

# GREEN CITY MARKET

## Impact Report 2022



# A Letter from Our Leaders

For Green City Market and our community, 2022 was a year unlike any other. Climate change was at the forefront of our minds — this past year was the fifth warmest year on record. The still-rising hunger crisis was a prominent issue for our community as 1 in 7 households in Chicago struggled to access food. Sustainability in the food system was still an afterthought for youth in America, with just 33% of youth reporting that they think about whether the food they eat has a negative impact on the environment.

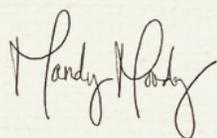
We are proud to share that by approaching these problems with sustainability, nourishment, equity, diversity, and connectivity in mind, 2022 was a record-breaking year of collective work at Green City Market.

Together, we provided more holistic support for our local, sustainable farmers, increased access to local, nutrient-dense food, and created more educational opportunities about the local food system and its connection to our planet for Chicagoans of all ages.

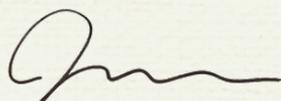
**On behalf of Green City Market, we want to thank you for the support you offered us in working to secure the future of food.**

We're thrilled to share what we accomplished in 2022 and look forward to another year of growth working together towards a future where our local food system is flourishing.

With nourishing gratitude,



**Mandy Moody**  
Executive Director



**Jenn Lejano**  
Board Chair





## Our Impact

Green City Market (GCM) is proud to be a nonprofit, local food leader whose mission is to secure the future of food by deepening support for sustainable farmers, educating our community, and expanding access to locally-grown food.

In 2022, the support of dedicated partners like you helped our community of sustainable Midwestern growers thrive through direct-to-consumer demand generation, revenue diversification, business start-up awards, and crisis response support.

It was with your help that Chicagoans of all ages learned from Green City Market how local, sustainable food can shape the future of our city and our planet. Finally, through your contributions, we tripled the purchasing power of local, sustainable food for our neighbors facing food insecurity.



## Collectively, your contributions to Green City Market:

### Impact at a Glance

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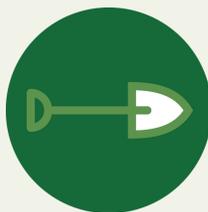
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Supported **37 local, sustainable farmers and 18 local, sustainable food producers** towards greater business stability, success, and growth



Connected **99 local restaurants to local farmers**, helping farmers establish wholesale relationships to diversify their revenue streams and generate reliable, large-scale business



Granted **\$28,000 in business resiliency awards** to farms through the Farm Forward Fund



Collectively, your contributions to Green City Market:

Impact at a Glance



Introduced **630 youth** to the **local food system** including providing an education on who grows their food, how it's grown, and how this system impacts the planet



Welcomed **132 students** to the **farmers' market** and connected them with their local farmers to foster an understanding of the local food system



Fostered a **lifelong commitment to sustainability** for **152 individuals** who attended the Sustainable Supper Series

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## Collectively, your contributions to Green City Market:

### Impact at a Glance

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Generated \$149,186 in local food purchasing power for 700 Chicagoans facing food insecurity through our Supplemental Nutrition Assistance Program matching that helps combat the hunger crisis in our community, up 153% from \$59,033 in 2021



Provided 12,310 meals using local, sustainable ingredients for neighbors in need by donating 14,772 pounds of produce to local food pantries and mutual aid groups



Stocked the Swedish Hospital food pantry 18 times with a total of \$6,793 worth of food purchased from local, sustainable farmers for Chicagoans facing hunger



## Our Shared Vision

Green City Market envisions a future where sustainable farmers are thriving. In this future, everyone – in our community and across the nation – knows who grows their food, how it's grown, and why this knowledge matters. We imagine a future where all neighbors – regardless of zip code or income level – have access to locally-grown, sustainably-produced food.

To make this vision a reality, we operate several programs. Read on to learn how your support has impacted our shared pursuit of this vision.

