

GREENMARKET CO.

Mission Driven Food

Greenmarket Co.

Launched in 2012, Greenmarket Co. is GrowNYC's local food hub and distribution program dedicated to supporting regional food producers and underserved communities alike by providing wholesale buyers with access to high-quality, local foods.

Working with more than 50 suppliers, Greenmarket Co. purchases a wide range of local farm products at a fair price, aggregates in our Hunts Point warehouse, and distributes to wholesale buyers throughout New York City. Our customers include food retailers, restaurants, senior centers, schools, soup kitchens, and our own food-access programs: Youthmarket, Food Box, and Healthy Retail.



Here's how Greenmarket Co. is benefitting local farmers and underserved New Yorkers, and strengthening local food value chains:

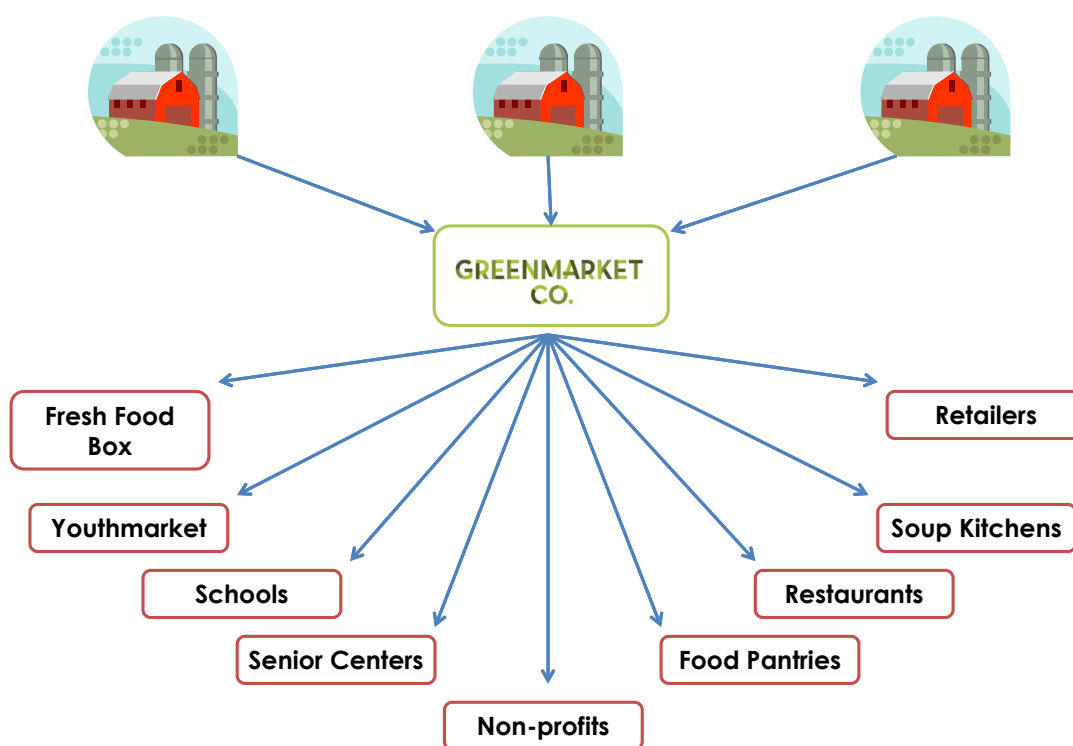
- Greenmarket Co. purchases a variety of fruits, vegetables, eggs, grains, beans, flour, honey, maple syrup and more from regional, mid-sized family farms. By allowing farmers to set a fair price for their goods and providing marketing, aggregation, and distribution, Greenmarket Co. provides farmers with access to profitable business opportunities in underserved markets.
- Greenmarket Co. is committed to providing our customers with transparency as to the farm of origin and growing practices.
- Youthmarket, GrowNYC's youth-run farm stand program, engages neighborhood teens in increasing food access in their own communities. In 2014, Youthmarket sold more than 250,000 pounds of fresh, affordable local food to underserved communities in 2014.
- Fresh Food Box is GrowNYC's group-buying program, which enables residents of underserved communities to purchase high-quality local foods at below-retail prices. In 2014, Fresh Food Box distributed over 238,000 pounds of local produce in 18 underserved neighborhoods in NYC.
- Community-based and non-profit organizations purchase local food from Greenmarket Co. to supply their own food access and nutrition education programs. Our list of partners includes West Side Senior Supported Agriculture, Brotherhood Sister Sol, Kingsbridge Heights Community Center, the Fortune Society, the Fountain House, Children's Aid Society, and Edible Schoolyard.



