



2023
IMPACT
REPORT



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434-430-5548



LETTER FROM OUR EXECUTIVE DIRECTOR



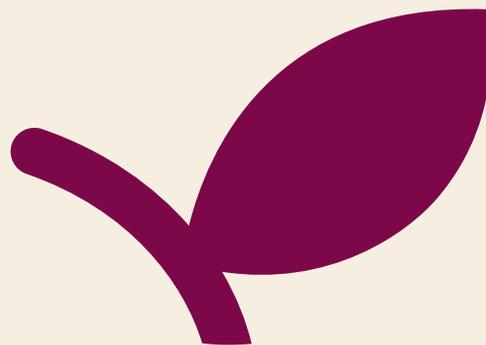
Dear Friends of The Local Food Hub,

2023 was a year of transition, change, and growth for Local Food Hub. We focused on continuing our core programs and expanding our vision to encompass new initiatives and explore opportunities in our community. As the new Executive Director, I was truly impressed to see the myriad of partnerships we have built and look forward to working alongside our partners to realize our goals of fostering a healthier food system and creating equitable access to local food.

Three valued team members, Portia, Stasia, and Tina, have embarked on new adventures. We extend our heartfelt gratitude to them for their passion, dedication, and contributions to Local Food Hub. We wish them continued success and growth in their exciting endeavors.

The Local Food Hub Board of Directors continues to take an active role in shaping the future of the organization and recently revisited and updated the Strategic Plan.

Our flagship program, Fresh Farmacy, is an ongoing opportunity to engage with people by meeting them where they are and making it easy for them to cook and eat food that is healthful and otherwise not available to them.



HERE ARE SOME OF THE COMMENTS WE RECEIVED FROM OUR SURVEY PARTICIPANTS:

Buying Fresh Produce: 80% buy produce at the grocery store but 59% do not buy fresh produce as often as they would like and 62% said they would eat less produce without the Fresh Farmacy program.

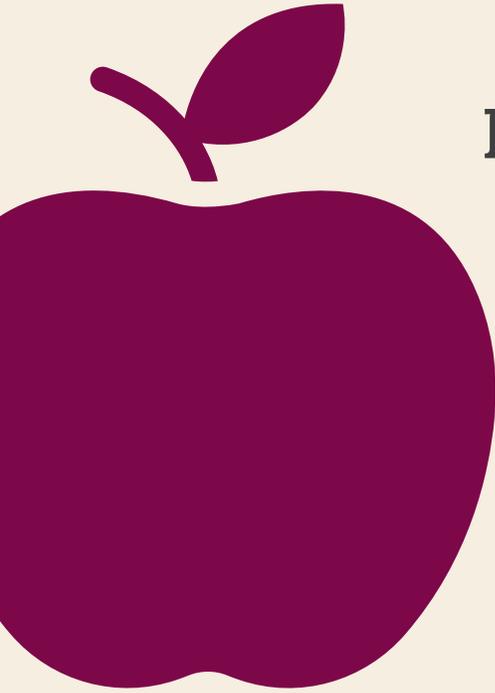
Recipes & bag inserts: 90% find them helpful, 82% have made recipes, 62% would attend a cooking class if offered

New/Different produce use/enjoy more often: 72% have been introduced to new items they liked

Benefits of Program:

Frees up money to be able to buy other needed items



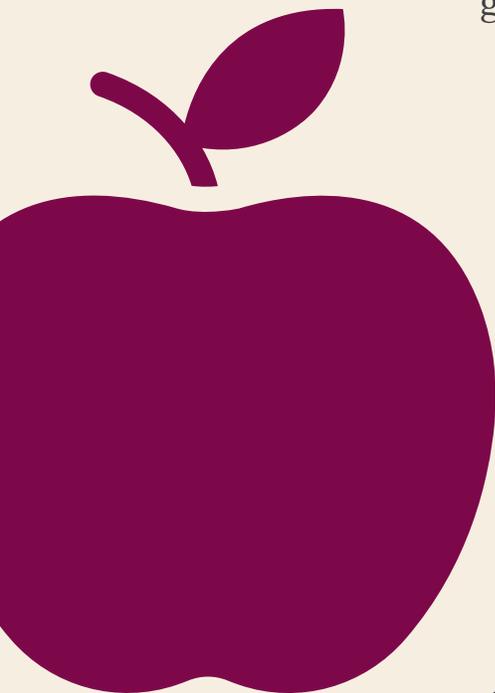


IN 2023 LOCAL FOOD HUB:

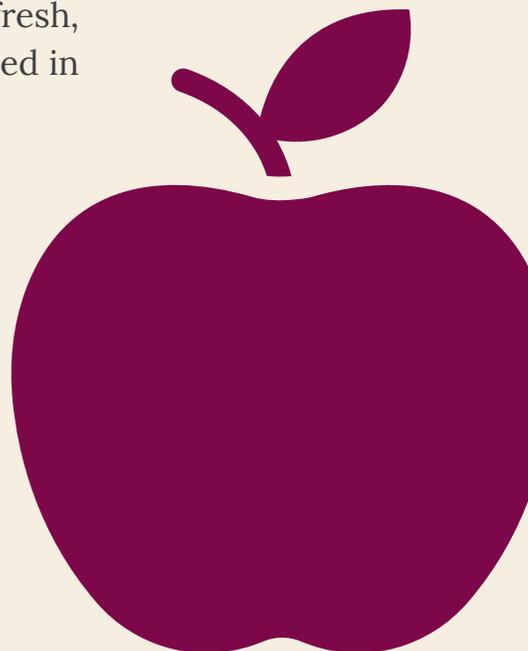
Served **10** Fresh Farmacy sites
throughout the Central Virginia region.



