ProduceGood is building 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.
THE FRUITS OF OUR LABOR

What a GREAT year we had in 2021 at PRODUCE GOOD

246,110 Pounds Rescued

123 TONS diverted from landfill

738,000 Servings of Fresh Produce to San Diegans who lack access to healthy foods

61 metric tons of greenhouse gas emissions avoided = 25,246 gallons of gas

1. 2021
Thank You Growers, Farmers, Jimbo’s

Thank you to our 350 Backyard Growers and Farmers

Backyards:
Most Pounds - Mike Vezie - 7,197 lbs | 21,591 svgs
Most Picks - Lynn Phillips - 12 picks - 4,876 lbs | 14,628 svgs
Most Pounds Self-picked - Freddie Harmon (15 picks) - 4,880 lbs | 14,640 svgs

Farms & Fields:
Most Pounds: Farmers Market - Kawano Family Farms - 13,670 lbs | 41,010 svgs
Most Pounds: Citrus Orchard - Pardee - 14,118 lbs (6 picks) | 42,354 svgs
New Farmer All-Star - Alfonso Martinez - 1,568 lbs | 4,704 svgs

Jimbo’s is our very first grocery partner. From their Carlsbad and Escondido stores, we rescued 12,090 lbs.
FINANCIALS

**Revenue by Category**
- Governmental Grants
- Individual Donations
- Community Support
- Corporate Dollars
- Program Services
- Donated Produce

$683,252

**Expenses by Category**
- Program Operations
- General Administration
- Fundraising

$533,574
GROWING WHERE WE’RE PLANTED

Crop Circle City Partners Keep Produce Out of Landfills
Contracts with Oceanside, Escondido, Encinitas

Fresh Produce To Families in San Marcos (2022 Completion)
COVID Relief Grant through the City of San Marcos

Upcycle to Feed W/Urban Corps & One Kitchen Collaborative
CalRecycle 2019-2022 Food Waste Prevention & Rescue Grant

Produce Recovery Equipment & Community Event Support
San Diego County Supervisors NRP and CEP: Districts 3, 4 & 5

Feed the Need in San Diego County Food Deserts (2022 Completion)
NBC Innovation, JEM Project, Kroger Foods Zero Waste-Zero Hunger, San Diego Foundation, Hunger Relief Grant, SDG&E Environmental Champions

13 Tons
3,225 Svgs
51 Tons
45,915 Svgs
91,700 Meals
Crop Circle City Partners

Oceanside
One Kitchen Collaborative 🌳
Hope Through Housing - Multiple 🌳
Mission San Luis Rey Food Pantry
Paige’s Pantry
Plant People Community 🌳
Lived Experiences
North County LGBTQ Resource Center

Escondido
The Foundry Church
Salvation Army
Interfaith Community Services
The Fellowship Center
Hope Through Housing - Multiple 🌳

Encinitas
Community Resource Center 🌳
St. Andrews Church 🌳
St. John’s Church

Thank you for nourishing 90,000 San Diegans with 117,000 meals

Monthly Bounty/Market Share Partner
FRUITFUL GIVING

EVERGREEN ORCHARD

$30,000 Giving Level
The Hunter-Wellborn Family
The Hervey Family
Kirk Gilson

GOLDEN VALENCIA

$10,000 Giving Level
Angela & Sonia Steinway
Roger & Brenda Cole

BLUEBERRY BOUNTY

$5,000 Giving Level
Patricia Moore & Helmut Kiffman
Carol & Vann Parker
Carole & Jerry Turk Family
Harbaugh Foundation

PLUM HARVEST

$2,500 Giving Level
Claire & Michael Taubbee
Maxine Hesse
Anthea & Gary Beletsis
Maureen Verduyn
Ronald Eng & Emilie Yanagi
Pietro Rotundi Family
Alexandra White & Mark Picard
Nita Kurmins Gilson
Jerilyn & Clarke White
Caitlin & John Holleran
Margaret & Paul Citron
Jerilyn & Clarke White

