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A Note from Our Board President

Dear Friends and Supporters,

In preparing our 2020 Annual Report, all of us at The SF Market reflected on the ways we have been able to continue making things grow for the farmers, merchants, food businesses and communities we serve – despite the pandemic-related challenges thrown our way.

We are proud to be the only non-profit wholesale produce market of our size in the nation. As a pillar of San Francisco, The SF Market is a platform for achieving things at scale, providing the critical food infrastructure, programs and relationships that help the Bay Area thrive. Never was this more apparent than in 2020, when our merchants further rolled up their sleeves to keep operations going every single day. During a time when reliable access to nutrient-rich, fresh produce became an essential service, The SF Market underscored its role as an asset to the city by reinforcing and maintaining critical food infrastructure and reducing the burden of food insecurity for local residents.

Alongside the successful operation of The SF Market as a vibrant, thriving, sustainable wholesale produce market, we proudly implement extensive community programs. The Food Recovery Program directly connects 14 of our independent Market merchant businesses with local community organizations and redirects fresh fruits and vegetables to critical food programs. This partnership results in an average of 5,000 pounds of fresh, healthy produce donated to organizations throughout the Bay Area each day.

As non-profits throughout San Francisco and the Bay Area banded together to support the food safety net during the pandemic, The SF Market played a significant role by initiating a new community program. Thanks to funding from a grant from the San Francisco Department of Public Health, which supports this work with Sugary Drinks Distributor Tax Funds, and Crankstart, we created and launched the Food is Medicine: COVID-19 Emergency Response Program to respond to the significant increase in community food insecurity brought on by the pandemic. In 2020 this program provided more than $1.6 million for community groups to purchase fresh produce from The SF Market merchants so they may provide nutritionally and culturally appropriate meals and groceries to those most impacted by the pandemic.

As we continue to reinforce The SF Market’s central role in San Francisco's critical food infrastructure, our focus remains steady to ensure that this asset will be in place for merchants for decades to come. You will be able to read more of their stories inside the report.

Despite the difficulties of the last year, it has been a rewarding and humbling experience to have been able to contribute what we have during this unique period in our history. On behalf of The SF Market staff, the 26 merchants, and the 500+ employees who have kept the food flowing through the pandemic, I invite you to continue to follow our growth in our 2020 Annual Report. There is much to look forward to at The SF Market.

With gratitude,

Eli Zigas
President, Board of Directors,
San Francisco Market Corporation

Our Mission
The mission of the San Francisco Market Corporation is to link the produce and food communities of San Francisco and beyond, through the successful operation and development of The SF Market.

Our Vision
The vision of the San Francisco Market Corporation is to make The SF Market a vibrant, thriving and sustainable food center.

We make things grow – for farmers, merchants, customers and the community.
From the Source - A Grower’s Story

The Ratto family entered the produce business in 1905, when Antone L. Ratto began delivering produce to customers in the Oakland area via a horse-drawn cart. His customers soon began to rely on Ratto for quality fruits and vegetables, and the business grew. In the post-WWII years, five of Antone’s sons became farmers, and in 1957 the Ratto Bros. partnership was formed.

Antone’s grandson Frank is the current President of Ratto Bros., and along with his cousin, VP of Sales David Ratto, Frank represents the third generation in the family business. The fourth generation is also heavily involved, serving in a variety of roles within the company.

Currently, the Ratto Bros. grow more than 70 varieties of herbs, leafy greens, fruits and other vegetables at their farm in the San Joaquin Valley near Modesto. Their operations include several hundred acres of farmland as well as a 70,000 square-foot cooling and packing house that allows them to more effectively keep produce at the proper temperature for storage and shipping.

The Ratto Bros. have been delivering their produce to The SF Market for decades, going back to the 1960s. Washington Vegetable Company is one of several SF Market merchants that Ratto Bros. currently works with, and as near as Frank and his family can recall, the relationship predates the Market itself.

"Washington Vegetable started in 1931, and our grandfather was delivering vegetables across Oakland and San Francisco at that time. Our companies have worked together for generations," said Frank. "Washington Vegetable purchases a variety of leafy greens, herbs and vegetables from Ratto Bros., and both companies place a priority on the freshest, safest and highest-quality ingredients. The relationship helps get Ratto Bros. produce into the hands of consumers. Through the years, The SF Market and the produce industry have both changed dramatically, but the challenges of 2020 were unlike anything Ratto Bros. had seen in its 115+ year history.

"The impact of COVID-19 really changed things," said Frank. "It’s been so challenging for so many of our merchant partners; volume has really gone down this past year.

Despite the challenges, the Ratto Bros. have maintained strong relationships with Washington Vegetable and other SF Market merchants.

To Frank, The SF Market is not only an important part of the food distribution infrastructure in Northern California, but a significant part of the Ratto Bros. story.

