

# GROWING FOR GOOD



A PARTNERSHIP BETWEEN PCC COMMUNITY MARKETS, SEATTLE NEIGHBORHOOD FARMERS MARKETS, AND HARVEST AGAINST HUNGER

## 2021 REPORT

A pandemic-pivot partnership between PCC Community Markets (PCC) and Neighborhood Farmers Markets (NFM), supported by Harvest Against Hunger (HAH), began with the goals of providing both an alternative income stream for NFM's small farms whose businesses were threatened by the closures of Seattle farmers markets in spring 2020 and fresh produce for food banks in PCC's Food Bank program experiencing greater demand during the pandemic.

The program matches farms with food banks, establishing a CSA-style contract between them. This model allows for upfront payment to the farms, which offsets growing start-up costs, while giving food banks flexibility to order a variety of nutrient-dense and culturally-relevant produce types that are usually harder for them to procure.

While the partnership was initially thought to be a short-term solution to COVID-19's impacts on food security and the local farm economy, its multiplier benefits have allowed it to become more established in the region's food system. With increasingly successful fundraisers and continued support from participating farm and food banks, the program continued into the 2021 season.

In 2021, 14 farms and 19 food banks participated in Growing for Good. PCC provided a total of \$132,000 in shopper-raised funding. In total, over 45,000 pounds of fresh produce were delivered – a huge increase from 28,000 total pounds in 2020!



*Farmer Centered  
Community Focused  
People Funded*



# 14

Growers  
provided organic  
produce

# 19

Food pantries  
received organic  
produce

# 182

Varieties of  
crops  
purchased

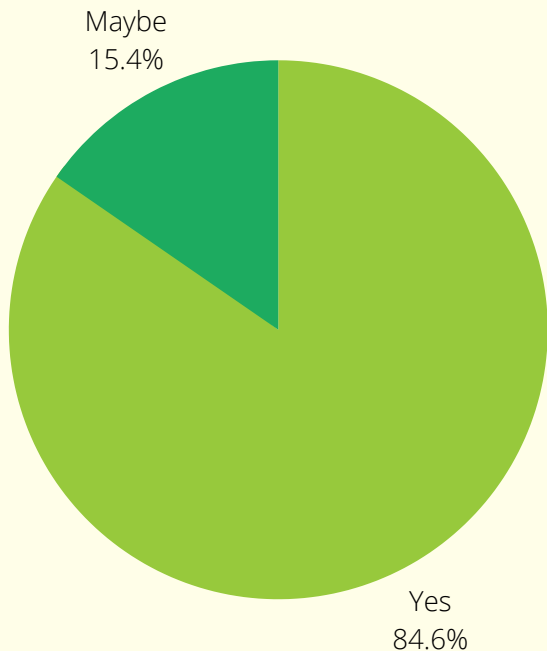
# 27,153

Estimated  
people served  
each week

# Results

In the fall, program evaluation surveys were sent to all participating farms and food banks to assess the program's benefits, challenges, and areas for improvement.

**Are you interested in continuing to purchase from the farm you were partnered with for this program, as funding allows?**



This is demonstrated interest in program continuation and evidence of successful relationship-building between food banks and farmers through Growing for Good. Some food banks even secured additional funding from outside sources for continued purchasing. Securing these relationships are essential for farms' financial sustainability and building deeper partnerships over time.

**"[Our] board approved \$3500 in the budget to buy direct from Kirsop farms for next summer in case your program was a one time offering and if not we will be able to double our organic produce section."**

- Highline Area Food Bank

# Feedback

"IFCB typically has about 10 different produce options available. With the additional options from Growing for Good, visitors have at least one or two items that are otherwise difficult to procure due to limited quantities donated via other grocery stores or retail cost."

- Mike Hatada, Issaquah Food & Clothing Bank

"I love this program because it benefits three separate groups of people, the farmers, the food banks, and the customers at the food banks! I love having a guaranteed market for crops we grow, and it's nice to be able to provide them to customers we might not see at our farmers markets."

- Genine Bradwin, Kirsop Farm

"Many of our patrons are trying to eat healthy and they were in awe of how fresh our produce was and that we didn't have to limit them or give them a choice between this or that so that everyone could have some."

