritious food for our school meal program.”

JAYME ANDERSON

Assistant Director of Child Nutrition, Prior Lake–Savage Area Schools

Buying Local = Supply Chain Resilience

From hunger relief providers to hospitals, K-12 schools to higher education foodservice operations — institutions are discovering that buying local food has many perks. Among them, is tapping into a resilient supply chain, fresh produce, and happy customers.

The pandemic’s disruption of our largely consolidated food system made it all the more clear that farmers and consumers alike can benefit from short supply chain food distribution models. And working with an aggregator can further mitigate risk, allowing our wholesale team to pool from other growers to fulfill customer orders.



Delivery Driver, Hana Tanberg, loading up the van.

Farm Share Calendar



Farm Share

The pandemic fueled a rush for local food and safer ways to shop. As that need continued in 2021, we increased our number of farm shares for a third year in a row. We also expanded our farm share offerings by adding a new spring off-season share.

Farm shares offer a short, locally based supply chain with 83 cents on each dollar going back to farmers. Our farm share members are a core element of how we build community around food.

Despite a record drought, our farmers delivered. Some highlights of the 2021 farm share season include:

540 FULL SEASON share members

21 FARMERS contracted

85% OF FARMERS are BIPOC

87 PRODUCE VARIETIES were grown

103 LATE SEASON share members

5,103 LBS OF TOMATOES purchased in 2021

\$90K FROM ADD-ONS into the local food system



“The farm share has inspired me to buy more local products and consider ethical practices more often.”

FARM SHARE MEMBER





Expanding OUR HORIZONS

Aerial view of Dawn 2 Dusk Farm and Kilimo MN
courtesy of Second Harvest Heartland.

LEAFF: *Local Emergency Assistance Farmer Fund*

Building Skills. Growing Opportunities.

What started as a way to ensure farmers had a market for their fresh produce when the summer of 2020 caused disruptions, has grown into a collaborative effort to create a stable wholesale market with minimal barriers to entry specifically for farmers of color. This program has a proven track record of helping emerging farmers learn new skills and expand their wholesale markets beyond LEAFF. It has the added benefit of bringing fresh produce to communities in need across the state with help from our partners like The Food Group and Loaves and Fishes.



Nao Xiong delivering produce for LEAFF.

During the growing season, funds from LEAFF are used to purchase produce at fair prices from emerging farmers and 100% of the food is donated to hunger relief partners serving the Twin Cities and Greater Minnesota.

Participants who joined LEAFF in 2020 sold over \$350,000 in produce into The Good Acre's other wholesale channels in 2021, because of skills learned from their participation in the LEAFF program.

2021

40 farms
\$4,500 cap per farm
\$178,980 in food purchases
105,060 pounds

2020

47 farms
\$7,500 cap per farm
\$301,100 in food purchases
148,930 pounds

“Culturally connected foods have the ability to make people feel seen, welcome and known. The fresh, local, culturally connected foods we’ve received from LEAFF have made such a positive difference to food shelf participants throughout the Twin Cities.”

SOPHIA LENARZ-COY
Executive Director, The Food Group

VoCul: Building Skills. Changing Lives.

On a sweltering July day, we kicked off the second cohort of our Vocational Culinary Training program, VoCul. Because our shared-use kitchen was bustling with makers, this cohort found a new home at the Eat for Equity Catering kitchen in Minneapolis' Longfellow neighborhood. This culinary training program focuses on growing farm to school champions through hands-on training and a curriculum that includes lessons on seasonality and our local food system.

We had over 30 applicants for 12 spots in our 10-week program, which is followed by an internship in a partnering foodservice kitchen. VoCul is unique in that it includes financial support for program participants, including a weekly stipend, childcare and transportation reimbursements. This ensures the program is more equitable and creates a positive learning environment for students of diverse backgrounds and identities.

“People participating in this program would not have been as diverse if it wasn't for these extra supports. Regardless of economic status, ethnicity or age, it really did allow everybody to participate.”

COHORT 2 PARTICIPANT

Following online and in-person culinary training, participants move onto the internship phase of the program, gaining hands-on experience and skills that can only be learned in an active kitchen environment.

