

# GROWING FOR GOOD

FARMER CENTERED.  
COMMUNITY FOCUSED.  
PEOPLE FUNDED.

**2024 ANNUAL REPORT**

AND FIVE YEARS OF GROWING FOR GOOD IN REVIEW

# FIVE YEARS IN REVIEW

Growing for Good (GFG) was created in response to rising food insecurity and farmer market closures during the Covid-19 pandemic in 2020. In the five years since then, GFG has sprouted into a sustainable community-supported, farm-to-food bank program that farmers and hunger relief organizations can count on year-over-year.

Coordinated in partnership between Seattle Neighborhood Farmers Markets, Harvest Against Hunger, and PCC Community Markets, GFG connects Washington's small family farmers to hunger relief agencies in wholesale partnership. This program provides critical early-season income for farmers, and fresh, locally produced foods for hunger relief agencies and the communities they serve.



## FROM 2020 TO 2024, GFG SUPPORTED:

**22 FARMS**  
**25 FOOD BANKS**

**\$663,000**  
**IN INCOME FOR SMALL FARMS**

**234,686 LBS**  
**DELIVERED TO FOOD BANKS**

Since 2020, Growing for Good has been able to increase both the funding amount per contract, as well as the number of participating farms and hunger relief agencies. Over the years, we have also been able to increase the types of food available for hunger relief agencies, bringing on farms that produce eggs, beef, pork, and chicken to meet community requests.

This growth is in large part due to PCCs three-year funding commitment, which provided financial stability for existing programming while allowing the Growing For Good team to think creatively about expansion. 2024 was our most impactful year to date. We continued to support ongoing farm and hunger relief relationships while investing in critical programmatic capacity that will allow Growing for Good to build a resilient food system for years to come.

# IN 2024, GROWING FOR GOOD...

## • WELCOMED 2 NEW FARMS

We welcomed Hilda's Farming and OJ's produce, two-BIPOC owned and operated farms to GFG, providing culturally familiar offerings such as salsa kits and Asian greens to their hunger relief partners.

## • WELCOMED 1 NEW HUNGER RELIEF AGENCY

Our newest hunger relief agency, Snohomish Healing Project, provides nutritious prepared meals for neighbors experiencing life-threatening health crises in Snohomish.



## • INVESTED IN DEVELOPMENT AND STORY TELLING

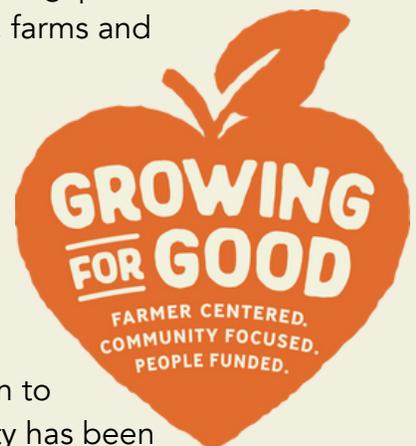
This past year, we began investing in our programmatic needs to better share the impact of GFG with a larger audience. This includes developing a logo, creating informational brochures, improving our storytelling channels via blogs, producing a video, and conducting outreach at conferences and farmers markets.

## • FOSTERED FARM-TO-COMMUNITY RELATIONSHIPS

Harvest Against Hunger hosted their first Growing for Good Grower Roundtable inviting small farms and hunger relief agencies to meet in-person to build community and participate in a larger conversation around local food purchasing. In addition to hearing presentations about values-based contracting, King County's Local Food Initiative and more, farms and hunger relief agencies had small group discussions in order to better understand each other's successes and challenges to ultimately work together more effectively.

## • LAUNCHED ROUND-UP AT THE REGISTER

PCC launched round-up at the register at all PCC stores in August. At cashier stands and self-checkouts, shoppers at PCC now have the option to round up their change to support GFG. This new fundraising opportunity has been incredibly successful, bringing in a new wave of critical support from a generous community of PCC shoppers.



# THIS ALLOWED OUR PARTICIPANTS TO...

- **PROVIDE FOOD TO EVERYONE IN OUR COMMUNITY**



**\$165,000**

**IN INCOME FOR SMALL FARMS**

*"It's really important to me that our farm grow food for people at all income levels. We know that market and farm stand customers skew toward a high socioeconomic status, and the Growing for Good program was a wonderful entry point for us to be able to start providing food to food bank customers who otherwise would be less likely to access our produce."*

*-Tian Tian Farm*

- **SOURCE HIGHLY-DESIRABLE AND NUTRITIOUS FOODS**

*"The extra produce we received through Growing for Good partnerships allowed our food banks to have an abundance of healthy fruits and vegetables! It was such a joy to distribute farm fresh produce to the community. Really appreciated the variety in what we received from the different farms. It was such a wonderful spread and each of these items were popular across all of our food programming."*