"We’ve been delivering to The Market for decades, first by horseback, then by flatbeds and now by refrigerated semis, and we truly value that relationship." Frank explained. "We’re extremely appreciative of the support that The SF Market has given our family business across the generations and are proud of having been a part of The Market for so long."
Henry Lopez worked in Receiving for VegiWorks, Inc. for 16 years before joining Gus’s Community Market in August of 2020. After joining Gus’s in a warehouse/porter role, Henry quickly became an integral part of the team. Henry splits his time between the produce terminal and Gus’s dry-stock warehouse just up the block. Prior to his career with The SF Market merchants, Henry was a tailor. He began sewing at 16 years old, and continued with his craft into adulthood for additional income. Henry and Evelin, his wife of 20 years, have three sons and two daughters, and Henry would often make clothing for his family. Soon, Henry’s church community took notice and he started getting requests for alterations and repairs and Henry saw his business grow. Now that he is working at Gus’s, Henry still maintains his own sewing studio in San Francisco. His daughters still make requests for clothes, and he continues to make custom clothing.

Henry’s sewing skills came in handy when the pandemic hit. When VegiWorks was forced to close in August of 2020, Henry found himself out of his produce job, but was able to support his family through his sewing. He began making masks to sell to essential workers, developing his own designs for the masks. After beginning with unplanned patterns, Henry now offers 100% cotton masks in more than 100 different colors. He promoted his masks on Facebook and began selling to customers across the country.

Despite the challenges of 2020, Henry chooses to see the year in a positive light. “We have to look at things in a positive way,” said Henry. “In 2020, I didn’t know that I would be learning how to make masks. It turned out to be a beautiful thing.”
Food is Medicine
COVID-19 Emergency Response Program
The SF Market leverages our scale and unique industry position to support a healthier, sustainable, and fair food system. When food insecurity became increasingly prevalent in San Francisco due to the COVID-19 pandemic, we realized that we were uniquely positioned to play a role in alleviating food insecurity in our community by providing culturally appropriate food to individuals and local organizations.

In early spring, The SF Market had planned to expand a small pilot program to supply healthy produce to Food Pharmacy programs at community clinics in the Bayview district. As the pandemic escalated, we quickly pivoted to respond to the growing and urgent food needs of our neighbors. Thanks to support from the San Francisco Department of Public Health Sugary Drinks Distributor Tax funds, we were able to create and launch the COVID-19 Emergency Response Program which enabled local organizations to purchase produce from our merchants. The effort proved so impactful that we were awarded support from Crankstart to scale the program. By leveraging the existing deep relationships with our merchants and community partners, we were able to quickly expand to serve 36 community based organizations, churches, clinics, and mutual aid groups to address the food security needs of our local community.

Food Recovery Program
Since its inception in 2016, The SF Market’s Food Recovery Program has worked with The SF Market merchants to connect their food surplus with local community organizations that are addressing food insecurity. In 2020, the program achieved a major milestone of donating 4.5M pounds of food, resulting in reduced food waste, increased food security, and support for The SF Market Merchant businesses operations.

The Food Recovery Program works with 14 SF Market merchants to connect their surplus food with 35 local community organizations. These efforts are made possible thanks to the support of the Clif Family Foundation, the General Mills Foundation and the San Francisco Department of the Environment. And The SF Market merchants that participate are able to save money on waste disposal fees and have valuable warehouse space saved while supporting local neighbors in need.

Program Milestones
- 2016: Pilot program launches
- 2017: First grant received from City of SF Department of the Environment Zero Waste
- 2018: First million pounds of food donated
- 2019: Volunteer program launches
- 2020: Program transitions to remote operations, an electric vehicle is secured, and 4.5M pounds of food donated
Produce merchants began operating near the Golden Gateway, creating the relationships that formed The SF Market.

The SF Market moved from the Embarcadero to its current location, securing a 50-year lease with the City.

The first expansion of The SF Market included a new 55,000-square-foot warehouse now home to Earl’s Organic Produce and Vegiworks.

The SF Market signed a 60-year ground lease with the City of San Francisco and became a 501(c)(3) organization, the only nonprofit market of our scale.

The Reinvestment Plan was initiated and the first phase was the completion of 901 Rankin, a LEED Gold Building.

The next phases of the Reinvestment Plan include upgrading and replacing the original warehouses and rerouting the road network.

1870s
ORIGINS
Produce merchants began operating near the Golden Gateway, creating the relationships that formed The SF Market.

1963
CURRENT LOCATION
The SF Market moved from the Embarcadero to its current location, securing a 50-year lease with the City.

2000
INITIAL EXPANSION
The first expansion of The SF Market included a new 55,000-square-foot warehouse now home to Earl’s Organic Produce and Vegiworks.

2013
NONPROFIT SOCIAL ENTERPRISE
The SF Market signed a 60-year ground lease with the City of San Francisco and became a 501(c)(3) organization, the only nonprofit market of our scale.