Thank you to our program partners:

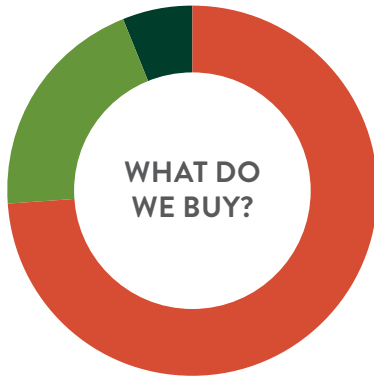


Top: Tia Hernandez working on a scratch made vinaigrette.

Bottom: Chef Orko Eloheim helping a VoCul student with a lab assignment.

Evolving OUR MISSION

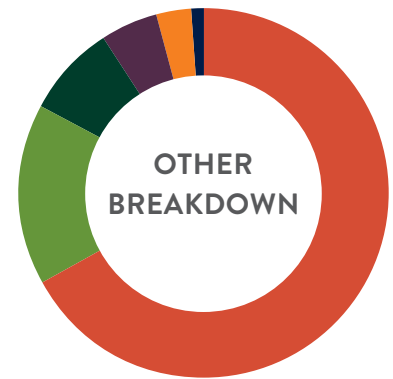
\$1,210,379 TGA 2021 Total Purchasing



Produce 74%
Meat/Eggs/Dairy 20%
Value Added 6%



Hunger Relief 72%
College & Corporate Food Service 17%
Other 11%



Farm to School 67%
Retail 16%
Healthcare 8%
Restaurants 5%
Makers 3%
Caterers 1%

Growing Markets for Farmers Through Wholesale

Our wholesale team invests the time and resources necessary to build reliable markets focused on trust, fair prices, and mutual respect for the farmers who grow and make our food. While hunger relief was a large part of our wholesale business in 2021, a highlight of our year was establishing a relationship with the Seward Co-op, an organization that shares our commitment to building a more equitable and inclusive food system.

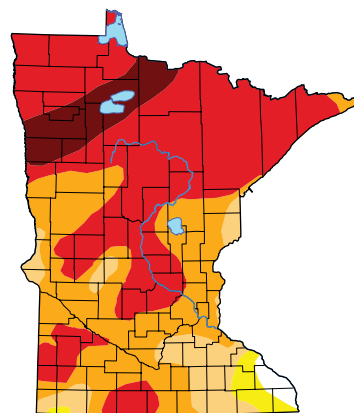
Rising costs. Changing climate.

From seeds and fertilizer to fuel and wax boxes, farmers are dealing with increased prices as a fallout of the pandemic. Climate related uncertainties, like severe drought conditions, are also exacerbating inequities for farmers who don't own their own land and don't have access to well water or irrigation. For many of our partner farmers, crop insurance or government-sponsored drought relief funds are difficult to obtain because reduced yields and increased costs of production can be challenging to document.

These disruptions built up over the course of many months, but because we contract with our farmers at the beginning of the year — our prices remained stable. We recognize the ripple effect that supply chain and climate impacts have on the cost of food, making the need for an equitable and resilient local food system all the more urgent.

“Seward Co-op believes in supporting a strong local food system and The Good Acre plays a direct role in connecting small, local farmers to the Twin Cities food community.”

NATALIA MENDEZ
Marketing Specialist, Seward Community Co-op



U.S. Drought Monitor
Minnesota
August 24, 2021
(Released Thursday, Aug. 26, 2021)
Valid 8 a.m. EDT

Intensity:
None
D0 Abnormally Dry
D1 Moderate Drought
D2 Severe Drought
D3 Extreme Drought
D4 Exceptional Drought



droughtmonitor.unl.edu

Author:
Curtis Riganti
National Drought Mitigation Center

Courtesy: National Drought Mitigation Center, University of Nebraska



Native Hmong speaker, Xiong Thao, has been an asset in supporting an increasing number of Hmong farmers. Since joining our team as Farm Program Specialist in May 2021, Xiong's work administering and receiving produce for our LEAFF program has given him greater insight into the farmers who are newest to working with us. These initial connections are vital to advancing larger wholesale opportunities within the program.