*-North Helpline Food Bank*



**66,071 LBS**

**OF LOCAL FOOD DELIVERED**

- **SUPPORT NEW AND BEGINNING FARMERS**

*"At Viva Farms, the most vulnerable businesses are those in their earliest years of production, and partnering with GFG has helped us strengthen those businesses. We send tailored availability lists of produce from the smaller farms and farms in their earliest years of participation and try to prioritize selling their produce because they have fewer market outlets and need the boost the most. This is a wonderful collaboration and massively helpful."*

*-Viva Farms*

**100% OF FARMERS**

**REPORTED IMPROVED COMMUNITY PARTNERSHIP BUILDING SKILLS**

# LOOKING AHEAD: 2025 AND BEYOND

## CUTS TO PUBLIC FUNDING FOR OUR PARTNERS

In 2025 and beyond, our farms and hunger relief partners will face numerous challenges. The demand on hunger relief programs has grown exponentially since 2020, and the loss of pandemic-era funding at the local level make it significantly more difficult for these programs to meet the needs of their communities. These shifts are compounded by federal policy and budget cuts to SNAP and the elimination of the USDA's Local Food Purchasing Agreement program. This decline in government funding and support eliminates critical income for small farmers while also decreasing capacity to help our hungry neighbors.



## GROWING FOR GOOD: COMMUNITY SUPPORT IN TIMES OF CRISIS

In response to institutional funding cuts, Growing for Good increased the food purchasing budget for 2025 by almost 20%, bringing the total amount of funding going directly to farms and hunger relief agencies, to \$199,000. This will allow Growing For Good to bring on new farm and hunger relief agencies, while also maintaining and growing contracts for our current farmers and agencies.

While Growing for Good cannot replace institutional, government funding for farm-to-food access programs, we felt it was important to continue stewarding this work and increase financial support for our partners who may experience a significant loss of grant funding in the coming years.

In addition to the round-up at the register campaign in PCC stores, we also have a new community sponsorship program. This program will help us to foster individual stewardship for Growing for Good by not only building a consistent base of support for the program, but also providing an opportunity to deepen connections with our larger community.

In order to sustain our growth and remain a committed partner to our farms and hunger relief agencies for many years to come, the Growing for Good team will also begin to engage in a long term strategic planning effort as we look towards years ahead.

# HELP US GROW

From our whirlwind start in 2020 to now, Growing For Good would not have been possible without the support of our community, one which cares deeply about supporting both our neighbors in need and our small family farms. In the face of growing uncertainty, we need your support to help us build resiliency for our farms and communities served by hunger relief agencies. As we look ahead to the next five years, please join us in whatever way you can to help our farms and hunger relief partners weather the changes ahead:



## 1 SPREAD THE WORD

Tell your friends, families, coworkers, and everyone you know about Growing For Good. The larger and stronger our community is, the more of a difference we can make.

## 2 ROUND UP AT THE REGISTER

Next time you shop at your local PCC store, please round up or donate at the register. A lot of people sharing a little bit of good can go a long way.

## 3 BECOME A COMMUNITY SPONSOR

If you're looking to go even deeper, please become a community sponsor. By making a recurring monthly donation, you help to provide consistent and on-going funds for the program.

**COMMUNITY FOOD SYSTEMS  
NEED COMMUNITY SUPPORT**



**SCAN TO DONATE**

# WITH YOUR HELP, WE CAN CONTINUE TO SUPPORT...



25

## PARTICIPATING HUNGER RELIEF ORGANIZATIONS

Alimentando al Pueblo  
Asian Counseling and Referral Services  
Ballard Food Bank  
Byrd Barr Place  
Des Moines Area Food Bank  
Edmonds Food Bank  
FamilyWorks  
Highline Area Food Bank  
Hopelink - Bellevue, Kirkland, & Redmond  
Issaquah Food and Clothing Bank  
Jewish Family Services - Polack Food Bank  
Lifelong  
Maltby Food Bank  
North Helpline Lake City & Bitterlake  
Rainier Valley Food Bank  
Renewal Food Bank  
Snohomish Healing Project\*  
University District Food Bank  
Vashon Island Food Bank  
West Seattle Food Bank  
Westgate Chapel Food Bank  
White Center Food Bank

17

## PARTICIPATING FARMS

AG Family Farm  
Alvarez Organic Farms  
Canales Produce  
Farias Farm  
Frey Family Farm  
Hayton Farms Berries  
Hilda's Farming\*  
Kirsop Farm  
Left Foot Farms  
Mariposa Farm  
OJ's Produce\*  
Olsen Farms  
Present Tense Farm  
Regino Farm  
Spring Time Farm  
Tian Tian Farm  
Viva Farms

*\*New partner for 2024*

# THANK YOU!

"Besides helping me directly, the resources I received are shared with others, and that is very important to me. I'm happy because it's something beneficial for me and it's positive for people who lack sustenance. The food reaches them, which is a good thing and it makes me happy."

- Regino Flores, Regino Farms



**GROWING FOR GOOD IS A COLLABORATION BETWEEN:**

SEATTLE  
NEIGHBORHOOD  
**FARMERS  
MARKETS**  
FOOD + FAMILIES + FARMS

HARVEST  
AGAINST  
HUNGER™  
🍴

POCC  
COMMUNITY  
MARKETS