



Impact Report 2020



Mandy Moody, Interim Executive Director



Many thanks.

Through this year of unimaginable change, you helped to create a more accessible, more sustainable, more resilient food system together with Green City Market. There is more work to be done in 2021; but for now, I offer you my sincerest gratitude for the incredible impact you had on our work in 2020. I invite you to read on and experience the stories you wrote with your generosity.

Many, many thanks,

Mandy Moody, Executive Director

Jenn Lejano, Board of Directors Chair



Thank you.

2020 has brought change after change to us all. Through everything, we have been so grateful for the dedication to our mission from you, our amazing community of supporters.

We are immensely grateful for the action you took in 2020 to support our local farmers and the community nourished by them.

Thank you,

Jenn Lejano, Board Chair

#AMarketOnAMission



Our mission

Green City Market is paving a new path for the local food economy in the Midwest by deepening our support for small family farmers, educating consumers and the next generation of eaters, and increasing access to local, healthy, sustainable food.



Our pillars



Farmers

We believe sustainable farming and a more localized food system is essential to keeping our city nourished and to paving a new path for the local food economy in the Midwest.

Our work centers around lifting up local, small-scale, sustainable growers who promote the environmental stewardship of the land on which they farm.

Education

We're passionate about educating consumers and the next generation of eaters about where food comes from and why it matters.

Through our educational programming, we're committed to helping Chicagoans of all ages understand how what they buy, cook, and eat impacts the future of our city (and our planet).

Access

We know that access to good food is a right, not a privilege. We're dedicated to making that right a reality.

In our fight against food insecurity, we welcome and match Link (also known as SNAP) dollar-for dollar to double the purchasing power of those who need it most and increase access to local, sustainably-produced food.

deepening support for small, family farmers

GCM Delivered

In the spring of 2020—despite being an essential business—Green City Market was forced to shutter our in-person operations for nearly three months due to the coronavirus pandemic, leaving our 57 local farmers and producers with no way to reach their customers, seemingly indefinitely.

Just 7 days after Illinois' shelter-in-place order went into effect, we launched GCM Delivered, an innovative online ordering system designed to keep our farmers connected to shoppers and create a safe pathway for Chicagoans to access local, sustainably-grown food.



deepening support for small, family farmers

A farmer-first model

Diversified revenue streams = a stronger, more resilient local food system



64.6 miles

GCM vendors traveled an average of less than 65 miles from farm to market (or delivery center) in 2020 — less than 5% of the food miles it takes to stock a typical supermarket

Safe + sustainable

Contactless delivery and curbside pick-up, from the farm to your home on the very same day



deepening support for small, family farmers

a pivot with a purpose

From March to December 2020, we grew from delivering 60 orders per week to 500, reaching 8 times as many Chicagoans on a weekly basis.



\$680,776
in revenue
generated for
farmers through
delivery and
pick-up alone



185 people
employed
by our markets,
as delivery
drivers, + food
packers



10,837
orders
placed



deepening support for small, family farmers

"There's not just one way to sell things now.

The whole way in which we're connecting with our customers has changed dramatically as a result of the pandemic...

Green City Market has been pivotal in that change."

Jackie Gennett
Bushel & Peck's | Beloit, WI



educating the next generation of eaters

Edible Ed @ Home

In a typical year, GCM is in Chicago's classrooms all year long, teaching what we like to call "modern-day home ec" — hands-on culinary skills with a focus on helping students understand how what they eat, cook, and throw away impacts the future of our city (and our planet).

Like so many students and educators, we shifted all our educational programming online in 2020, reaching thousands of kids and families at home with engaging and enriching resources centering around good food, where it comes from, and how to make the most of it.



educating the next generation of eaters

**1,000s of kids
and families
reached**



**105 recipes +
activities
published**



254 lbs. of food

We supplied CPS with 254 pounds of food sourced directly from our local farmers and producers for virtual cooking classes