Finding New Ways to Help

2021 was a year to refine and build upon the lessons of the previous year for our Grower Support Program. With a rapidly expanding wholesale operation, providing support to a growing number of farmers compelled us to think of new ways of doing things. Offering technical assistance to BIPOC growers, especially those who were a part of the Second Harvest Heartland partnership, became a core focus. From hands-on assistance out in the field, to checking county zoning regulations for erecting hoop house structures, we help address the challenges that farmers are facing in real time.



Yee Moua, owner of Healthy Greens Farm in Farmington, MN.

Renting vs Owning

As we expand our network of partner farmers, we encounter more farmers who own their own land. It's easy to think that land ownership is the end all be all, but we know that it is not a panacea. Without a robust business model that can weather different scenarios, it's difficult to advance a farm business. The level of support needed for new land owners can be higher than when they are renting, especially if there is a language barrier. From permits to taxes, the financial and business literacy involved in going from being a renter to an owner is significant. Hands-on assistance in these areas is a highlight of the support we are able to provide.

“As long as there are people who want to make their living by coaxing food from the soil, we need to be there to give them a hand, provide a market, and treat them with dignity and respect.”

DAVID VAN EECKHOUT

Farm Program Director

Grant Spotlight

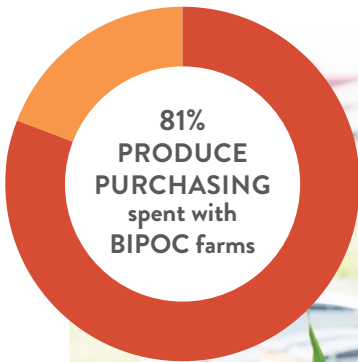
Vegetable Farm Business Management Pilot Program

Many farm programs, from FSA loan opportunities to Risk Management Agency crop insurance programs, remain out of reach of many specialty crop growers, particularly those from underserved communities. Many times the impetus for a farmer to initiate good financial practices is based on a request from a lender or other financial professional. If you are a farmer who has not had access to outside funding, you may have never gotten in the habit of developing sound financial practices or lack consistent financial data. In 2021 we received a subaward of \$100,000 from the The University of Minnesota's USDA Extension Risk Management Education grant program to expand the availability of financial technical assistance to small-scale, produce farmers. With partners at the Hmong American Partnership and the Latino Economic Development Center, these funds are being used to assess and assist a cohort of 20 small, local specialty crop producers with their financial record keeping, with at least 50% of them representing communities of color.

Building NEW BRIDGES

Supporting Racial Equity in Local Food Purchasing

Farming in Minnesota is overwhelmingly white, BIPOC individuals make up only 1.5% of farmers, own 0.5% farms by acre, yet make up 20% of the state's population. When we talk about equity in the food system, it is clear that there are significant disparities to overcome. Our focus on providing technical assistance, infrastructure, and market access with minimal barriers are all ways we support farmers of color, so that they can achieve equitable representation.



Alex Montacinos delivering produce to Andrea Eger with Shared Ground Co-op.

Food is Medicine

Our reputation for aggregating produce from diverse farmers caught the attention of Project Well, a digital health company that matches health plan members with high-quality healthful nutrition interventions. Project Well had been working with Second Harvest Heartland and Blue Cross Blue Shield of Minnesota to offer a first-of-its-kind dietary support pilot program for high-risk BIPOC pregnant women and their families. By partnering with us to provide bundles of fresh, culturally relevant crops to nearly 50 participants, Project Well is studying the impact of comprehensive dietary support on maternal and infant health outcomes.

Project Well

Terms Explained

BIPOC

BIPOC stands for Black, Indigenous, People of Color. People of Color represent the many Asian and Hispanic farmers that make our food system so vibrant. Primarily, we work with farmers of Hmong descent. The Hmong are indigenous people from Southwest China, Vietnam, Laos, Thailand, and Myanmar. The Twin Cities metropolitan area is home to the largest Hmong population in the country.

Emerging Farmer

This term reflects the diversity and intersectionality of farmers, and the way that barriers affect multiple communities at the same time. “Emerging” refers to something that is starting to exist, or something which is just beginning to be noticed. In this regard, emerging farmers encompass both those individuals who are entirely new to farming, as well as those individuals who have been farming for generations but were outside the scope of traditional state and Federal agricultural support programs including women, veterans, persons with disabilities, American Indian or Alaskan Native, and members of communities of color.



