



# 2023 AT A GLANCE

*Everyone's Harvest distributed \$456,044 in healthy fruits & vegetables through our community food programs in 2023*

## 2023 HIGHLIGHTS

### CalFresh and Market Match

We distributed over 50% more in CalFresh (SNAP) benefits and Market Match nutrition incentives, our program to incentivize CalFresh recipients to purchase more fruits and vegetables, helping both low income shoppers and farmers. We also increased the match from \$10 to \$30!

### Fresh Rx Patients

We increased the number of Fresh Rx patients by 46% over the number served in 2022, with over 380 patients and their families receiving weekly prescriptions of fresh produce.

### Edible Education

We hosted 16 in-person cooking demonstrations and nutritional tastings and integrated the Kids' Activity Table activities with our new Food Navigation program.

### New Farmers' Market

We opened a new farmers' market in Seaside in June 2023.

### Small Scale Farmers' Income

Small scale farmers at our markets earned over \$1M in income.

### CalFresh Expansion to Castroville

We brought CalFresh and Market Match to Castroville in October 2023 through a partnership with the North County Farmers' Market.

### Women, Infants & Children (WIC)

Farmers at our markets provided \$128,000 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  
215 Reservation Rd.

**MONDAY**  
Pacific Grove\*  
3-7pm May-Nov,  
3-6pm Nov-May  
Central & Grand Ave

**TUESDAY**  
Alisal  
11am-4pm, Jun-Oct  
632 East Alisal St.

**WEDNESDAY**  
Natividad  
11am-3:30pm, May-Oct  
Natividad Medical Center

**THURSDAY**  
Seaside\*  
3-7pm  
Laguna Grande Park

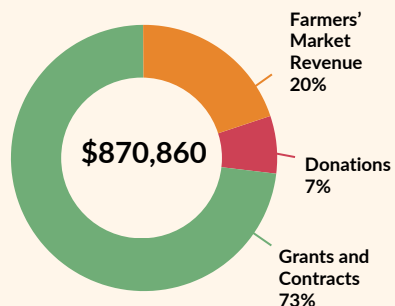
**FRIDAY**  
SVH  
12-5pm, May-Nov  
Salinas Valley Health

\*Year-round

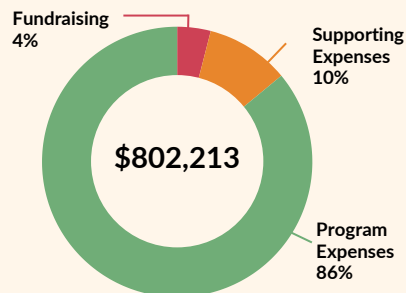


2023 FINANCIALS

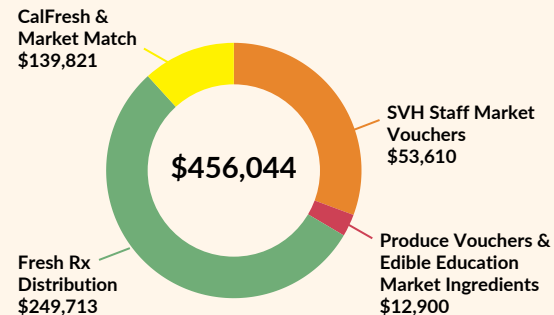
## 2023 REVENUE



## 2023 EXPENSES



## 2023 HEALTHY INCENTIVES



CalFresh & Market Match  
\$139,821



# A MESSAGE FROM THE EXECUTIVE DIRECTOR

## *In 2023, Everyone's Harvest celebrated the 20th year of the Marina market and opened a new market in Seaside!*

We also brought the "Food is Medicine" movement to Monterey County by expanding our Fresh Rx produce prescription program to more healthcare partners prescribing fruits and vegetables to the greatest number of Fresh Rx patients we've ever served. We couldn't have accomplished these milestones without our hardworking farmers and vendors, loyal customers, staff, and generous community partners. We are so honored that you have chosen to stay connected to Everyone's Harvest and have supported us this past year as we expanded our programming.

In 2023, we grew our partnerships with two new healthcare partners, Aspire Health's Healthy Together program and Clinica de Salud del Valle de Salinas, and re-established our collaboration with the Alisal Health Center to grow the Fresh Rx produce prescription program by 46% over last year, serving 380 participants and their families. In addition, our Edible Education program provided all families visiting the markets with cooking demonstrations featuring nutritious recipes and, through our new Food Navigation program, information about affordable food resources throughout the county.

Everyone's Harvest also had its most impactful year to date in terms of delivering Healthy Incentives to limited-resource families. For our unique Market Match program that matches dollar for dollar any purchases made at the market using CalFresh or SNAP benefits (today's food stamps), we were able to increase the match amount from \$10 to \$30 in 2023 through generous contributions from grants.

This gave all CalFresh users who spent \$30 at the market an extra \$30 to spend on produce every market visit! The number of CalFresh customers at Everyone's Harvest markets increased by over 27% compared to the previous year. That's 1463 people making 3,844 purchases with CalFresh to buy fresh produce at the markets, adding an extra \$139,821 in income for the local small-scale farmers at our markets.

Furthermore, in October 2023 we expanded Market Match's impact geographically in Monterey County to the community of Castroville through a unique partnership with North County Recreation and Park District. Everyone's Harvest is accepting CalFresh and Market Match on behalf of the North County Farmers' Market so that CalFresh families can now purchase fruits and vegetables in Castroville.

We are looking forward to new initiatives in 2024, including providing boxes of produce for low-income families at the Seaside Farmers' Market, re-establishing our Fresh Rx program at the Seaside Family Health Center, and transitioning Everyone's Harvest to become a Medi-Cal service provider for the Fresh Rx program!

This is what Everyone's Harvest is all about: supporting 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 \$1.5 million worth of Healthy Incentives to bridge the gaps in food access and nutrition. 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!

Blue Zones Project

CalFresh Healthy Living

Central California Alliance for Health

Central Coast Community Energy (3CE)

City of Seaside

Clif Family Foundation

CSUMB

Dairy Council of California

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)

The Fund for the 21st Century, Evelyn and Spencer Thompson Fund to Help Feed the Hungry of the Community Foundation for Monterey County

Kaiser Permanente Northern California Community Benefit Programs

Monterey County Gives!

Monterey Peninsula Foundation

Monterey Peninsula Volunteer Services

Natividad Medical Center

North County Recreation and Park District

Salinas Valley Health

Sierra Club Ventana Chapter

USDA NIFA, GusNIP PPR project  
2022-70424-38553

And community supporters like you!