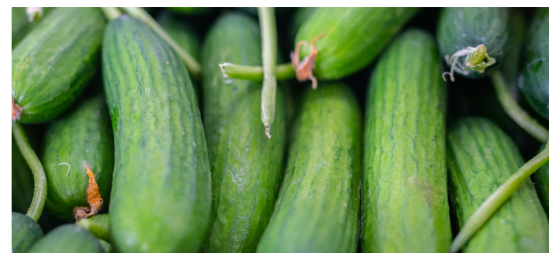
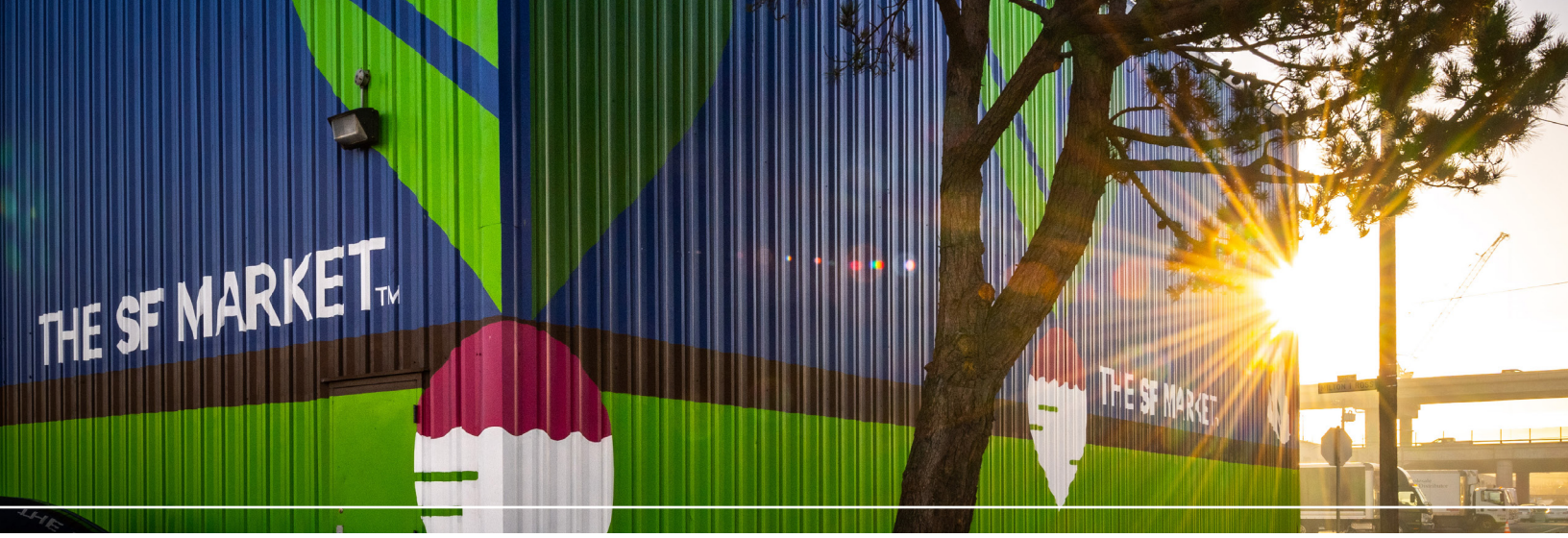




THE SF MARKET™
SOURCE FOR FRESH PRODUCE

2022 ANNUAL REVIEW





2022 KEY ACCOMPLISHMENTS (2019-2022 STRATEGIC PLAN)

This brief summary captures some of the key results of The SF Market team’s performance against our 2019 - 2022 Strategic Plan goals. We are proud of our resilience and our accomplishments during a very challenging time for the Market, and globally.

A NOTE FROM OUR BOARD PRESIDENT

Taking over the reins as the Board President at The SF Market last summer encouraged me to reflect on my last few years as a San Francisco Market Corporation board member, a period of unprecedented challenges through uncertain times. I am especially struck by the adaptability of our staff and merchants as they navigated extraordinary circumstances with creativity and perseverance to maintain The SF Market’s core mission of keeping the Bay Area and beyond supplied with abundant, healthy, fresh produce. The SF Market continues to be a vibrant, thriving, and sustainable food center and I couldn’t be more proud of our people, and honored to serve alongside both veteran Board members and the new voices and talent who have recently joined the Board.


As we look forward, growth is everywhere. Our hardworking, committed merchants continue to flourish. A few have expanded to the point that they had to find new space here on campus to better support their thriving companies. On the business and operations side, SF Market staff continue to execute on our strategic and reinvestment plans in anticipation of future needs. Not only are our merchants growing, but our award-winning Food Recovery Program continues to ensure that surplus healthy produce is distributed to food-insecure Bay Area residents via a network of dedicated community partners.