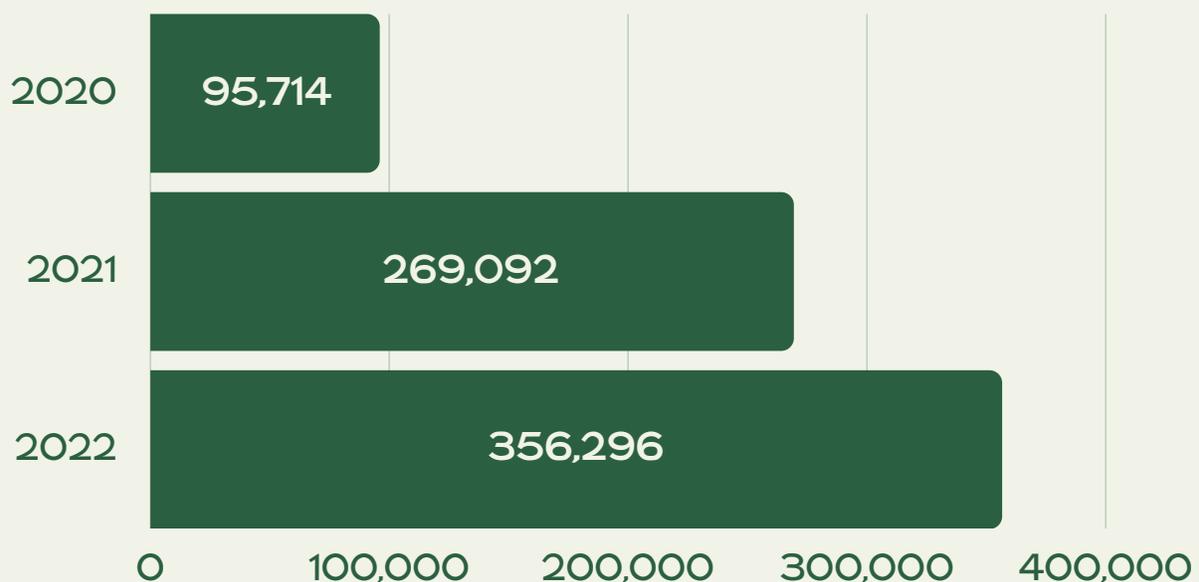
# Lifting up local, sustainable farmers

## Driving dollars directly to farmers

In 2022, your contributions helped connect 356,296 Chicagoans with 37 sustainable, Midwestern food growers and 18 local food producers at our farmers' markets. Between 2021 and 2022, Green City Market's annual visitor count increased by nearly 100,000 shoppers.

With US farmers only receiving around 14 cents of every dollar spent on food in traditional grocery stores, turning a profit and sustaining their businesses via conventional retail channels is challenging. Your partnership with Green City Market last year connected more customers than ever to local, sustainable farmers. This ensured that farmers received 100% of every dollar spent with them to make their businesses thrive.

## YOY Green City Market Customer Count





## **Strengthening sustainable farmers' businesses by serving as a conduit to the culinary community**

With the vast majority of local food sales in the US coming from wholesale opportunities like sales to restaurants, business to business (B2B) connections often hold the key to stability and success for farmers. However, just two of the largest foodservice management companies dominate the business of restaurant sourcing. Your partnership with Green City Market helps connect local farmers with restaurant operators to shift business potential from giant foodservice corporations to sustainable farms.

**In 2022, Chicagoland restaurants attended Green City Market 312 times, with 99 unique Chicago restaurants visiting to build relationships with and source directly from our farmers.**

These relationships often flourish beyond the market and lead to regular wholesale partnerships where farmers deliver food directly to the restaurant. This connection point aids our farmers in generating additional profit and fostering future stability and success.





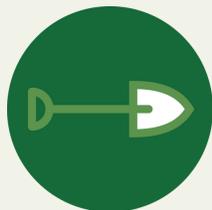
## Fighting fire through the Farm Forward Fund

Only 41% of small farmers turn a profit every year.

With so many farmers struggling to make ends meet, it is nearly impossible to invest in their own growth or respond to crises as they arise.

Working together, you responded directly to our farmers facing crisis through GCM's Farm Forward Fund.

**When fire struck Finn's Ranch and destroyed their operations center where they housed the majority of their inventory, we came together to award \$25,000 directly to the farm to assist in immediate relief, allow for continuation of their harvesting and selling season, and invest in the restoration and rebuilding of their business.**





"The farmers' market is not just this platform for you to just go and sell your product. It is an actual commitment to the farmers so they can keep a viable business. The Farm Forward Fund is an amazing option for us farmers. I think it's a wonderful resource."

