



2024 AT A GLANCE

Everyone's Harvest distributed \$768,376 in healthy fruits & vegetables through our community food programs in 2024

2024 HIGHLIGHTS

CalFresh and Market Match

CalFresh (EBT) and Market Match, our program to incentivize CalFresh (SNAP) recipients to purchase more fruits and vegetables, increased by over 36%, helping both low income shoppers and farmers.

Fresh Rx Patients

The number of Fresh Rx patients increased by 42% over the number served in 2023, with over 540 patients and their families receiving weekly prescriptions of fresh produce.

Edible Education

We hosted 21 in-person cooking demonstrations and nutritional tastings and integrated the Kids' Activity Table with our new Food Navigation program.

New Program: Farms Together

We purchased \$261,773 of farmers' produce that we packed in a total of 9,690 boxes distributed free to residents from low-income backgrounds.

Small Scale Farmers' Income

Small scale farmers at our markets earned over \$1.5M in income.

EBT & Market Match in Castroville

We continued providing EBT and Market Match to Castroville through a partnership with the North County Farmers' Market.

Women, Infants & Children (WIC)

Farmers at our markets provided \$128,520 in fruits and vegetables to beneficiaries of Women, Infants and Children (WIC) checks that they redeemed at our markets.

OUR FARMERS' MARKETS

SUNDAY

Marina

10AM-2PM, year-round
215 Reservation Rd.

MONDAY

Pacific Grove

3-7PM, Summer
3-6PM, Winter
Central & Grand Ave

TUESDAY

Alisal

11AM-4PM, Jun-Oct
632 East Alisal St.

WEDNESDAY

Natividad

10AM-2:30PM, Year-round
Natividad Medical Center

THURSDAY

Seaside

3-7PM, Year-round
Laguna Grande Park

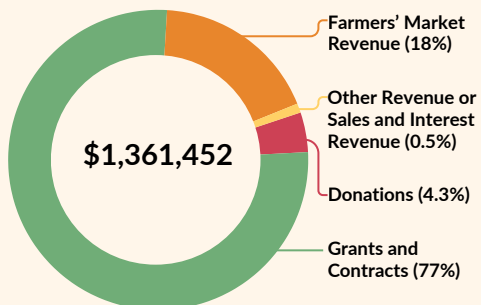
FRIDAY

SVH

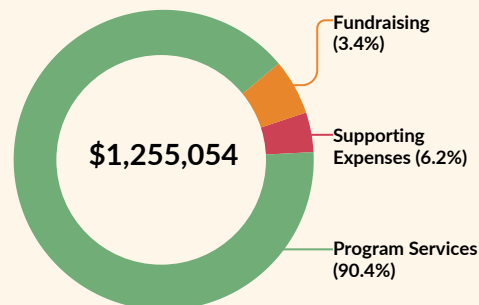
11:30AM-4:30PM, May-Nov
Salinas Valley Health



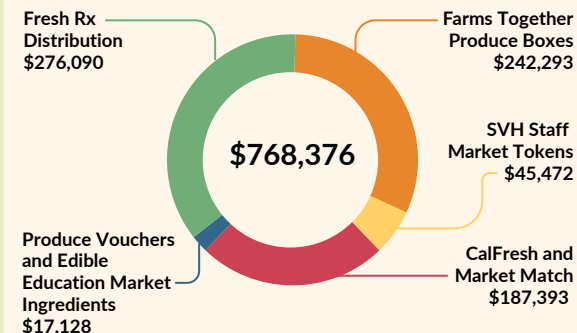
2024 REVENUE



2024 EXPENSES



2024 HEALTHY INCENTIVES





A MESSAGE FROM THE EXECUTIVE DIRECTOR

In 2024, Everyone's Harvest celebrated two milestones and started two new initiatives!

First, we marked the 10th anniversary of operating Fresh Rx, our successful Food is Medicine program, in collaboration with Salinas Valley Health (SVH) and Monterey County Clinic Services (MCHD)! Fresh Rx is a collaboration with local physicians who prescribe fruits and vegetables from Everyone's Harvest's farmers' markets to their patients with diet-related health conditions. In addition to celebrating 10 years, we grew the program by 42% to 540 patients, many of whom significantly reduced their average blood sugar or body mass index after participating in the program! This triumph was thanks to generous funders and our ongoing partnerships with not only SVH and MCHD, but also Natividad Medical Center, Aspire Health, Clinica de Salud del Valle de Salinas, and North County Farmers' Market in Castroville.

Second, we celebrated the first year of the new Seaside Farmers' Market in June. This anniversary was marked by the City of Seaside continuing its partnership with us for another two years. In Seaside, we also initiated our newest community food program, Farms Together produce boxes in April, 2024, distributing 285 free weekly boxes of produce from local, small-scale family farmers to residents from low-income backgrounds. In November, we expanded the program to the Alisal Farmers' Market and continued at both markets through the end of 2024. Between April and December, we purchased over \$250,000 of produce from farmers and packed a total of 9,690 boxes for residents in need.

Our work helped bring about systemic change when Fresh Rx was designated as Medically Supportive Food for Medi-Cal members through a contract signed with Central California Alliance for Health (the Alliance) in July. We couldn't have implemented this groundbreaking initiative or any of the

mentioned accomplishments without our hardworking farmers and vendors, loyal customers, and generous community donors and partners. We are honored that you have chosen to stay connected to Everyone's Harvest and have supported our ability to expand our program impacts.

Everyone's Harvest also had its most impactful year to date in terms of delivering Healthy Incentives to families from low-income backgrounds. CalFresh was used by 4,441 people to buy fresh produce at the markets, adding more than \$175,000 in sales for the local small-scale farmers at our markets.

We are excited about growing new initiatives in 2025. Besides implementing Fresh Rx for Medi-Cal members, we are expanding our Natividad Farmers' Market in Salinas to a year-round market, bringing Seaside Summer Sessions to the Seaside Farmers' Market with live music on the third Thursdays of the month throughout the summer and fall, and building a new collaboration with Pacific Grove-based Hops and Fog Brewery to be announced soon!

Now more than ever, Everyone's Harvest is supporting small, local family farmers who provide fresh, affordable produce to the people in our community who need it most. Over the past ten years, Everyone's Harvest has distributed and redeemed more than \$2.1 million worth of Healthy Incentives to bridge the gaps in food access and nutrition. And Everyone's Harvest continues to serve thousands of shoppers weekly who value local, sustainably grown produce, artisanal food and unique crafts. We are so proud of our accomplishments, and we couldn't do it without you – now more than ever.

Thank you so much, and I hope to see you soon at the farmers' market!

Hester Parker, PhD, Executive Director

Thank you to our generous community partners!

CalFresh Healthy Living

Central California Alliance for Health

City of Seaside

Clif Family Foundation

Ecology Center Market Match Program funded in part through the California Department of Food and Agriculture and the USDA's National Institute of Food and Agriculture (NIFA)

Kaiser Permanente Northern California Community Benefit Programs

Montage Health

Monterey County Gives! Fund of the Community Foundation for Monterey County

Monterey Peninsula Foundation

Monterey Peninsula Volunteer Services

Natividad Medical Center

Salinas Valley Health

Sierra Club Ventana Chapter

The Cislini Fund #2 Discretionary, Stephen and Madeleine Conran Fund, and Evelyn and Spencer Thompson Fund to Help Feed the Hungry of the Community Foundation for Monterey County

USDA's Local Food Purchasing Assistance Program (LFPA)

USDA NIFA, GusNIP PPR project 2022-70424-38553

And community supporters like you!