- Greenmarket Co. regularly delivers high-quality, local food to institutional buyers throughout the city such as senior centers, food pantries, and Head Start programs serving nutritionally at-risk populations. Institutional buyers are our fastest-growing customer group and represented more than 17% of our total gross sales in 2014.

- Partnerships with agencies and organizations such as Department for the Aging, Department of School Food, Department of Health and Mental Hygiene, Catholic Charities of Brooklyn & Queens, and United Way help us reach those buyers serving New Yorkers most in need of fresh, healthy foods.

The Greenmarket Co. Value Chain



For more information about Greenmarket Co. visit us online at www.greenmarketco.org
OR contact the Program Director: oblanchflower@grownyc.org

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Youthmarket

Powered by Greenmarket Co., Youthmarket is a network of urban farm stands operated by youth in low-income communities around New York City. Through Youthmarket, families in NYC have increased access to farm fresh food; youth in these areas earn money and learn small-business skills; and farmers in the New York City region are achieving higher revenue through access to underserved markets.

From July to November, GrowNYC operates Youthmarket farm stands throughout the city in collaboration with more than 25 community partner organizations. Our Youthmarkets are an important source of fresh, healthy, local produce in communities with high prevalence of diet-related disease and lack of access to healthy foods. Affordable retail pricing and our ability to accept SNAP benefits, Farmers' Market Nutrition Program, and other healthy food subsidies makes shopping at Youthmarkets affordable for low-income families.



In addition to providing access to fresh, healthy foods, Youthmarket provides education and employment opportunities for youth in their own communities. Youthmarket's training program prepares young people to plan and operate a farm stand business—focusing on promotion, merchandizing, and customer service—while educating them about health, nutrition, the environment, and regional agriculture. Youthmarket training emphasizes the importance of fruits and vegetables to a healthy lifestyle and encourages participants to bring the message of good diet to their friends and customers.

Youthmarket has collaborated with partner organizations in underserved communities to engage neighborhood youth and increase food access since 2007. In 2014, Youthmarket distributed over 250,000 pounds of local produce in 15 high-needs communities and more than \$104,000 in sales was purchased with EBT/SNAP, FMNP, and other healthy food subsidies.

*For more information about Youthmarket visit us online at
www.grownyc.org/youthmarket or www.greenmarketco.org/homegrownyc
OR contact the Program Coordinator: kpetrovic@grownyc.org*

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Fresh Food Box

Fresh Food Box is a wholesale buying club that allows underserved communities to purchase farm-fresh produce at below-retail prices. Powered by Greenmarket Co., GrowNYC's local food distribution program, Fresh Food Box provides the quality and variety of a Community Supported Agriculture (CSA) share with the flexibility to buy by the week rather than by the season.

Fresh Food Box distribution sites are run in collaboration with community partner organizations at 21 sites throughout New York City. Customers pre-order bags one week in advance on the designated distribution day, and the next week pick up their Fresh Food Box share. Each share contains 8-10 seasonal fruits and vegetables, as well as information on how to store and prepare the produce they've received.



Founded in 2012, Fresh Food Box grows each year thanks to citywide partnerships with agencies such as the Department of Health and Mental Hygiene, community-based coalitions in areas including Central Brooklyn and Claremont in the South Bronx, and Greenmarket Co.'s relationships with Southern farms whose products supplement local offerings in the winter months.

In 2014, 18 Fresh Food Box sites distributed over 238,000 pounds of fresh, healthy produce in underserved communities. Nearly \$12,000 in Fresh Food Box purchases were made using SNAP.

*For more information about Youthmarket visit us online at
www.grownyc.org/greenmarketco/foodbox or www.greenmarketco.org/homegrownyc
OR contact the Program Coordinator: ntucker@grownyc.org*

