



# 2017 ANNUAL REPORT

Harvest Home Farmer's Market, Inc.  
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**Mission:** Harvest Home Farmer's Market mission is to provide low-income communities with access to farm fresh local produce and the education to achieve healthier lifestyles.

**Accomplishments:** In 2017, we operated 17 farmers' markets (4 in Brooklyn; 7 in Manhattan; 6 in the Bronx) covering 15 Council District and 13 community boards across New York City.

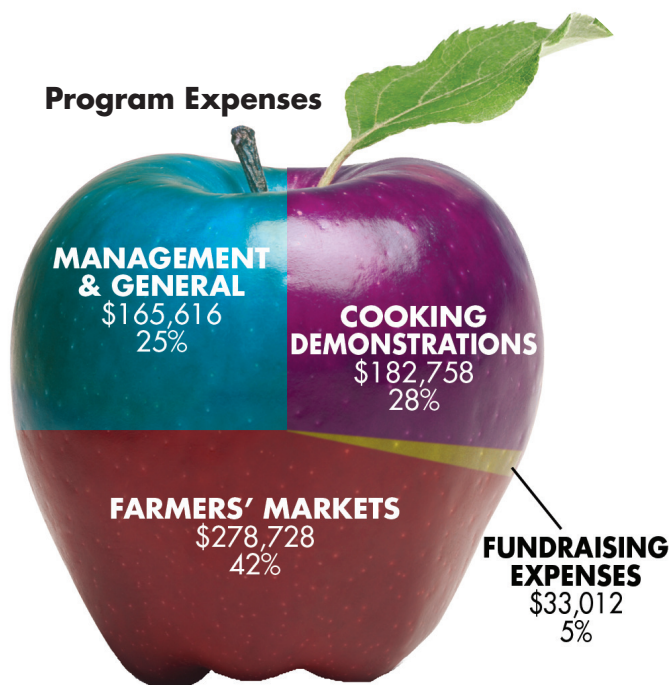
- **Served** 275,000 consumers and provided retail outlets for 14 regional farms.
- **Increased** the buying power of low-income NYC residents to purchase fresh produce by \$200,000 through consumer payment options using SNAP/EBT, Farmers Market Nutrition Program (FMNP) Women, Infant and Children (WIC), senior coupons & NYC Health Bucks.
- **Provided** \$46,000 in coupons to seniors across the city through 95% redemption rate for Healthy Seniors Healthy Shoppers (H2S2) program.
- **Reached** over 5000 consumers with quick low-cost, seasonally based recipes and nutrition information through the Food Talk Newsletter.



**Financial Overview:** Income and expenses for the fiscal year ending December, 2017.

**Total Support & Revenue:** \$660,039  
(includes grants & contributions)

**Total Expenses:** \$660,114



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**Programs:** Harvest Home programs focus on access to nutritious food, education and effective community engagement.

**Healthy Seniors Healthy Shoppers (H2S2):** Four-year project funded through a grant from the USDA. Harvest Home provides seniors receiving less than \$200/month in SNAP benefits with \$4 in H2S2 coupons without spending their SNAP dollars to receive the coupon.

**Farm-Fresh Food for Every Body:** Derived from Harvest Home's mission to increase access to nutritious, locally grown produce to consumers in low-income New York City neighborhoods. The organization collaborates with local CBOs to provide screening and enrollment in SNAP and promotes using their SNAP benefits to purchase fruits and vegetables.

**Eating for Good Health (EFGH):** Linking broader community health issues to dietary practices, cooking demonstrations at the markets during the season, supermarkets, senior centers and local non-profits show how to eat healthy without taste deprivation.

**Lifestyle Diabetes Prevention Program:** Utilizes the curriculum from the Center for Disease Control (CDC) National Diabetes Prevention Program to encourage lifestyle and nutrition improvements to prevent or delay Type 2 Diabetes.

**Food Talk Newsletter:** A weekly newsletter providing tasty, quick low-cost seasonally based recipes and related nutritional information along with tips on purchasing and storing to entice consumers to increase consumption of vegetables & fruits.

**Community Engagement:** Our market sites serve as community gathering spaces, encouraging individuals and families to spend time outdoors, engage with neighbors, access community information while promoting health education programming. Deep community engagement results in shoppers and farmers returning year after year.



### Board of Directors:

- |                          |                            |
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