

GROWING FOR GOOD



2025 IMPACT REPORT

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GFG Program Team: Rachel, Olivia, Ella, & Joey

LETTER FROM THE TEAM

Growing for Good (GFG) came together during a time of crisis, forming within weeks as an emergency response to COVID-19. What began as a rapid intervention has since blossomed into a long-term, community-powered model for strengthening Washington's local food system.

Since our very first delivery—mushrooms from Sno-Valley Mushrooms to the Rainier Valley Food Bank on April 17, 2020—community donations have contributed \$995,000 to local farms. These funds have enabled more than 375,000 pounds of fresh, locally grown food to hunger relief organizations (HROs) across the greater Seattle area.

GFG was founded upon three core pillars: **Farmer Centered, Community Focused, People Funded**. These principles continue to guide our work today. Farmers receive predictable payments and upfront capital, while HROs gain access to fresh, culturally relevant food. Community donations make this system reliable, flexible, and creative.

2025 markets a major shift in GFG's story.

With the loss of Local Food Purchase Assistance (LFPA) funding, farms and HROs faced a sudden gap in support. GFG stepped up to stabilize the system, making 2025 our biggest year yet: \$200,000 went to farms in the spring, and more than 69,000 pounds of food was delivered to HROs throughout the year.

The end of 2025 however, brought even greater upheaval—government shutdowns, devastating floods in Western Washington, and rising community need. Because GFG is people funded, we were able to respond immediately. We sent out \$83,500 in late-season support, helping HROs serve more clients and providing critical income for farms. This rapid response demonstrates exactly why GFG exists: to keep local food moving when other systems falter.

Today, reoccurring donations and register round-ups at PCC Community Markets sustain our work and the farmers and HROs who feed our region. The program itself reflects the same collaborative spirit that fuels it. GFG is not an individual nonprofit, but a collaboration between Seattle Neighborhood Farmers Markets, Harvest Against Hunger, and PCC.

Together—with your support—we ensure that GFG's purchasing contracts strengthen relationships and reinvest in our local economy. Our efforts uphold our belief that growers deserve reliable, living wages, and that the people served by HROs deserve dignity and choice.

Thank you for being a part of this collective movement. We're honored to continue this work and celebrate the impact we are making together.

**The Growing for Good Program Team,
Rachel, Olivia, Ella, and Joey**

2025 IN REVIEW

The Context

Going into 2025, farms and HROs expected a particularly challenging year. Between cuts to SNAP and the elimination of the Local Food Purchase Assistance (LFPA) program, farms lost a critical income stream and HROs saw a rise in client visits, all the while having less resources to meet the growing need.

The Response

While Growing For Good cannot replace institutional or government grants, the program has proven itself as a predictable source of funding that participants can rely on year after year. In its sixth year of operation, GFG increased its total food purchasing budget by over 20%, sending out **\$200,000** in contracts between farms and HROs.

The Impact

The increase in total food purchasing funding allowed GFG to bring in new participants while also increasing contract amounts for current participants. This enabled partnered farms and HROs to maintain and deepen their relationships. Farms have learned what food the clients at their partner HROs desire, and factor that into their crop planning. Meanwhile, HROs regularly featured their farm partners in media campaigns and in-person events, highlighting how essential and impactful local food purchasing is for feeding their communities. While the funds allocated through GFG contracts are integral to both the farms' and HROs' operations, it is the transformational relationships they form that sustains the program.



COMMUNITY CONNECTION

Strengthening Connections: 2025 Food Systems Roundtable

In January 2025, we hosted our second Food Systems Roundtable at Hopelink in Redmond. The event brought together over 65 farmers and HRO staff to connect and navigate the loss of COVID-era funding.

The day included a Mobile Market tour and panel discussions featuring farmers and HRO leaders. Attendees also participated in advocacy roundtables, discussing policy priorities and barriers such as farmland access, labor shortages, and lack of infrastructure such as cold storage and transportation. Key takeaways from the event were later shared with participants and policymakers to amplify attendee voices and inform program development.