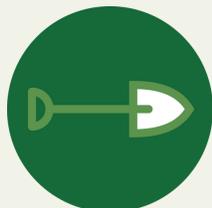
## Meet Alex Finn of Finn's Ranch

With major meat processing delays still in effect as a result of the pandemic, the additional time and care it takes to raise animals humanely and sustainably, and the increased cost of extra storage space needed in Chicago, losing both their inventory and operations center was detrimental to Finn's Ranch's business at what should have been the height of their market season.

All of this paired with the notoriously slow process of insurance claims, left Finn's Ranch in need of swift, emergency support. Together with your support, the GCM community immediately responded to help Finn's Ranch in their journey to rebuilding their operations.

# \$25,000

directed to Finn's Ranch through the  
Farm Forward Fund





# Encouraging Edible Education

Fostering understanding of the local food system in Chicago's youth

Understanding the local food system means knowing who grows our food and how it's grown. It also means deeply connecting how to protect the future availability of food through protecting our planet as we nourish ourselves.

Although food is a common topic in early childhood education, curriculum tends to focus on what to eat rather than teaching children basic factual information about where food comes from.

**In 2022, your support of Green City Market's youth program, Club Sprouts, ensured that 630 children learned about how to support the local food system and its relationship to our environment. In 2023 Club Sprouts had more than twice as many visits and reached more than 40% more children than the previous season.**





41%

increase in Club Sprouts  
attendance between 2021  
and 2022





## Creating hands-on experiences with sustainable agriculture for students

40% of teens aged 13-17 say they have little to no knowledge on where their food comes from, and yet 84% said they would like to learn about the topic from someone who works in agriculture.

Youth across the country are eager to learn more about the food system.

Following the school interruptions resulting from the COVID-19 pandemic, 2022 was the first year that GCM was able to run field trips since 2019.

**Since re-launching this program, with the help of donors like yourself, Green City Market's Farm to Market Field Trips brought 132 students out of the classroom to develop relationships with local farmers and learn about how food gets from the farm to their plate.**





## Inspiring a lifelong commitment to sustainability

As industrial agriculture and climate change become increasingly harmful to our planet, deepening support for sustainable farmers in the Midwest is critical to sustaining the local food system.

So much of this work happens through continuing education that ensures everyone understands how supporting sustainable farmers can directly benefit the environment.

**152 individuals took part in the first year of our local-food-focused educational dining experiences, the Sustainable Supper Series.**

Through this program, not only did you help establish relationships between community members, local farmers, and restaurant professionals, but you also inspired lifelong commitment to sustainability by educating individuals about the relationship between sustainable farmers, our local food system, and our planet.





# Increasing access to local, sustainable food

## Filling the gap left by insufficient governmental nutrition assistance

The average monthly SNAP allotment for a family of four is nearly 30% lower than the USDA's estimated monthly cost of groceries for a family of four. Many families run out of benefits before the month is over, leaving nearly a \$300 gap that may be impossible to close for a household earning under \$30,000 per year.

Through Green City Market's GCM For All program, your support matched SNAP benefits 2:1 for **700 SNAP recipients** to increase their purchasing power, stretch their benefits, and ensure the affordability of local, nutrient-dense food. This **generated \$149,186 in local food purchasing power for food insecure neighbors.**





# 153%

increase in SNAP benefits  
redeemed between 2021 and  
2022

With the rising hunger crisis and inflation leading to grocery prices hitting record highs, your support ensured that more funds than ever were available for GCM For All participants to **access local, nutrient-dense food.**



# GCM For All in Action

When shoppers with SNAP spend \$25 of benefits at Green City Market, they receive an additional \$50 in market vouchers to spend at the market. This allows shoppers with SNAP benefits triple their purchasing power and access \$75 worth of groceries while only spending \$25.



**“The match has a huge impact: huge, huge.**

We’re already kind of struggling because I’m a teen mom, and I have two babies at home. I get to feed my family better. I love this program; it does so much.”