2015
REINVESTMENT IN ACTION
The Reinvestment Plan was initiated and the first phase was the completion of 901 Rankin, a LEED Gold Building.

2020 & Beyond
GROWING OUR VISION
The next phases of the Reinvestment Plan include upgrading and replacing the original warehouses and rerouting the road network.
Revenue
Total Income: $9.4 Million

- 62% Leases
- 19% Fundraising and Grants
- 14% Lease Termination
- 3% Other Revenue
- 2% Investment Income

Note: Additional accrued income of $6.7 Million, due to New Markets Tax Credit structure closure, reduced accrued liabilities but did not increase operating cash.

Expenses
Total Expenses: $9.4 Million

- 36% Reserves/Reinvestment Plan
- 23% Operations
- 18% Food Recovery and COVID 19 Programs
- 11% Depreciation
- 5% Fundraising
- 4% Debt Service
- 3% Overhead

Note: $3.5 Million was contractually committed for reserves, e.g., Reinvestment Plan.
Thank You

FUNDERS
City and County of San Francisco Office of Small Business
Clif Family Foundation
Crankstart
General Mills Foundation
Kaiser Permanente
San Francisco Department of the Environment
San Francisco Department of Public Health, Sugary Drinks Distributor Tax Funds

SAN FRANCISCO MARKET CORPORATION BOARD OF DIRECTORS
Eli Zigas President
Stephany Thompson Secretary
Tim Thomson Treasurer
Joshua Callahan
Ed Chin
Kevin Cook
Ashleigh Harris
Virginia Hines
David Lea
Calvin Leong
Ray Mah
Fiona Ruddy
Julie Yim

BOARD COMMITTEE MEMBERS
Risa Blumlein, Joshua Callahan, Toni Cassar,
Jake Chen, Dan Doct, Rada Dogadjieva, Katie Ettman,
Ted Fang, Tim Garlick, Eric Haesloop, Ashleigh Harris,
Virginia Hines, Lauren Kahn, Vincent Korta,
John Meyers, Brenna Moorhead, Ted Reeves,
Ann Marie Rosenthal, Fiona Ruddy, Bhawneet Sethi,
Earl Shaddix, Susan Simitz, Will Smerdon,
Stephany Thompson, Tim Thomson, Ric Tombari,
Andrew Wietstock, Julie Yim, Eli Zigas

SAN FRANCISCO PRODUCE ASSOCIATION BOARD OF DIRECTORS
Stanley Corriea Jr. President (Stanley Produce)
Ray Mah Vice President (Berti Produce)
Rusty Tarpley Secretary (What A Tomato)
Ric Tombari Treasurer (Cooks Company)
Ed Chin (New City Fruit & Produce)
Kevin Cook (Earl’s Organic Produce)
Vera Garces (Pay-Less Logistics)
Tony Leutz (Washington Vegetable)

PROGRAM COMMUNITY PARTNERS
3rd Street Youth Center
Bayview Senior Services
CCMP (Coalition of Concerned Medical Professionals)
City Impact
Episcopal Services
Food Runners
Food Shift
Free The Need
Good Samaritan Church
Hunters Point RCTA
Ida B. Wells – Heat of the Kitchen
Leah’s Pantry
Little Sisters of the Poor
Mother Brown – The United Council of Human Services
Notre Dame SF
Second Harvest Food Bank
SF Department of Homelessness and Navigation Centers
SF Marin Food Bank
Southeast Health Center
St. Timothy Parish
TOTA (Turn on to America)
USF Food Recovery Network

FOOD RECOVERY VOLUNTEERS
Alora Daunt, Julie Podair, Marguerite Vimbert

FOOD PHARMACY PARTNERS
Food as Medicine Collaborative
Southeast Health Center Food Pharmacy

EDUCATIONAL TOUR PROGRAM
City College of San Francisco Culinary Arts and Hospitality Studies Department
Community Alliance with Family Farmers (CAFF) & Agriculture and Land-Based Training Association (ALBA)
Healthy Retail SF Program
International Culinary Center
Treasure Island Job Corps Culinary Training Program

MERCHANT PROGRAM PARTNERS
Arcadio’s Produce, Berti Produce,
Cooks Company Produce, Earl’s Organic Produce,
Good Eggs, Great West Gourmet, Grub Market,
Gu’s Community Market, New City Fruit & Produce,
North Bay Produce, Payless Logistics,
S & L Produce, Shasta Produce, Stanley Produce, VegiWorks, Washington Vegetable,
What A Tomato
STAFF
Amy Branner, Fund Development Director
Janna Cordeiro, Program Manager
Sheila Gibson, Administrative Manager
Michael Janis, General Manager
Carolyn Lasar, Food Recovery Coordinator
Nathan Matson, Property Manager
Sergio Solis, Operations Manager
Beth Woolbright, Administrative Assistant
Elizabeth Yu, Controller

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