Second Harvest Heartland

It's hard to overstate the importance that hunger relief now plays in our wholesale programming. 2021 was the first year in a three year partnership with Second Harvest Heartland. As part of their commitment to closing the hunger divide, we embarked on a partnership where we contracted with 25 BIPOC growers to provide nearly \$350,000 worth of produce from June through November.

The Hunger Divide

Today, 1 in 10 people in Minnesota experience food insecurity. Within that statistic are Black, Hispanic, Asian, and Indigenous Minnesotans who are twice as likely as white Minnesotans to experience food insecurity. Second Harvest is taking an active role in confronting and addressing both the hunger divide and the root causes of food insecurity. Some of the ways they are doing this include:

- Delivering more food directly to communities of color
- Offering a larger variety of culturally connected foods
- Supporting farms owned and run by people of color

As an aggregator of small farm produce, The Good Acre is able to help Second Harvest to source food from many farmers of color through one order, one delivery, and one invoice.

“Our focus through this partnership is to end hunger through how and where we source food, rather than focus on how we distribute food.”

HEIDI COE

Produce Strategy Manager, Second Harvest Heartland



Top: Farm Program Director David Van Eeckhout checking on crops with Moses Momanyi of Dawn 2 Dusk Farm.

Bottom: Wholesale Manager, Steve Young-Burns, and Second Harvest Heartland CEO, Allison O'Toole walking through fields with Yee Moua at the end of the growing season.

\$324,579

Total produce purchased

198,765 lbs

Total produce delivered



Onions



Zucchini



Tomatoes



Carrots



Bell Peppers

Top 10 Produce Items for Second Harvest



Sweet Potato
Leaves



Jalapenos



Radishes



Snap Beans



Okra

Broadening OUR REACH

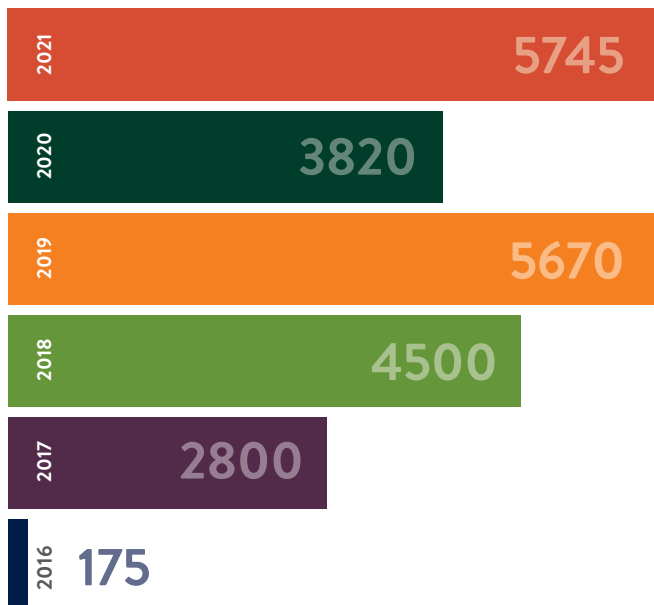


Nalini Metha, owner of Route to India making her puffed lotus snack, Yoga Pops in the TGA kitchen.

Shared Use Kitchen

Food businesses had to be agile in jumping many hurdles in 2021, from increased food costs, to supply chain disruptions, our kitchen renters preserved. We ended the year on a high note, with total booked kitchen time higher than it was prior to the pandemic. A few highlights...

