

# Greenmarket Co. and the Greenmarket Regional Food Hub

Greenmarket Co. is a mission-driven, non-profit food distribution program with a two-pronged mission: to create profitable business opportunities for local farmers and increase access to healthy, fresh, local foods in underserved communities in NYC. We purchase from farmers at a fair price and distribute their high-quality products to a range of buyers throughout the city including institutions, restaurants, retailers, non-profits, and our own food access programs.

## What we've accomplished since 2012:

- Expanded into a 5,000 square foot warehouse in the South Bronx
- Purchasing from 50 wholesale growers and upstate hubs
- Serve more than 250 buyers, including 30 community-based organizations running nutrition and food access programs, such as Added Value, Brotherhood Sister Sol, and the Fortune Society
- Distributed more than 600,000 pounds of produce to institutional buyers serving nutritionally at-risk populations, including senior centers, Head Start locations, and food pantries
- Delivered 1.3 million pounds of produce in low-income communities -- 65% of total sales
- Grossed over \$2,000,000 in sales of local farm products in the New York City wholesale marketplace to date, with sales in FY 16 alone expected to exceed this

## What we need to grow: The Greenmarket Regional Food Hub



In light of these accomplishments and the clear demand for our services, Greenmarket Co. seeks an expanded facility that will allow us to exponentially increase our capacity to connect underserved New Yorkers with fresh, healthy, local foods. We are seeking to raise \$19 million to build the Greenmarket Regional Food Hub.

An expanded facility will provide:

- Cold storage, aggregation, distribution, and processing infrastructure to connect more NYC wholesale buyers with local farm products
- Storage for local farmers and mission-driven distributors
- Space for an outdoor wholesale farmers market
- The ability for more institutions such as senior centers, hospitals, and food pantries, as well as GrowNYC's own food access programs, to increase their sourcing of regionally grown produce, providing greater business opportunities for mid-size farmers.

[www.grownyc.org](http://www.grownyc.org)

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