It has been tremendously gratifying this past year to see how The SF Market’s significant scale and unique abilities to support a more healthy, sustainable, and fair food system have been recognized and rewarded. Last year, in partnership with the City and County of San Francisco and the State of California, we secured critical external funding for our reinvestment plan and to maintain and improve market facilities. These funds will allow us to complete capital improvements on existing buildings and improve business operations to better serve merchants’ needs today and in the future.

To ensure The SF Market maintains its leadership role enriching the robust Bay Area food economy, we must continue to serve the people who make us such a flourishing and effective business hub. I deeply appreciate the commitment of The SF Market staff, volunteers, and fellow board members who work tirelessly to maintain successful operations that connect fresh produce and food communities of San Francisco and beyond. As Board President, I am proud of our past work together and excited by opportunities that lie ahead to further accelerate The SF Market’s role as a leader and partner to the Bay Area’s world-renowned food businesses, and the entire regional food and agriculture community. I am truly humbled by the opportunity to serve.

Sincerely,

Virginia Hines,
President

| Priority Area | Key Accomplishments |
|--|---|
|  <p>Sustain Maintain and Improve Market Facilities and Operations</p> | <ul style="list-style-type: none"> → The SF Market was awarded a total of \$13 M in funding for key market upgrades + the next phase of our Reinvestment Plan: <ul style="list-style-type: none"> → \$3M City of SF funding → \$5M City of SF funding to SF Dept of Public Works for planning and design of Innes Avenue → \$5M State of CA funding → Achieved approval for ground lease amendments from SF Board of Supervisors → Developed & launched annual merchant survey → Successful execution of Maintenance & Repair plans incl. new roof/walls on 50% of original buildings; campus-wide lighting upgrade |
|  <p>Thrive Build a Thriving and Effective Non-profit Organization</p> | <ul style="list-style-type: none"> → Investments in team development e.g. organizational development workshops; upgraded office environment → Created & launched first Fund Development strategy for The SF Market → Significant enhancements to financial planning including development of: <ul style="list-style-type: none"> → 3-year Market operating budget → Reinvestment Plan Financial Model |
|  <p>Grow Make The SF Market a Destination: Grow Business & Attract Tenants</p> | <ul style="list-style-type: none"> → Conducted first “merchant mix analysis” + customer feedback survey → Developed + deployed new brand identity → +10% in website traffic; +62% in social media followers → Supported transition of two key merchant businesses - Arcadio’s and PayLess Logistics - into larger warehouse spaces in 901 Rankin |
|  <p>Do Good Use The SF Market’s Scale and Unique Industry Position to Support a Healthier, Sustainable, and Fair Food System</p> | <ul style="list-style-type: none"> → 3M+ pounds of fresh produce distributed to 15+ community partner orgs via Food Recovery Program (program significantly supported by grant funding) → Piloted educational tour + small farmer outreach programs → Designed, launched and scaled COVID Emergency Food Program (see details in COVID-19 Response) |
|  <p>COVID-19 Response</p> | <ul style="list-style-type: none"> → Sustained full operations throughout COVID-19 pandemic → Stood up high-volume vaccination site in partnership with City of SF and Sutter Health → Supported 25+ partner orgs in buying \$3.5 M in produce from merchants via Emergency Food Program (program 100% supported by grant funding) |

