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
Hiztke 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

IM Servings and counting...

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...

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

Together, we are reducing waste and hunger 52 weeks a year!
Financial Highlights

**Revenue Categories**
- Gift in Kind Contributions - 57.2%
- Private Contributions - 32.2%
- Government Contributions - 5.4%
- Corporate Contributions - 4.3%
- Produce Rescue Service Fees - 0.9%

**Expense Categories**
- Program Services - 87%
- General Administration - 9%
- Fundraising - 4%
New Food Rescue Activities Make a Difference

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.

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
- Chuao Chocolate
- CSUSM
- Datron
- Deloitte
- Ezoic
- Fish 101
- Gelato Love
- Gelson’s
- Good Taste Farm
- Hewlitt 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 Contraction
- UCSD
- Urge Gastropub
- Waste Management

**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
- Clara Levine
- Dan Sternau
- Daniel Kettler
- Datron Corporation
- David Trautman
- Diana Litzenberg
- Elizabeth Sheahan
- Elizabeth Seitz
- 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-Blazevich
- Karen & Wayne Lindberg
- Kathy Biderman
- Katie Skow
- Keith Sweetman
- Kirk Gilson
- Kristen McCormack

**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

**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 Baxter
- Tasha Kellett
- Tressie Armstrong
- Tiffany Sandholm
- Tiffany Whipple
- Tiana Austel
- Trisha Long
- Vann Parker
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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