

2016

MOMENTUM MILESTONES &



2016 was a year of tremendous growth for Community Foodworks.

Thanks to the addition of new farmers markets, expansion of food access programs, and diversification of donors, CFW created more internal capacity and provided access to fresh, affordable, and nutritious produce for nearly 10,000 District and Northern Virginia residents. CFW's cornerstone Market Share CSA program more than doubled in size. We even launched a new community-driven wholesale program to help ensure access to healthy, local food beyond the farmers market, as well. Community Foodworks is excited to take advantage of this momentum to grow our programs in 2017.

FARMERS MARKETS

Vibrant, commercially successful farmers markets are the heart of Community Foodworks' operations and programs.

In 2016, CFW added four new farmers markets in Washington, DC: Glover Park Burleith, Shaw, Rhode Island Row, and Parkside-Kenilworth. These areas represent a broad spectrum of the city's diversity, from communities undergoing rapid socioeconomic and demographic transition to one of the city's poorest neighborhoods whose residents have consistently lacked access to healthy food.

CFW markets are inclusive public spaces where individuals and families of diverse backgrounds and incomes can access and enjoy local food, interact with farmers and producers, improve their health, and build relationships and trust in their communities. CFW sees the farmers market as more than just a way for small farmers to sell their food directly to consumers:

FARMERS MARKETS ARE THE FOCAL POINT FOR A RANGE OF INTERVENTIONS WHOSE IMPACTS GO FAR BEYOND THE MARKET ITSELF.

YELLOW PEACHES





FARMERS MARKETS IN NUMBERS

178 TOTAL MARKET DATES

10,057 VISITORS PER MONTH

2,108 VOLUNTEER HOURS CONTRIBUTED

84 PERMAMENT VENDORS

4,906 ACRES OWNED / MANAGED BY PRODUCERS

62 AVERAGE MILES TRAVELED TO MARKET

50 POP UP VENDORS

1,935 LBS OF FOOD DONATED

BENEFIT & INCENTIVE SALES - \$242,608

+ 170%

TOTAL SALES - \$2,491,000

+ 116%



NEW MARKETS

MORE ACCESS

Wards 5, 7, and 8 have the lowest average household incomes and also host the most food deserts in DC. They are home to 32% of the DC population but less than 10% of its grocery stores. Community Foodworks is eager to utilize our markets as inroads to test our new model of food distribution and increase food access in these neighborhoods.

PARKSIDE KENILWORTH

3517 JAY ST NE
SATURDAY: 9AM-1PM

RHODE ISLAND ROW NE

2350 WASHINGTON PL NE
THURSDAY: 4PM-7PM

SHAW

925 RHODE ISLAND AVE NW
SUNDAY: 10AM-2PM

In 2016, CFW opened three new markets in mixed-income neighborhoods, advancing our goal of bringing healthy food to all corners of the city. Partnering with the DC Promise Neighborhood Initiative, CFW launched its first farmers market east of the Anacostia River, in the Parkside neighborhood of Ward 7. CFW also expanded its presence in Ward 5 with the addition of the Rhode Island Row farmers market.

With the addition of these new markets, CFW reached a new benchmark of over \$240,000 in benefits, incentives, and matching funds redeemed at our markets-- comprising 22% of CFW's total gross sales in the District of Columbia.



MARKET SHARE CSA

After a successful inaugural year, the Market Share CSA reached new heights in 2016. Demand tripled compared to 2015, transforming CFW's buying power for participating local farmers. Farmers generated 30-50% additional income thanks to the Market Share. For some of our farmers, the Market Share CSA has become their largest wholesale buyer.



MARKET SHARE IN NUMBERS

250% GROWTH FROM 2015

300 WEEKLY CLIENTS

40,000+ LBS OF FRUITS + VEGGIES

48% RETAIL PRICE, 52% REDUCED PRICE

\$49,152 INCENTIVES DISTRIBUTED

EXPANDING EQUITY & ACCESS

SNAP

Year 2
60% growth
>100 participants
750 shares distributed
10,000 lbs of fruits + veggies
purchased by low-income
shoppers
+ 1 new location at Rhode Island
Row farmers market

SENIOR

Year 2
357% growth
125 weekly participants
12,160 lbs of fruits + veggies
distributed
>\$24,000 in equivalent retail
value of produce
+ 2 new (3 total) distribution sites
at subsidized senior residences

WIC

Year 1 - Pilot
Collaboration with DC
Department of Health and Mary's
Center
First CSA in DC to include WIC
benefits as an eligible payment
264 shares distributed
4,000lb of fruits + veggies
distributed to moms and children