Maker Hours in Kitchen



17 ACTIVE BUSINESSES
used the kitchen on average

25 MAKER BUSINESSES
used the kitchen in total

\$7,135 MONTHLY REVENUE
on average

14 NEW BUSINESSES
onboarded

80% NEW BUSINESSES
are still active

Expanding Our Role as a Resource Hub and Connector

So You Want to Start a Food Business Series

Starting a CPG food business is a challenging endeavor. Figuring out what to do and where to start can be overwhelming. We saw the need for accessible and relevant information tailored to food makers in our community, so we partnered with AURI, a nonprofit whose mission is to help Minnesota food and ag businesses bring their ideas to reality. The workshops were designed to give small consumer packaged food businesses the education, support, and connection to resources they need to thrive as they begin their journey into the world of food business entrepreneurship. Over 60 participants signed up for our workshops:



- Finding Your Value Proposition
- Creating a One-Page Business Plan & Licensing 101
- Understanding Pricing and Optimizing Costs
- Social Media for Food Businesses 101

Our participants said:

“I found the workshop to be incredibly helpful, approachable, and engaging. I appreciated the expertise of the facilitators and I learned from interacting with the other participants through their questions and share-outs. I would definitely recommend!”

“Practical and useful tools are a game changer for folks like me who are just starting out.”

“Very helpful to clarify and learn from others in the same industry who have navigated some of these paths already.”



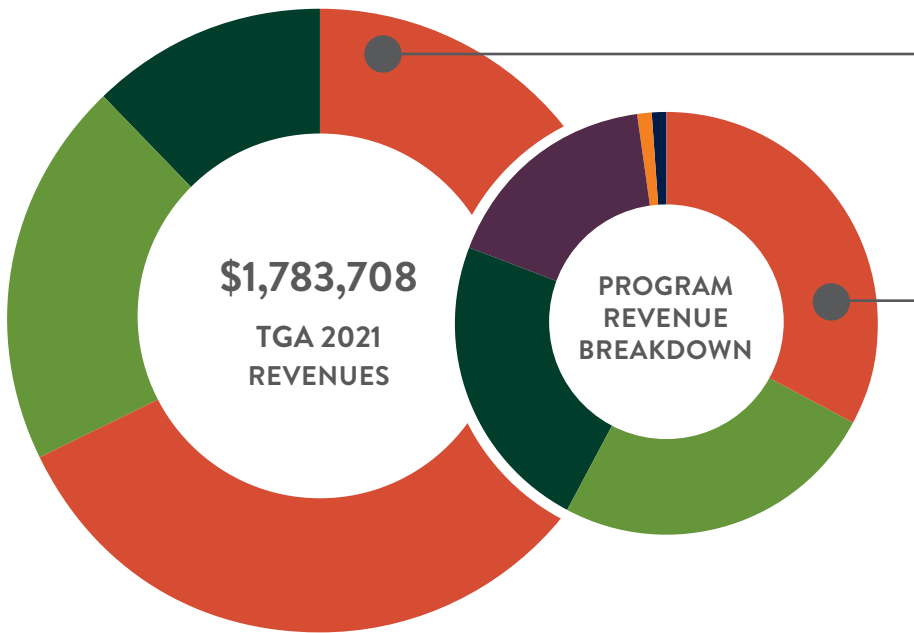
CPG stands for consumer packaged goods. These are items used daily by average consumers that require routine replacement or replenishment, such as the locally sourced fermented hot sauces made by TGA kitchen renter, Lost Capital Foods.

Your Business is Only as Stable as Your Kitchen

In 2021 we received over 300 inquiries into the use of our kitchen. That's almost one every day. While not every inquiry came from a food business suited for our space, we're building a reputation as a stable, responsive, well run, clean kitchen that people want to work out of.



Raising THE BAR



TGA 2021 REVENUES

Foundation and Grants \$1,201,694 (68%)

Program Revenue \$372,014 (20%)

Individual Donations \$210,000 (12%)

PROGRAM REVENUE BREAKDOWN

Wholesale \$123,968 (33%)