-GCM For All Participant

Together, through GCM For All, we tripled the purchasing power for

**700**

neighbors facing food insecurity





## Nourishing neighbors across Chicago

With 1 in 7 households experiencing food insecurity in Cook County (and 1 in 5 households with children), increasing access to nutritious food is a critical fight.

The hunger crisis paired with rising grocery store prices that characterized 2022 means that more individuals relied on food pantries and mutual aid groups to access food.

**Your contributions supported Green City Market's Nourishing Neighbors program which recovered 14,772 pounds of unsold products – that otherwise may have gone to waste – and directed it to people through local food pantries and mutual aid groups such as The Love Fridge and Nourishing Hope.**

**This provided approximately 12,310 meals, ensuring local, sustainable options were available to all of our neighbors in need despite challenges they may have faced purchasing groceries.**





## Fighting hunger from farm to fridge

Together with your support, Green City Market has increased the availability of fresh, locally-produced foods for Chicagoans facing food insecurity while supporting farmers' businesses. Through GCM's Farm to Fridge program, which was piloted in 2022, your support has allowed us to compensate farmers for their products which we subsequently donated to food banks, fridges, and pantries in the Chicagoland area.

The addition of the Farm to Fridge program allowed farmers to plan for additional business growth while also allowing GCM to secure supplemental donations to accommodate increased need for food banks, fridges, and pantries in the Chicagoland area.

**Your partnership assisted in GCM **stocking the Swedish Hospital food pantry 18 times with a total of \$6,793 worth of local, sustainable food**, to be donated to Chicagoans facing hunger while simultaneously generating income for the local, sustainable farmers growing this nutrient-dense food.**





