



2025 AT A GLANCE

Everyone's Harvest distributed \$969,806 in healthy fruits & vegetables through our community food programs in 2025

CalFresh and Market Match

CalFresh (EBT) and Market Match, our program to incentivize CalFresh (SNAP) recipients to purchase more fruits and vegetables, increased by 41%, helping both shoppers with low incomes and farmers.

Fresh Rx Patients

The Fresh Rx program successfully transitioned to providing produce prescriptions through Medi-Cal, with over 500 patients receiving weekly prescriptions of fresh produce.

Farms Together

We purchased close to \$356,000 of farmers' produce that we packed in a total of 13,693 boxes distributed free to residents with low incomes.

EBT & Market Match in Castroville

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

Edible Education

We hosted 35 in-person cooking demonstrations and nutritional tastings and provided 193 Food Navigation activities at farmers markets and community events informing the public about affordable food resources.

Seaside Farmers Market

We celebrated two years of the Seaside farmers market in June 2025 and renewed our two-year contract with the City of Seaside.

Small-scale Farmers Income

Small-scale farmers at our markets earned close to \$2 million in income, serving over 3,000 families weekly.

Women, Infants & Children (WIC)

Farmers at our markets provided \$68,121 in fruits and vegetables to WIC families through electronic benefits 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, Summer
11am–2pm, Winter
632 East Alisal St.

WEDNESDAY

Natividad

10am–2:30pm, year-round
Natividad Medical Center

THURSDAY

Seaside

3–7pm, year-round
Laguna Grande Park

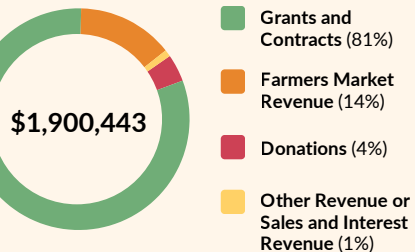
FRIDAY

SVH

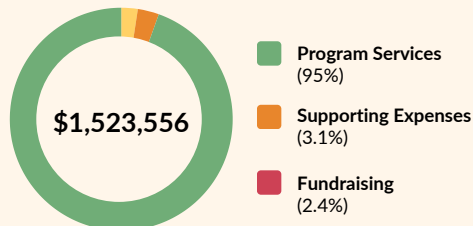
11:30am–4:30pm, May–Nov.
Salinas Valley Health



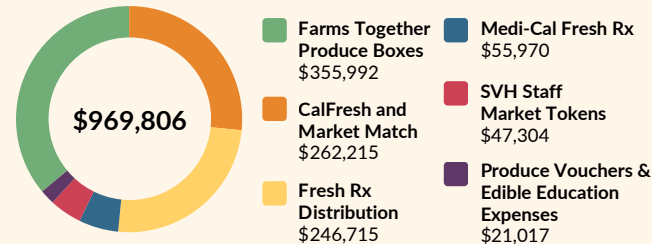
2025 REVENUE



2025 EXPENSES



2025 HEALTHY INCENTIVES





A MESSAGE FROM THE EXECUTIVE DIRECTOR

In 2025, Everyone's Harvest became a Medi-Cal provider for Fresh Rx and expanded two farmers markets to year-round operation!

Dear friends and partners,

I'd like to share how this we achieved these milestones. First, we successfully transitioned Fresh Rx, our Food is Medicine program, to serve Medi-Cal members with eligible diet-sensitive illnesses by providing Fresh Rx weekly through the local Medi-Cal provider, Central California Alliance for Health (the Alliance). The Fresh Rx program, a 12-year collaboration with local physicians who prescribe fruits and vegetables from Everyone's Harvest's farmers markets to their patients, is now recognized as Medically Supportive Food through the Alliance. We built the infrastructure to accept Medi-Cal for 125 new Fresh Rx patients, expanding the population whom we can serve to over 500 patients who received free weekly produce through Fresh Rx! This triumph was thanks to generous support and ongoing partnerships with Natividad Medical Center, Salinas Valley Health, Monterey County Clinic Services, Clinica de Salud del Valle de Salinas, and North County Recreation and Park District in Castroville.

These longstanding collaborations helped bring about the systemic change that allowed Fresh Rx and other Food is Medicine initiatives to be recognized by various Medicaid plans throughout the country as nutrition interventions. And the positive health outcomes experienced by Fresh Rx participants were detailed in an article I co-authored and published in *Preventive Medicine Reports* about the health impacts of Food is Medicine interventions.

Second, we expanded two previously seasonal markets in Salinas—the Alisal and Natividad farmers markets—to become

year-round markets. We now manage five year-round markets. In Alisal and Seaside, we also implemented the Farms Together produce box program, distributing an average of 271 free weekly boxes of produce from local family farmers to residents with low incomes. We purchased close to \$356,000 of produce directly from farmers and packed a total of 13,693 boxes for families to benefit from fresh, local fruits and vegetables.

Everyone's Harvest also had its most impactful year to date delivering Healthy Incentives to families with low incomes. CalFresh was used by 5278 people to buy fresh produce at the markets thanks to the Market Match program that provides a 1:1 match for CalFresh purchases, adding more than \$241,900 in sales for the local small-scale farmers at our markets. Market Match has allowed us to offer the program at our six markets year after year and to introduce an additional market in 2025. In January, we succeeded in bringing the Market Match program to the North County Certified Farmers Market to increase access to fresh fruits and vegetables in Castroville.

We are excited about growing new initiatives in 2026. Now more than ever, Everyone's Harvest is supporting small, local family farmers who provide fresh, affordable produce to households with low incomes. Over the past ten years, Everyone's Harvest has distributed and redeemed more than \$3.5 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.

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 Salinas Prevention and Wellness Grant

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)

Haynes Charitable Foundation

Kaiser Permanente

Montage Health

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

Monterey Peninsula Foundation

Natividad Medical Center

Salinas Valley Health

Cislini Fund #2 - 15% Discretionary and Stephen and the Madeleine Conran Fund of the Community Foundation for Monterey County.

Richard William Greenberg Foundation

USDA National Institute of Food and Agriculture (NIFA), Gus Schumacher Nutrition Incentive Program PPR project 2022-70424-38553

Yellow Brick Road Benefit Shop

And community supporters like you!