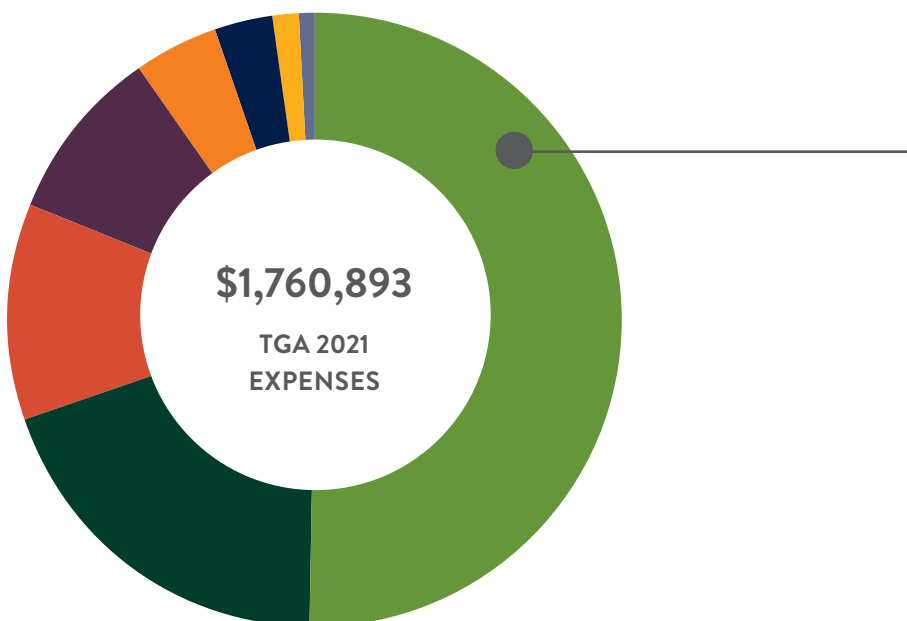
Kitchen \$96,000 (25%)

Farm Share \$83,486 (23%)

Warehousing \$63,000 (17%)

Farm Supplies \$3,000 (1%)

Other \$2,560 (1%)



TGA 2021 EXPENSES

Personnel \$887,103 (50%)

Program Costs (Services) \$342,942 (20%)

Donated Produce \$201,200 (11%)

Other Expenses \$160,871 (9%)

Facilities Expense \$77,100 (4%)

Equipment Maintenance \$53,870 (3%)

Program Costs (Supplies) \$27,807 (2%)

Grants Awarded \$10,000 (1%)

Facility Contracts

In 2021 we shared our space with two warehouse tenants. Shared Ground Farmers Co-op, an organization that creates economic opportunities for Latinx farmers, and the Twin Cities Flower Exchange, whose mission is to support the local floral community while inspiring creativity.



TWIN CITIES
FLOWER
Exchange



Thank You

We wouldn't have been able to accomplish all we set out to do in 2021 without the support of so many.

Our volunteers logged nearly 1,400 hours in our garden and warehouse this year, and share our passion for building a resilient and equitable food system. Many of them have been with us since we opened our doors in 2015. We are a better organization because of their dedication, friendship, and hard work.

“I love volunteering at The Good Acre because I believe in their mission of strengthening farmers, food makers and communities through good food. I'm proud to assist an organization that has so many powerful, competent women making it run smoothly!”

TERE HAAS
Volunteer

Our staff, although physically distant most of the year, showed up for our community in new ways. We listened to identify where help was needed and offered the kind of support we wish we had when we were in their shoes, as a farmer, food maker, or aspiring culinary professional.

Thank you farm share members and wholesale buyers, your desire to improve our local food system with thoughtful purchasing has fueled our growth to new heights. Because of your belief in our food hub, we're helping to expand market access to an increasing number of farmers each and every year. Thank you for your trust, patience, and support.

Food is at the heart of what we do. Our community of kitchen renters are running food businesses that make our local food system vibrant and delicious. And to our VoCul participants, thank you for inspiring us with your hope and aspirations for a career in culinary arts. We see you, we celebrate you, and we are honored to cook alongside you.

To our donors, philanthropy partners, and board of directors, your investments and guidance give us the opportunity not just to dream big, but actually achieve dreams we would not have thought possible when we opened our doors. Thank you for helping us create a space that fosters growth and embraces change.

Whether we are offering a helping hand out in the field, assisting with offloading cases of fresh produce in the warehouse, or empowering a new chef to use local ingredients, our work always has, and always will, center the farmer.



Long term volunteers Tere Haas, Karen Sorenson, and Claudia Powers helping to pack green beans for the farm share with Right Track Intern, Hsaw Reh.



THE GOOD ACRE

FOOD + COMMUNITY

THEGOODACRE.ORG