COMMUNITY

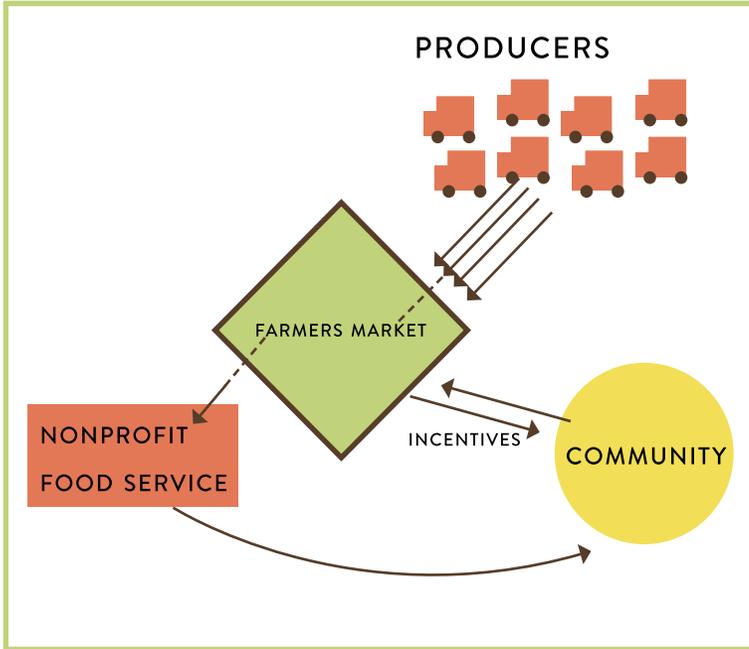
WHOLESALE

With consumer interest in local produce at an all-time high, the number of farmers markets nationwide more than doubled over the past decade.

Similarly, “food hubs” - wholesale aggregation and distribution services for small-scale farmers - are increasingly prevalent. While food hubs have the potential to drive significant volumes of local produce into the food system, they require substantial upfront investment in infrastructure, and ultimately, serve the same elite buyers with more and more choice.

CFW sees farmers markets as uniquely positioned to serve as “Pop Up Food Hubs” that produce greater community and food system impacts than conventional farmers markets, avoid many of the costs associated with conventional food hubs, and serve nontraditional buyers and communities with the greatest need.

LAUNCHING A NEW MODEL



In 2016, CFW launched access-focused wholesale services. CFW aggregates orders from small and nonprofit buyers, coordinates bulk purchases from vendors at our markets, and facilitates delivery to each customer. This allows community organizations that serve low-income populations to source high-quality, local food for their food service and health-promotion programs. Because these institutions have historically been excluded from the costly local food wholesale market, this new model ensures that low-income customers can receive the same high-quality foods typically limited to wealthier institutions. It has also introduced a new revenue stream for vendors at CFW markets.



ORGANIZATIONAL

GROWTH

CFW added two new philanthropic funders last year, the Newman's Own Foundation and the Philip L. Graham Fund. We also received direct funding from the DC Office of Latino Affairs and DC Department of Health for the first time. In addition, the organization added four new staff members and established its first permanent office space.

ATTRACTING

NEW DONORS

PHILANTHROPIC SUPPORT

+ 122.6%

NEWMAN'S OWN FOUNDATION

PHILIP L. GRAHAM FUND

HELEN WARDMAN NASELLI MEMORIAL FUND

DC PROMISE NEIGHBORHOOD INITIATIVE

MAYOR'S OFFICE OF LATINO AFFAIRS

DONATIONS

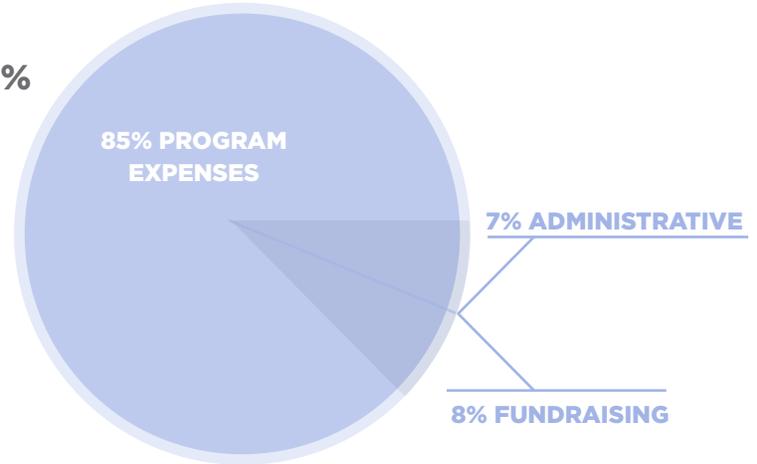
25% GROWTH IN ANNUAL GIVING CAMPAIGN DONATIONS

FINANCIAL REPORT

ORGANIZATIONAL REVENUE + 42.9%

\$20,500 GOVERNMENT
\$203,982 FOUNDATION
\$74,189 CORPORATE
\$12,609 INDIVIDUAL
\$137,419 PROGRAM REVENUE

\$245,315 PERSONNEL
\$51,573 DIRECT INCENTIVES
\$72,106 OTHER PROGRAM EXPENSES
\$9,002 MATERIALS & SUPPLIES
\$1,749 TRAVEL
\$82 COPIES & PRINTING
\$4,261 CONTRACT
\$11,204 INSURANCE & PERMITS
\$1,949 OTHER EXPENSES



A black plastic crate filled with fresh produce. In the foreground, several watermelons with dark green and light green stripes are visible. To the right, there are several cantaloupes with their characteristic bumpy, tan-colored skin. The background is blurred, showing more of the crate and possibly other produce. The lighting is bright, highlighting the textures of the fruits.

learn more at

COMMUNITY-FOODWORKS.ORG