Expanding Community Awareness

A continued focus throughout the year for GFG was to expand our community engagement efforts. Throughout the year, our team conducted outreach at farmers markets, PCC Community Markets, the Folklife Festival and provided signage for farmers and HROs to share about their participation in GFG.

Building Resiliency: GFG Honored with the Green Globe Award

In June 2025, GFG was honored to receive the "Leader in Local Food Economy" Green Globe Award, King County's highest honor for environmental stewardship. The award recognized GFG's contributions towards building resilient, sustainable and equitable communities.



Farmer Centered

Bringing in New Farms

The increase in total food purchasing contracts allowed us to bring on three new farms: **Matsuda Farm, Radicle Roots, and Steel Wheel Farm**. These new farms foster hyper-local connections, helping to meet the need of some of our smaller HROs.

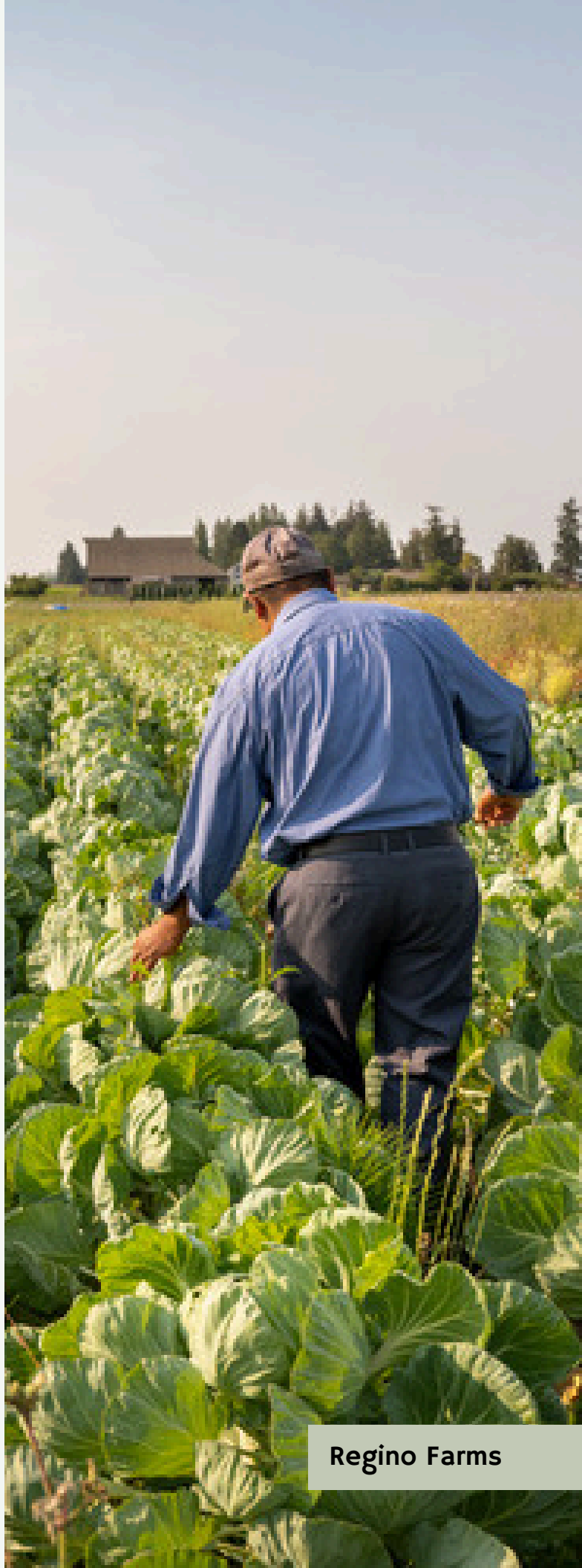


"I believe that Growing For Good is an incredible way to bridge that gap of eating local. Direct purchasing to farms is extremely important, where bottom lines and margins are razor thin. People need to eat fresh, healthy and local and this program brings this while supporting area farms."

-Steel Wheel Farm

Creating Reliable Markets

GFG creates reliable and diversified markets for small farms. Farms receive purchasing contracts that offer fair pricing, predictable demand, and HRO partners who understand the unpredictability of farming. Upfront payments help farms cover early-season production costs.