- Natalie E. Oswald, Maltby Food Bank

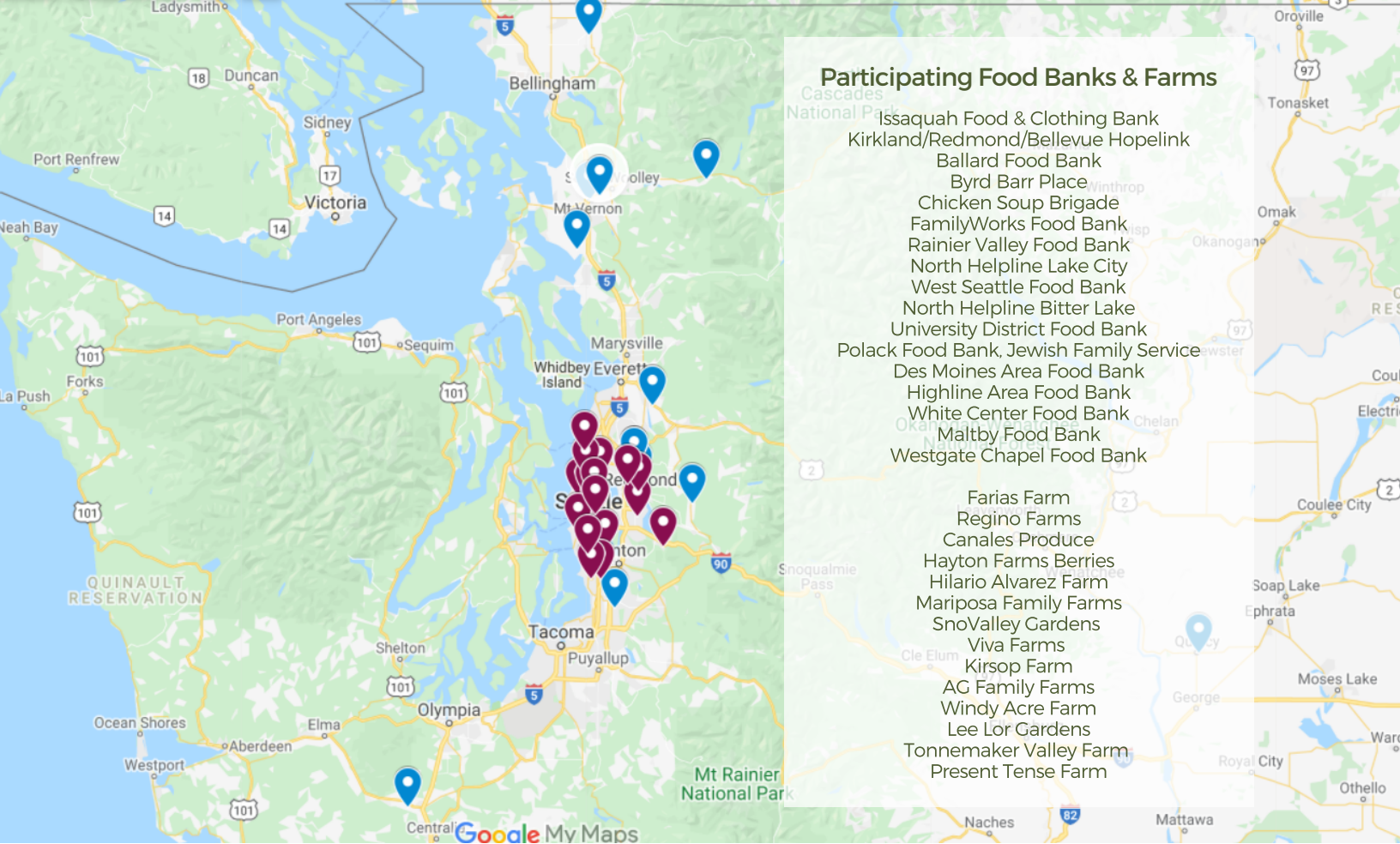
**\$120,000**

of funding  
translated to

**45,693.53 lbs**

of produce  
purchased





# FUTURE PROGRAMMING IN 2022

PCC committed \$100,000 for direct food purchases in 2022. These funds are raised by the community through in-store and online fundraisers. In building these long-term strategic partnerships, PCC has also provided \$10,000 each to NFM and HAH to support program administration.

Along with PCC funding, Growing for Good will also be financially supported by King County through COVID relief grants.

The extra support will allow for larger contracts, greater variety of participating farms, greater number of participating food banks, and stronger community relations.