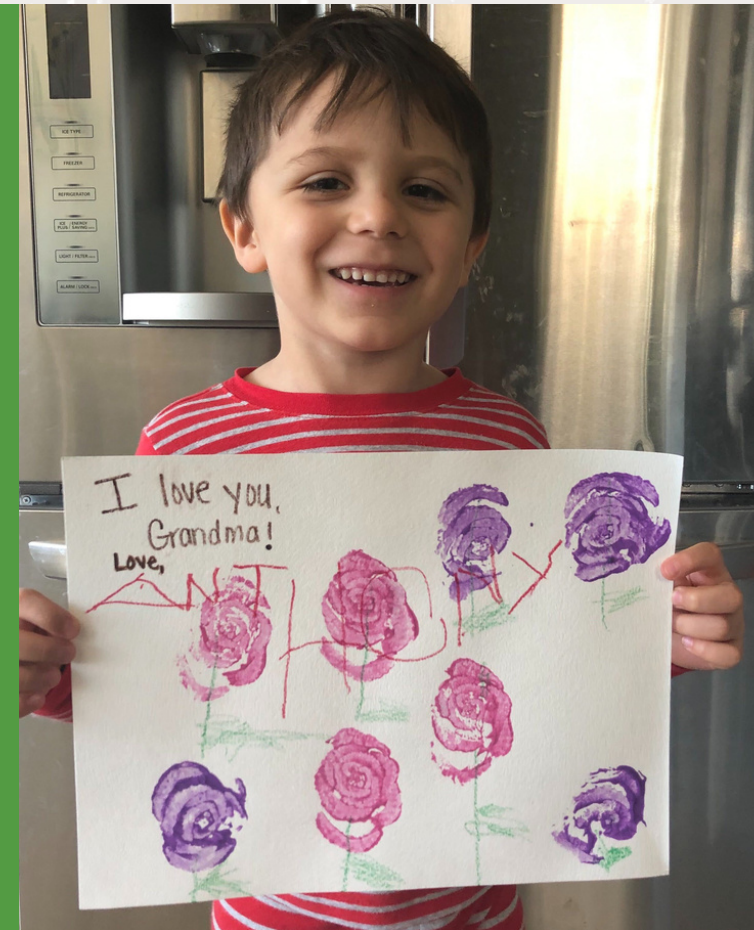
educating the next generation of eaters

a pivot with a purpose

In a year when pantry staples reigned, Green City Market's online resources for kids and home cooks alike centered on making the most of what's on hand and leveraging skills over special kitchen tools or ingredients.



**100s
of home cooking
conundrums
answered**



**Celery
stamps
top activity of
2020**



**Ramp
giardianara
top recipe of
2020**



educating the next generation of eaters

"Our family has been a patron of Green City Market for a nearly a decade.

I really appreciate the team finding creative ways to engage children during the pandemic."

Meggan Teague

GCM shopper + mom of a Club

Sprout @ Home participant



increasing access to nutritious, local food

Feeding Chicago

1 in 6 Chicagoans face food insecurity—that's over 450,000 people in our city that don't know where their next meal is coming from or frequently struggle to access good food for themselves or their families. With hunger on the rise in 2020, we were up against a challenge like no other.

As the pandemic exacerbated unemployment and structural inequities, Green City Market's Link matching program — where we welcome and match Link (a.k.a. SNAP) dollar-for-dollar — became even more crucial.



increasing access to nutritious, local food

**\$24,027.50
spent + matched**

100% of Link funds
spent and matched go
straight back into the
local economy



**50+ zip codes
served**

Our small but mighty team
helped feed people in
more than 50 zip
codes across Chicago

7,584 meals

We facilitated farmer
donations of more than
6,320 pounds of food to
local pantries which
translates roughly to
7,500+ meals



increasing access to nutritious, local food

a pivot with a purpose

In 2020, we developed a way for customers to participate in our Link matching program and pre-order online for curbside pick-up so they could safely access food from GCM even after our market season ended.



**Before
GCM's Link
match**



**After
GCM's Link
match**



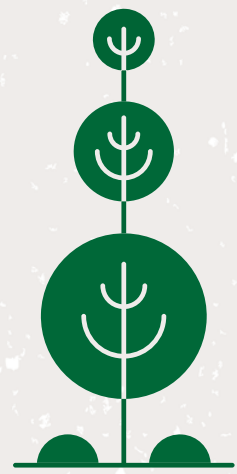
increasing access to nutritious, local food

Green City Market's Link matching program "allows me the ability to buy fresh fruit, veggies, and items that I normally probably wouldn't be able to afford."

It helps with my budget and my limited funds."

Sue | GCM West Loop shopper +
participant in GCM's Link
matching program





sustainable development goals

Green City Market is committed to combatting global climate change by addressing the UN's Sustainable Development Goals through all our programming.



**11,167
pounds of food
waste composted
+ diverted from
landfills**

SDG 12: Ensure sustainable consumption and production patterns



**7,584 food
insecure-
Chicagoans fed**

SDG 2: End hunger, achieve food security and improved nutrition and promote sustainable agriculture



**2,915 acres of
land sustainably
farmed**

SDG 15: Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss





Make your impact.

We are endlessly grateful for the support of our community.

If you are inspired by the accomplishments we made together in 2020, please consider a gift to continue growing Green City Market in 2021 and beyond.

Visit greencitymarket.org/makemyimpact to make an impact with your donation today.