Regino Farms

Deepening Relationships

Direct local food purchasing contracts helps to build an increased sense of community. This is especially true for GFG. *Every farmer* in the program reported they developed and strengthened ties with their local community by participating in GFG.



"We have developed a highly successful relationship with the [Des Moines Area Food Bank] over the past 5 years...We know what vegetables they don't want and do not grow those for this contract. From our working relationship, we have learned of the mission, purpose and needs of the Food Bank, and they have learned ours."

-Frey Family Farm

95%

Farmers Reported Reduced Financial Burden & Stress

75%

Reported Improved Access to New Market Channels

Who Are Our Farms?

The 20 farms in GFG are all small to mid-sized farms located throughout the state of Washington. While the majority of our farms are located in Western Washington, a few of our farms grow and produce in Eastern Washington, providing increased seasonality and a greater variety of food to HROs throughout the year.

Most of our farmers operate diversified vegetable farms, meaning that they grow a large variety of row crops. We also have a few farms who are more specialized—they focus primarily on growing berries, stone fruits, or Asian greens. But that's not all, we also have farms who specialize in protein, providing eggs, poultry, and meat to their HRO partners.



All the farms who participate in GFG are owner-operated, with the exception of Viva Farms. Viva Farms is a farm incubator non-profit in Washington, providing land, capital, and training in organic agriculture for new and beginning farmers.

You can find many of them at farmers markets throughout Seattle and the state.

Community Focused

Reaching New Communities

Growing for Good welcomed one new Hunger Relief Organization in 2025, Sea Mar Community Health Centers. Funding from GFG helped the Sea Mar Community Health Clinic located in White Center sustain its Food FARMacia program, supporting food is medicine approaches to community health.

Improving Choice and Availability

Farmers participating in GFG supplied HROs with 122 varieties of locally grown produce, ranging from asparagus to tatsoi to tayberries. Local farms are often able to grow and deliver culturally familiar foods that can be hard for HROs to source through traditional bulk sources, such as cilantro, kohlrabi, and yu choy sum.

Additionally, three farms provided highly requested protein options to their HRO partners, including eggs, chicken, and beef products.

69,704 Lbs Delivered

9.9/10 Average Satisfaction Rating
With Product Quality

122 Varieties Of Produce



Bryd Barr Place

Who Are Our Hunger Relief Partners and Who Do They Serve?

We use the term hunger relief organization because there are many organizations and groups fighting hunger, and it can look different across each organization and the communities they serve.

In addition to 18 food pantries and food banks, we have a community health clinic, a mutual aid organization, a wrap-around referral service and two food-as-medicine meal programs participating in GFG.

The participating HROs serve a large and diverse set of community members who are food insecure. Many serve clients whose primary language is not English, and some serve clients who are medically fragile.



Hopelink

The HROs who participate in GFG serve communities throughout Seattle, in addition to communities as far north as Snohomish, as far South as Des Moines, as far East as Issaquah, as well as food insecure families on Vashon Island.



"When our clients see fresh and familiar foods, it puts smiles on their faces, and a sense of excitement and buzz spreads throughout the food bank. Our seniors depend on the staples provided. Fresh produce is a hot commodity as it is oftentimes unaffordable and unattainable in our food desert communities."

-Asian Counseling & Referral Service



White Center Food Bank

People Funded

Rooted in Community Support

From the beginning, Growing for Good has been rooted in community support. When the COVID-19 pandemic started, PCC Community Markets was able to redirect community-raised funds for their volunteer reliant, bulk-distribution program to local food purchasing.

Community donations through fundraising efforts at PCC have remained the primary source of funding for GFG throughout the years. It is because these funds are raised from the community, for the community, that has allowed the program to grow in times where federal funds have vanished overnight. GFG is resilient due to the fact that it is people funded, and does not rely on government grants.

Round Up: The Power of Collective Action and Support

Round-up launched year-round in 2025 at all PCC Community Market Co-ops. The impact of thousands of shoppers donating their change—nickels, dimes, quarters—was momentous: 10 months of round-up at the register brought in **\$717,875** for GFG.

