A NOTE FROM OUR BOARD PRESIDENT

I am not usually one to sing the praises of slogans. They often feel contrived or superficial. But five years ago when the Trinity Brand Group shared their core distillation of what The SF Market does, they nailed it. We make things grow.

As I come to the end of my six years of serving on the Board – preceded by four additional years of tracking the organization’s progress – I have seen firsthand that the slogan is deeply grounded in reality, and not a contrivance.

This central truth of what happens in our corner of San Francisco shows up in many ways. Perhaps most clearly to the outside world is in the brick and mortar. I remember the day the ribbons were cut by Mayor Ed Lee and others at 901 Rankin in 2015. Our new building, with its bold red cladding, represented not just a new generation of warehouse construction for our campus, but also the first major milestone reached in The SF Market’s new relationship with our landlord, the City of San Francisco. In just a couple years, we will soon be breaking ground on the next phase of that reinvestment.

Inside the buildings, I’ve also seen business grow – including at 901 Rankin. One of the original tenants recently left and, in their place, a current merchant at The SF Market who started with a modest amount of square footage has taken on a much larger amount of space, reflecting their rapidly growing business prospects. It’s a business story that has been repeated many times at The SF Market – entrepreneurial merchants start small and, as the years pass, they find their stride, their customers, and their business model. They grow to a different level of business. In so doing, we are providing the space for job creation and economic development.

The SF Market, though, isn’t just a place for growing business. Take the Food Recovery program. In my time on the Board, it’s gone from an idea to a well-oiled machine. The program recovers surplus produce and gets it to people who need food at a scale that, to my knowledge, is larger than any other initiative of its kind in Northern California (over one million pounds per year and counting!).

What has also become clear over the past six years is that none of this growth would be possible without The SF Market’s staff. I have had the privilege of watching ribbons get cut, businesses signing larger leases, and bigger and bigger trucks recovering food to help feed hungry neighbors only because of the grit, professionalism, and commitment of a fantastic staff that continues to take the Market to new levels.

And it is that staff - supported and guided by nearly four dozen volunteer Board and committee members – that gives me great confidence that the plans that are being laid today will come to fruition.

The SF Market has accomplished so much in the past six years and I can’t wait to see what grows in the years to come.

Sincerely,

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

AT ITS PEAK: OPENING A COVID VACCINATION SITE

At the critical moment in the COVID-19 pandemic when vaccines were becoming available, it was a priority for San Francisco to provide equitable access to frontline food workers and Bayview Hunters Point, the neighborhood with the highest rate of cases throughout the pandemic.

The SF Market was proud to partner with the City and Sutter Health to stand up a 50,000 square foot vaccination site on our campus, one of only three high volume vaccination sites in the City at the time.

Together, workers and volunteers successfully transformed our food distribution space to vaccinate approximately 16,000 people and administer over 33,000 doses at the height of the crisis.

“The SF Market’s infrastructure is an important resource for our city, region and state and we are proud to support the economic and social recovery from the pandemic. As an essential business, we know firsthand how vital it is for food and agriculture workers and members of our Bayview Hunters Point community to have easier access to the vaccine,”

— said Eli Zigas, President,
San Francisco Market Corporation Board of Directors.
CONGRESSMAN McGOVERN VISITS OUR MERCHANTS DURING TOUR TO ADDRESS FOOD INSECURITY

The SF Market welcomed Congressman James McGovern (D-MA), Chairman of the House Rules Committee, on August 19, 2021 during the Representative’s national listening tour to help advance a comprehensive nationwide plan to end food insecurity in America. The tour was to learn about successful organizations and community programs that address food insecurity as he pushed for a White House conference on food and nutrition.

Congressman McGovern was able to meet with several of our merchants to get a better understanding of The SF Market’s role in the Bay Area’s critical food infrastructure and how we are helping to combat food insecurity in our community.

We were honored that Congressman McGovern included The SF Market as one of his stops on his national listening tour.

“The Market is more than just vendors and distributors - they are people dedicated to providing mom and pop shops and restaurants with quality produce and ensuring that those in need have healthy food throughout the COVID pandemic. They’re an example of what can be achieved when we join forces and commit to expanding access to healthy foods in a way that respects the culturally diverse community. I’m looking forward to seeing how they further combat food insecurity in the years ahead as they look to expand their market and build on their incredible work,” — said Chairman McGovern.

2021 FINANCIAL SUMMARY

REVENUE
Total Income: $7.0 Million

- 73% Leases
- 23% Fundraising and Grants
- 4% Other Revenue

EXPENSES
Total Expenses: $7.0 Million

- 29% Market Operations
- 27% Reserves/Reinvestment Plan
- 21% Covid 19 and Food Recovery Programs
- 13% Depreciation
- 7% Fundraising
- 2% Debt Service
- 2% Overhead
THE SF MARKET 2021 SNAPSHOT

WE MAKE THINGS GROW

PROGRAM COMMUNITY PARTNERS
Alameda County Community Food Bank
Bayview Hunters Point Community Advocates
Bayview Senior Services
Berkeley Food Network
CCMP (Coalition of Concerned Medical Professionals)
Daly Bowl
Dig Deep Farms
Farming Hope
Food as Medicine Collaborative
Food Runners
Food Shift
Ida B. Wells Heat of the Kitchen
Homeless Prenatal Program
HOMEY
Hunters Point RCTA
Little Sisters of the Poor
Martin de Porres
Meals on Wheels
Mission Food Hub
Mission Meals Coalition
Mother Brown – The United Council of Human Services
Notre Dame SF
Replate
SF New Deal
San Francisco African American Faith Based Council
Second Harvest Food Bank of Silicon Valley

MERCHANT PROGRAM PARTNERS
Arcadia’s Produce, Berti Produce, Cooks Company Produce, Earl’s Organic Produce, Fresh Green, Great West Gourmet, Gus’s Community Market, North Bay Produce, Payless Logistics; S & L Produce, Shasta Produce, Stanley Produce, Washington Vegetable, What A Tomato, Yuet Cheong & Co

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Tim Thomson Treasurer
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Ed Chin
Kevin Cook
Ashleigh Harris
Virginia Hines
Vincent Korta
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Ray Mah
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Ray Mah Vice-President (Berti Produce)
Ric Tombi Treasurer (Cooks Company Produce)
Rusty Tarpley Secretary (What A Tomato)
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Vera Garces (Payless Logistics)
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Wendy Suen (Yuet Cheong)

THANK YOU

FUNDERS
Crankstart Foundation
San Francisco Department of the Environment
Clif Family Foundation
Amazon

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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
Sara Draper-Zivetz, Program Manager