Spent over **\$330,000** on locally
grown foods, providing local farmers
with a reliable source of income.



Delivered **8000** shares of fresh,
local produce to households enrolled in
Fresh Farmacy.



Added new members to the Virginia
Black Farmers Directory which brings
us to **55** members.

IN 2023 WE CONTINUED TO WORK CLOSELY WITH OUR COMMUNITY PARTNERS INCLUDING:

- Move2Health Equity which focuses on increasing health equity in the greater Charlottesville Area.
 - WellAWARE, a community health organization that helps medically underserved households overcome obstacles to good health and healthcare in the city of Charlottesville.
 - UVA Health, a federally-funded site focused on gathering participant evaluation data to assess impact and identify areas of improvement, recruits low-food access households throughout the Charlottesville-Albemarle region.
 - The Department of Diversity and Community Engagement at UVA Health collaborates to provide a “pay-what-you-can” farm stand model for residents in the city of Charlottesville.
- Piedmont Virginia Community College Panther Pantry is addressing student nutritional barriers by providing food, supplies, and educational resources to ease food insecurity.
 - Central VA Farm Workers Initiative is providing migrant farmworkers with health and educational resources that empower them to improve their quality of life.



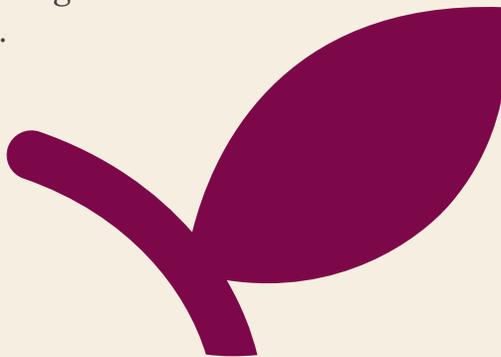
Fresh Farmacy:
"Frees up money to be
able to buy other
needed items."

Local Food Hub continues to serve as the regional lead for Virginia FreshMatch, a statewide program that doubles the value of SNAP dollars when spent on fresh produce. As part of this role, we have been working with the City of Charlottesville to implement SNAP and FreshMatch at the Charlottesville City Market.

Our efforts to support the Eastern Food Hub Collaborative have borne fruit - growth accelerated into 2023 as members worked together to better support hunger relief organizations through the USDA Local Food Purchase Assistance (LFPA) cooperative agreement. The EFC now has more than 1,400 producers with over \$21M in annual procurement, all of which goes to small, independent farmers.

The diverse range of our partners' focus allows us to be more effective in seeing the needs of community members and creating better avenues to serve them. We are extremely fortunate to have such a wonderful array of dedicated organizations that share our vision.

"I like [Fresh Farmacy]
because you give just
enough so we don't
have to throw anything
away."



LOOKING AHEAD TO 2024

There are many things we are hoping to accomplish in the next year. Our main priority is to continue the Fresh Farmacy program and add to the number of people we serve.

The new initiative we are hoping to launch is a Mobile Market to expand our footprint into neighboring counties, including Greene, Nelson, Buckingham, Fluvanna and Louisa. Providing equitable access to locally sourced food remains the impetus behind Local Food Hub and our scope needs to be regional in order to increase our impact. We are working diligently to secure the infrastructure needed to reach those in rural areas where access to fresh produce remains a challenge. If you are interested in helping, please reach out!

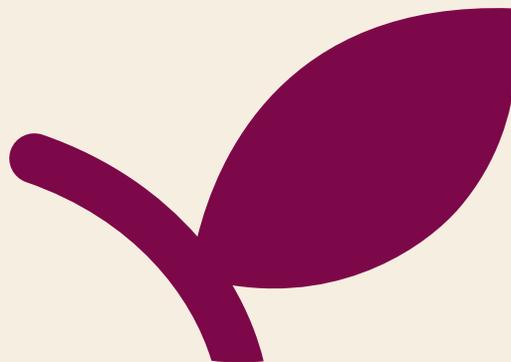
The creation of programs specifically tailored to the needs of at-risk community members is the forté of Local Food Hub. We do this by identifying gaps in the food system space and establishing partnerships to address them. We believe that public/private partnerships are key to effective intervention and having a long-term impact on food insecurity and changing the current paradigm that prevents equitable access to fresh, healthy food.

This is all a direct result of your support and we are grateful for it. Thank you on behalf of Local Food Hub, Eastern Food Hub Collaborative and all those we serve.

We could not have done it without you.

Sincerely,

Laryssa Smith
Executive Director



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