The impact of just one year of round-up allowed the GFG team to sit down and plan for the long-term future of the program, providing stability and sustainability for both our farms and HROs participants.

Community Champions

In early 2025, we officially launched the GFG Community Membership Program. Passionate individuals who are interested in deepening their support for GFG are now able to donate directly to the program.

\$717,875

Raised for GFG
through Round-Up



PCC Community Markets - Redmond

Crisis Response

Responding to Crisis: Late Season Contracts

The last few months of 2025 were particularly difficult for our food system. Cuts to federal programs and the prolonged government shutdown that delayed SNAP distribution to millions of food insecure households put additional strain on already-overstretched HROs.

Along with the many local businesses, organizations, and community members that stepped up for our community in this moment, GFG acted, providing support to HROs when it was most needed.

\$83,800

in Late-Season Farm Contracts

GFG released **\$83,800** in late-season local food purchasing contracts, allowing HROs to source more in-demand produce while supporting farms. With the 2025 late-season contracts, we were able to build in the flexibility for farms and HROs to complete their contract between November 2025 through March 2026.

Additionally, GFG offered HROs the choice of receiving “Farm Bucks” to distribute to their clients. Farm Bucks increases their client’s ability to buy farm fresh produce themselves, directly from the Seattle Neighborhood Farmers Markets.

41,012

lbs Delivered

Late season contracts simultaneously provided additional support for farms who were looking for a market for their winter produce. These contracts also helped several farmers better recover when historical floods damaged their farms in December. All of this was only made possible because GFG is community-funded, which gives us the flexibility to respond to crises quickly.



"I especially want to shout out Growing for Good for providing the opportunity to work with farms through a late-season grant. This support came at a particularly difficult time for food banks, as SNAP cuts were impacting our community. Thank you for continuing to find meaningful ways to support our community during challenging times."

-North Helpline

STRATEGIC PLANNING SNAPSHOT

Planning for the Future

Through a grant provided by King County, Growing For Good was able to look ahead and strategically plan for the future. Over six months, we worked with a strategic consultant to reflect on GFG's growth and define a clear path forward.

During this process, we formalized GFG's core values, vision, and mission, and developed a detailed implementation plan outlining the metrics and activities needed to support the program's next phase of growth. Completing this strategic planning process positions GFG to continue expanding interntionally and sustainably, and anchors this efforts in five core areas.

Vision Statement

A thriving, equitable food system where everyone has access to fresh, local food and every farmer can sustain a viable livelihood.

Mission Statement

GFG is a community-funded partnership uniting farmers and hunger relief organizations to ensure that all our neighbors are nourished with fresh, local food and every farmer can build a viable future.



FOCUS AREAS



Hunger Relief Access & Community Impact

HROs and their clients have consistent, reliable access to fresh, culturally-relevant, nutrient-dense, food to advance dignity, choice, and improved food security.



Farmer Livelihood, Equity & Economic Viability

Small and BIPOC farmers experience stable, predictable, and profitable farm operations, increased wholesale readiness, and reduced financial burden.



Operations, Systems, & Relationship Infrastructure

GFG operates as a trusted, efficient, and scalable farm-to-community pipeline while maintaining high partner satisfaction.



