



### Who We Are

ProduceGood is a non-profit founded in 2014 by three local women looking to reduce waste and hunger by connecting surplus produce to food insecurity in San Diego County. To accomplish this work, we engage in community harvesting practices on farms, in orchards and at farmers markets to benefit those in need. *Our mission is to build an informed and engaged community committed to finding sustainable solutions to alleviate hunger, reclaim and repurpose waste and promote the health and well-being of all.*

### Problem and Our Solution

In San Diego County there are 500,000 children, adults, seniors, homeless, veterans and their families who are considered food-insecure; this is 1 in 6 adults and 1 in 5 children. Yet, it is estimated that 40% of local fresh produce rots, goes to waste or gets plowed under each year. **To address this problem, ProduceGood staff and volunteers** recover fresh produce and upcycle it to supply our Charitable Fresh Produce Provision Network (CFPPN) of feeding agencies each week.

### What We Accomplish with Your Help

Through the powerful human engine that comprises our Community Orchard, ProduceGood is solving the problem of hunger and waste in "one sweet step." Our success as an organization is a direct result of our 800 passionate and committed volunteers who transform donated produce into 11,000 fresh food servings, 52 weeks a year, through our CropSwap and Market Share programs:

**CropSwap** is accomplished with volunteers of all ages and abilities who harvest produce donated for those in need. We lead large and small picks at residences and on small farms. We also offer the opportunity for companies and organizations to engage in community giving and team building through custom events.

**Market Share** operates Sunday activities at four San Diego County Farmers Markets with the help of community volunteers who enjoy the fast paced environment. Each week, we collect, weigh, pack and transport surplus market produce donated by farmers to benefit those who need it most.

These thriving programs benefit an estimated thirteen thousand children, youth and adults each month through consistent access to healthy, fresh produce provided by a ProduceGood receiving agency. If you are an organization that feeds or distributes food and would like to join our network, please contact us.

### Quick Facts Feb. 20, 2019

- To date we have rescued **355,000** pounds of mixed produce, supplied **1,065,000** nutrient-rich fresh food servings to our CFPPN and diverted **178** tons of organic waste (equal to **356** tons of CO2 avoidance);
- Our Community Orchard volunteer, giving and outreach program keeps **1000** San Diegans active and healthy through the physicality of gleaning, community service and the camaraderie that propels the human engine to rescue and transport produce with **331** produce rescue events in 2018 and 360 planned for 2019;
- We are fortunate to have **121** individual growers and market farmer/vendors who provide their surplus bounty, and **23** receiving partners who feed and/or process food according to zero-waste practices in order to serve food-insecure people countywide.

### How You Can Help

Gifts of time, money, surplus citrus, unsold market produce and bumper farm crops are needed and appreciated. It takes many resources to upcycle fresh produce to the charitable food supply and we can't do it without your help. To make a donation, volunteer or learn more, please call or visit us today at [ProduceGood.org](http://ProduceGood.org).