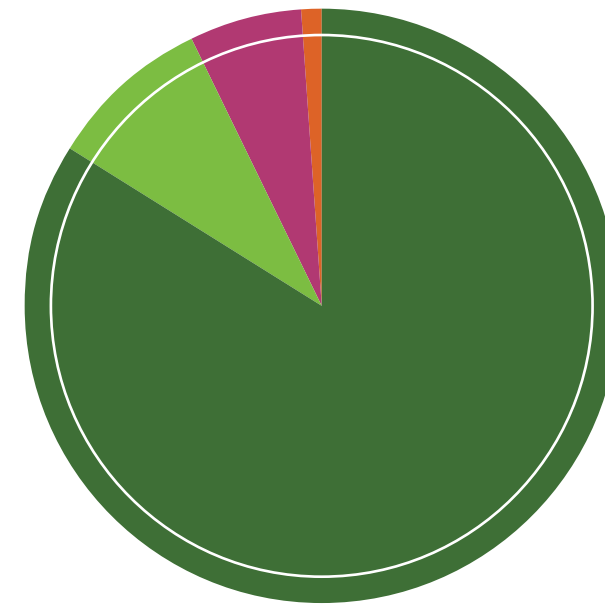
FACES OF THE SF MARKET



2022 FINANCIAL SNAPSHOT

REVENUE

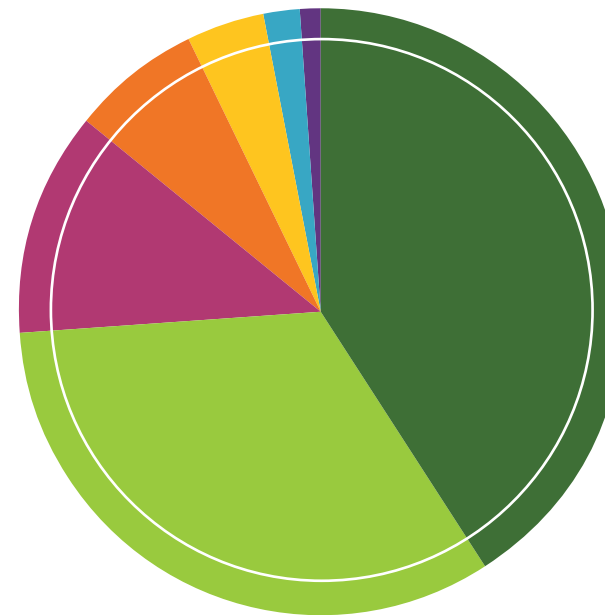
Total Income: \$7.0 Million



- 84% Leases
- 9% Fundraising and Grants
- 6% Other Revenue
- 1% Investments

EXPENSES

Total Expenses: \$7.0 Million



- 41% Reserves/Reinvestment Plan
- 33% Market Operations
- 12% Depreciation
- 7% Fundraising
- 4% Covid 19 and Food Recovery Programs
- 2% Overhead
- 1% Debt Service



THANK YOU

FUNDERS

Crankstart
 San Francisco Environment Department
 Clif Family Foundation

SAN FRANCISCO MARKET CORPORATION BOARD OF DIRECTORS

Virginia Hines **President**
 Eli Zigas **President (outgoing)**
 Jack Pizza **Vice-President**
 Ashleigh Harris **Secretary**
 Stephany Thompson **Secretary (outgoing)**
 Tim Thomson **Treasurer**
 Nancy Andrews
 Larry Balestra
 Kevin Barnett
 Joshua Callahan
 Kevin Cook
 Vincent Korta
 Leslie Krasny
 David Lea
 Julie Yim

BOARD COMMITTEE MEMBERS

Matt Anderson, Andrea Balestra, Kevin Barnett, Tatiana Blank, Tim Bacon, Robbie Brown, Joshua Callahan, Jake Chen, Kevin Cook, Katie Ettman, Ken Ewalt, Ted Fang, Tim Garlick, Eric Haesloop, Steve Hixson, Ashleigh Harris, Virginia Hines, Lauren Kahn, Vincent Korta, Leslie Krasny, Robert Lee, Tony Leutza, Ray Mah, Ruben Mejia, John Meyers, Brenna Moorhead, Jack Pizza, Mike Pizza, Sandeep Rangi, Ted Reeves, Ann Marie Rosenthal, Fiona Ruddy, Earl Shaddix, Susan Simitz, Will Smerdon, Emma Tozer, Stephany Thompson, Tim Thomson, Ric Tombari, Todd Walker, Andrew Wietstock, Tom Wheeler, Julie Yim, Eli Zigas

SAN FRANCISCO PRODUCE ASSOCIATION BOARD OF DIRECTORS

Jack Pizza **President** (Washington Vegetable)
 Ray Mah **Vice-President** (Berti Produce)
 Ric Tombari **Treasurer** (Cooks Company Produce)
 Rusty Tarpley **Secretary** (What A Tomato)
 Larry Balestra (S&L Wholesale Produce)
 Kevin Cook (Earl's Organic Produce)
 Stanley Corriea, Jr. (Stanley Produce)
 Ken Ewalt (Great West Produce)
 Vera Garces (Payless Logistics)
 Wendy Suen (Yuet Cheong)

PROGRAM COMMUNITY PARTNERS

Alameda County Community Food Bank
 Bayview Senior Services
 Berkeley Food Network
 CCMP (Coalition of Concerned Medical Professionals)
 Daily Bowl
 Dig Deep Farms
 Farming Hope
 Food Runners
 Food Shift
 Free The Need
 Hunters Point RCTA
 Little Sisters of the Poor
 Meals on Wheels
 Mission Food Hub
 Mother Brown – The United Council of Human Services
 San Francisco African American Faith Based Council
 Second Harvest Food Bank of Silicon Valley
 Transitional Age Youth Tenderloin Navigation Center
 USF Food Recovery Network

MERCHANT PROGRAM PARTNERS

Arcadio's Produce, Berti Produce, Cooks Company Produce, Earl's Organic Produce, Fresh Green, Great West Gourmet, Gus's Community Market, Mercado Latino, Mollie Stone's Markets, North Bay Produce, Ocean Paradise Produce, Payless Logistics, S & L Produce, Shasta Produce, Stanley Produce, Washington Vegetable, What A Tomato, Yuet Cheong & Co



STAFF

Amy Branner, **Fund Development Director**
Sara Draper-Zivetz, **Program Manager**
Sheila Gibson, **Administrative Manager**
Michael Janis, **General Manager**
Carolyn Lasar, **Food Recovery Coordinator**

Nathan Matson, **Property Manager**
Sergio Solis, **Operations Manager**
Barbara Tokarzewski, **Board & GM
Administrative Assistant**
Elizabeth Yu, **Controller**



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