ORANGE BLOSSOM

$1,000 Giving Level
Beatrice Shushan
Benjamin Weiss
Ruth Simon
Julia Rogers
Laura McIver
Mimi Plouf
Christine Shore-Fitzgerald
Jim Putnam
Roger Johnson
Karen & Eddie Lare
Steve & Kathleen Hollenbeck
Beverly Goodness
Cynthia & Larry Fields
Trisha Lansing

KEY LIME

Up to $1,000 Giving Level
Ron Edelman
Cynthia Acree
Mary Sue Brookshire
Ken Ware
David Trautman
Jennifer Simons
Lizbeth Ecke
Darlene Morris
Holly Hoffman
Karen Lare
Beverly Goodman
Lee Hahn
Judy Randall
Wendy Darling
Jaclyn Mayer
William Probert
Danny Christian
Melissa Gonzalez
John Thompson
Holly Campanozzi

Diane Wong
Sara Westermann
Lisa and Charles Russell
Elizabeth Deroulet
Tomoko Matsubayashi
Jo Ann Ross
Ramez Bishara
Merle Lambeth
Shane Stahl
Della Cole
Molly Lam
Karla Rowen
Chris Frederick
Molly Stratton
Christi White
Hillan Family
Heather Gorgua
Kelly O’Hara
David Huynh
Debbie Cabanas
Hillan Family

Melanie Wester
Connie & Richard Unger
Jonathan Light
Max Johnson
Keely Picard
Morgan Justice-Black
Phyllis McClure
John Sandahl
Hillary Haskell
Cliff Piscatelli
Denise & Paul Fejtik
Marjorie Mitchell
Stacey White & Martin Katzmann
Jamie Rowe
Carolyn Montgomery
Noah Grassi
Julie Miller
Daniel Weider
Charlie Hammel
DJ Summers
Jay Evarts

Monthly and/or Quarterly Recurring Donations
Sponsors & Donors
San Diego Gas & Electric
US Bank
Portfolio Recovery Associates
North County Realtor Caravan
Jimbo’s Wooden Nickel Program
Solana Beach Eco Rotary
Pioneer Church
Bonduelle
Carlsbad High Noon Rotary
Hampton Roads Foundation

First Pick, VAP & Special Partnerships
San Diego Gas & Electric
Rancho Valencia Resort & Spa
Gelato Love (VAP)
Misadventure & Company (VAP)

In-Kind Supporters
Jimbo’s Naturally
Lazy Acres
Gelato Love
Misadventure & Company
Solana Beach Eco Rotary
The Leichtag Hive
Rancho Valencia Resort & Spa
Leichtag Foundation
Alway Designs

Grant Makers
SDG&E Environmental Champions
City of San Marcos Covid Relief
CalRecycle
SD County Supervisors - Districts 3, 4 and 5
NBC Project Innovation
JEM Project
Kroger Zero Waste - Zero Hunger
San Diego Foundation Covid Relief Fund
MANY THANKS TO OUR...
Board, Advisory, Staff & Fruitful Service Providers

BOARD
Steve Hollenbeck (President)
Jerilyn White (Past President)
Ronald Eng (Vice President)
Caitlin Holleran (Treasurer)
Angela Steinway (Secretary)
Claire Taulbee
Derrick Robinson
Navi Parmar
Makana Rowen
Morgan Justice-Black
Nita Kurmins Gilson (Non-voting)
Alexandra White (Non voting)

ADVISORY
Maxine Hesse
Trisha Long

STAFF
Alexandra White, Co-Founder, Co-ED
Nita Kurmins Gilson, Co-Founder, Co-ED
Kaitlyn Cole, Community Orchard Program Lead
Dominique Dashwood, Upcycler Program Lead

SERVICE PROVIDERS
Tomoko Matsubayashi, Photography & Web Support
Nathan Wauthier, Bookkeeping Services
Ramez Bishara, Videography Services
Munger & Associates CPA Services
It Takes a Community to ProduceGood!

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