Public Awareness, Brand Recognition, & Replication

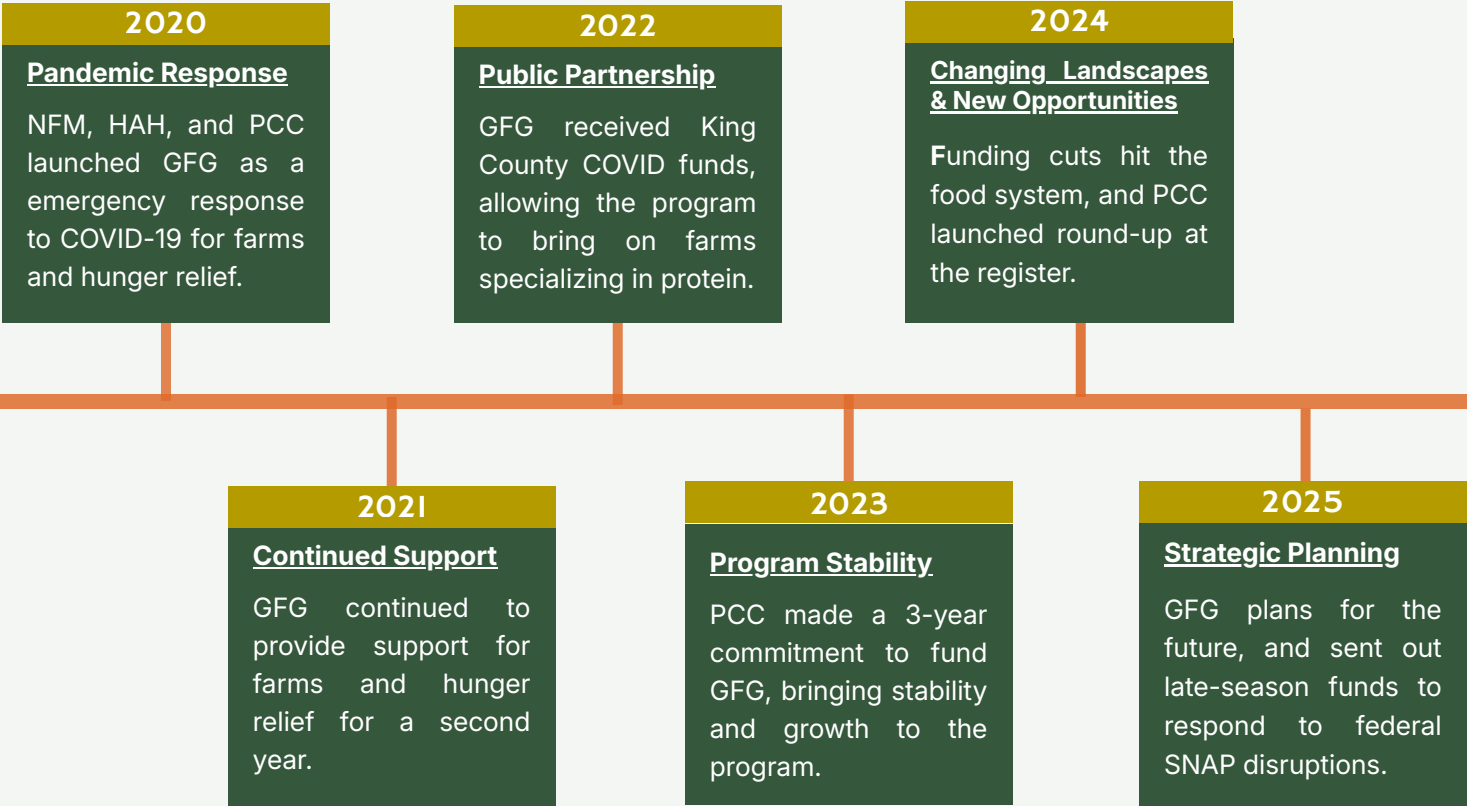
GFG becomes a recognized, trusted regional model of community-powered local food systems, inspiring replication, partnership, and growth.



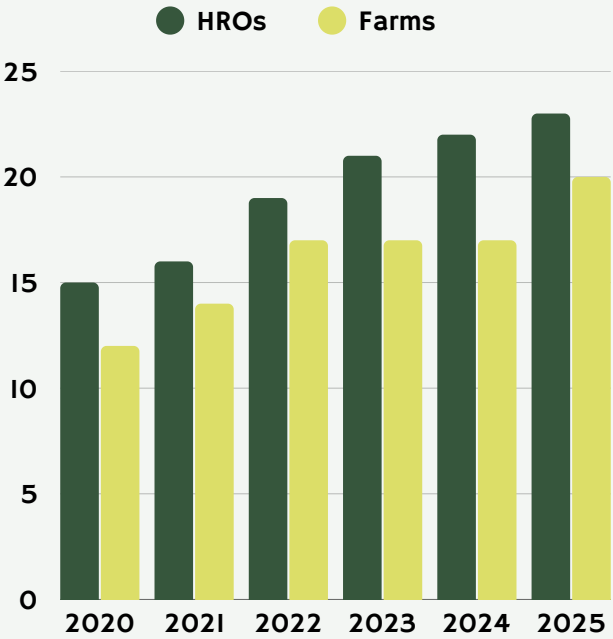
Financial Sustainability & Revenue Diversification

GFG secures reliable, diversified revenue that funds both food purchases and operational capacity.