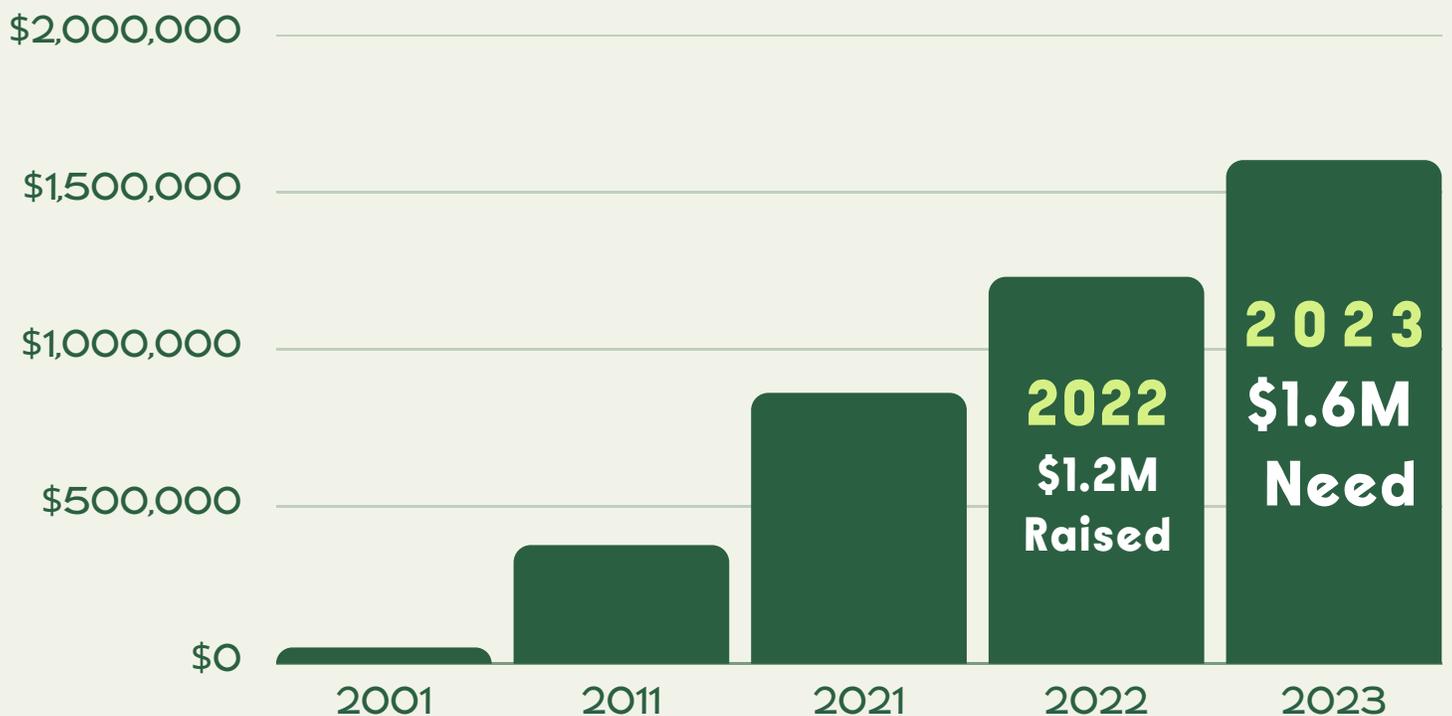
# Investment Summary

## FY22 Financial Overview

### Annual Revenue by Year

Since 1999, generous partners of Green City Market have made significant growth possible to deepen support for sustainable farmers, educate our community, and expand access to locally-grown food.

**Together with your support, Green City Market surpassed \$1M for the first time in the organization's history in 2022 – and we're not stopping there.**



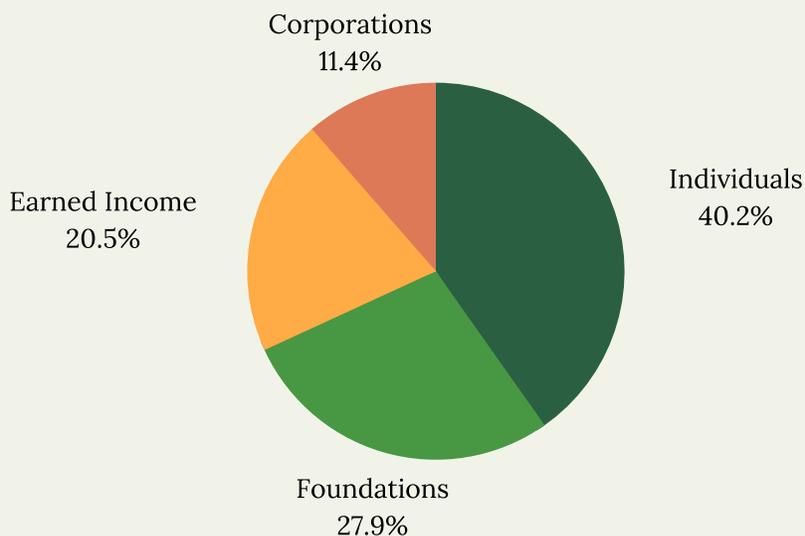
# Investment Summary

## FY22 Financial Overview

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### Total Funding Snapshot

Here's how our community came together to create a more local, sustainable, and equitable food system in FY22.



### Programmatic Investments

In 2022, we invested \$1.2M in deepening support for sustainable farmers, educating our community, and expanding access to locally-grown food.

Together, with your support, we:

- Connected 50+ local farmers and food producers with 356,296 Chicagoans
- Increased sustainable food system knowledge of 762 children
- Generated ~\$150,000 in purchasing power for over 700 food-insecure neighbors from 100+ zip codes

**In 2023, our budgeted need will grow to \$1.6M as we work together to continue our critical work of securing the future of food.**

# A Look Ahead to 2023

Together, we are making real strides to secure the future of food.

I am proud that we dedicated ourselves to the support of the local, sustainable farmers who nourish our community this past year. I'm proud of our collective work ensuring that education of the local food system starts young and continues on for our life-long learners. And finally, I'm proud that we worked together to ensure that Chicagoans have greater access to local, sustainable food by increasing purchasing power and facilitating donations to local mutual aid organizations, community fridges, and food pantries.

The work we've done together this year has been nothing short of inspiring – but we are far from finished.

**With a record breaking year in the books, we are ready and excited to continue our work in 2023. Together, we will rise to meet the needs of our community in service of our shared vision. We won't stop our work until the future of food is secure - for everyone.**

I want to thank you for everything you've done to help make our mission possible. Your support is truly appreciated and we look forward to continuing the work we do together.

In partnership,



*Mandy Hooby*

**Executive Director  
Green City Market**



**GREEN CITY MARKET**

NOURISHING CHICAGO SINCE 1999