LOOKING BACK



Number of Participating HROs and Farms



Yearly Food Purchasing Contract Totals



LOOKING AHEAD

Plans for 2026

Thanks to the support of thousands of community members rounding-up their change at the register, we are excited to take on lots of new changes in 2026.

Scaling Our Impact

2026 will be our biggest year to-date. We will be issuing \$350,000 in food purchasing contracts, increasing existing contracts for all current farm and HROs by 10% while onboarding several new farms and HROs.

\$350,000 in Farm Contracts

Centering Diversity and Equity

As GFG grows, we want to ensure that we are prioritizing diversity and equity for our farmers and for clients served by participating HROs. In 2026, we will work towards a goal of welcoming more BIPOC-owned, women-owned, and beginning farmers to the program. Additionally, we will actively reflect on who may be missing from the communities served by our HRO partners, and work towards proactive inclusion of underserved communities.

Increasing Public Awareness

Building on our efforts in 2025, we plan to continue our efforts of expanding public awareness of GFG and the broader food system. The larger our community, the stronger our impact.



MEDIA LAUNCH

Expanding Our Presence

Towards the end of 2025, we launched GFG's new website and Instagram account. These new platforms will help provide centralized information for farmers, HROS, and individuals alike. They also serve as an outlet for storytelling to share the incredible work of our GFG participants.

These platforms will help GFG expand broader understanding of the importance of local farms for hunger relief, and the need for farm to community programming.

Instagram:
@growingforgood_wa



Website:
growingforgood.org



GROWING FOR GOOD

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Advancing farm to hunger relief purchasing across Washington.

Growing for Good (GFG) is a community-funded partnership uniting farmers and hunger relief organizations to ensure that all our neighbors are nourished with fresh, local food and every farmer can build a viable future.



TAKE ACTION

Growing for Good is rooted in our community's support.

One that cares deeply about both our neighbors in need and our small family farms. Community donations allow the program to remain as a stable resource for our farms and HROS amidst political and environmental instability.

Please join us to help our farms and hunger relief partners continue to weather the changes ahead:



Round-up at the register at PCC Community Markets

Many small donations add up to a big impact!



Join GFG's Community Membership Program

By making a recurring monthly donation, GFG members provide consistent, reliable funds for the program. GFG Members also receive exclusive GFG merchandise and newsletters throughout the year.



Support as a business or organization

As GFG continues to expand, we welcome new businesses and organizations who are interested in supporting the program, whether through round-up at the register, a percentage of ticket sales, or other forms of support. If your business is interested in collaborating, please reach out to us at admin@growingforgood.org to learn more.

COMMUNITY FOOD SYSTEMS NEED COMMUNITY SUPPORT



SCAN TO DONATE

THANK YOU

2025 Farm Partners

AG Family Farm
Alvarez Organic Farms
Canales Produce
Farias Farms
Frey Family Farm
Hayton Farms Berries
Hilda's Farming
Kirsop Farm
Left Foot Farms
Mariposa Farm
Matsuda Farm
OJ's Produce
Olsen Farms
Present Tense Farm
Provo Farms
Radicle Roots
Regino Farms
Spring Time Farm
Steel Wheel Farm
Tian Tian Farm
Viva Farms

2025 Hunger Relief Partners

Alimentando al Pueblo
Asian Counseling & Referral Service
Ballard Food Bank
Byrd Barr Place
Des Moines Area Food Bank
Edmonds Food Bank
FamilyWorks
Highline Area Food Bank
Hopelink
Issaquah Food & Clothing Bank
Jewish Family Services
Lifelong Health For All
Maltby Food Bank
North Helpline
Rainier Valley Food Bank
Renewal Food Bank
Sea Mar Community Health Center
Snohomish Healing Project
University District Food Bank
Vashon Food Bank
West Seattle Food Bank
Westgate Chapel Food Bank
White Center Food Bank



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