



**THE SF MARKET™**  
SOURCE FOR FRESH PRODUCE



**2023** ANNUAL REVIEW





## A NOTE FROM OUR BOARD PRESIDENT



The past year marked an important milestone: the 60th anniversary of The SF Market's move from its original downtown location to our current campus in Bayview Hunters Point. The anniversary was a great chance to reflect on The SF Market's enduring tradition as a home for small businesses and strong generational relationships. Many of The SF Market's marquee achievements last year underscore our core role as a leader and partner in food systems in the Bay Area and beyond. As Board President, I observed many examples in 2023 of how, day in and day out, The SF Market is a catalyst for critical access to the food infrastructure, programs, and relationships that help farmers, local food businesses, and communities thrive.

Among the commemoration activities, we were grateful to Mayor London Breed for recognizing our legacy with a Proclamation of San Francisco Market Day. We also joined the City's Department of Public Works to support restoration of the Colombo Market Arch, the last remaining architectural fragment from the historic Produce District where The SF Market was born more than a century ago. It was a thrill to help preserve this significant artifact from San Francisco's past at Sydney G. Walton Square Park.

I have watched The SF Market's visibility grow in recent years; we often welcome high-profile visitors to learn more about how our unique mix of programs and commerce supports the region's food infrastructure. An impressive highlight occurred in November, when The SF Market stepped into the global spotlight to host an Asia-Pacific Economic Cooperation (APEC) leaders' summit. Canadian Prime Minister Justin Trudeau and other prominent stakeholders across agriculture, tech, government, and academia visited our campus for a roundtable conversation on food accessibility and affordability.

With a bright future ahead, we are also engaging with the next generation of leaders. We were pleased to host the 2023 National Association for Industrial and Office Parks (NAIOP) San Francisco Bay Area Real Estate Challenge, in which graduate students at the University of California Berkeley Haas School of Business and the Stanford Business School compete at devising solutions for real-world real estate development projects. To support our Reinvestment Plan, the teams explored strategies for upgrading buildings on The SF Market campus. The competition was stiff, but the Cal Berkeley team took home the Golden Shovel for an impressive reimagining of our campus for a new era of logistics.

One of the most important outcomes of 2023 was passing the milestone of recovering 7 million pounds of fresh produce through our acclaimed Food Recovery Program. Since 2016, our commitment to feeding neighbors in need has rallied 75 community partners to generate 5,830,000 meals. The SF Market's innovative, award-winning program reduces food waste and food insecurity by directing edible surplus produce to community partner organizations throughout the Bay Area.

With much to look forward to, as 2023 drew to a close I was also looking ahead to my sixth and final year of service on The SF Market Board. As I prepare to pass the gavel to new Board leadership, I am filled with gratitude for the opportunity to have spent time as a colleague of The SF Market's small but impressive professional staff, the amazing Merchant entrepreneurs whose nightly labors keep a bounty of healthy and delicious fruit and vegetables on the dinner plates of those of us who are fortunate enough to live in the Bay Area, and the diverse and talented volunteers who serve on the Board and Board Committees. As exemplified by the above highlights from 2023, The SF Market has a long track record of making a difference and growing relationships, opportunities, and resilience throughout the region. It has been an immense honor to participate in this mission for awhile, and I will depart with the highest confidence that The SF Market will continue as a treasured local resource, creating value and improving the quality of life in the Bay Area for many more years into the future.

**Virginia Hines**  
President, Board of Directors  
San Francisco Market Corporation



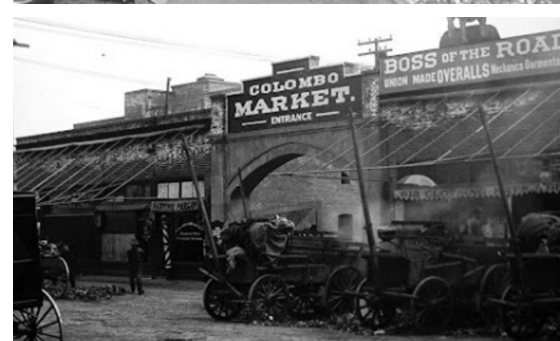


PAST + PRESENT

## HONORING OUR PAST: COLOMBO MARKET ARCH AND CELEBRATING OUR 60TH ANNIVERSARY

2023 gave us the opportunity to reflect on our robust past. Mayor London Breed and the San Francisco Board of Supervisors approved the designation of the Colombo Market Arch as an official San Francisco landmark. The arch dates back to the 1870's and is located at the site of the original San Francisco Wholesale Produce Market, in what is now Sydney Walton Square. We are grateful to Richard Brandi, Historic Preservation Consultant, and the City of San Francisco for their efforts to preserve and recognize this important landmark.

Complimenting this honor, we also celebrated the legacy of our merchants, workers, growers and community in an early morning party that paid tribute to 60 years of supplying produce to San Francisco and the Bay Area from our current Bayview Hunters Point location. This history honors our past and propels us forward. We continue our steadfast commitment to serve our community, region and state every day for generations to come.



PRESENT

## THE SF MARKET DAY!

Commemorating our past and setting the tone for our future, Mayor London Breed issued a Proclamation generously naming September 26 as SF Market Day for the City and County of San Francisco! We remain incredibly grateful for our longstanding partnership with the City. It allows us to serve San Francisco and the Bay Area by providing critical food infrastructure for our merchants to supply fresh, healthy produce to food businesses and our community partners to alleviate food insecurity every day.



### Proclamation

City and County of San Francisco

*WHEREAS*, the City and County of San Francisco is pleased to celebrate the San Francisco Market, which has provided an important produce marketplace in the City for well-over 100 years; and

*WHEREAS*, the San Francisco Market has made its home in the Bayview Hunters Point community for the past six decades; today, it continues to be a hub connecting farms and producers from across the Bay Area, the State of California, and beyond to local businesses and residents; and

*WHEREAS*, the San Francisco Market is home to two dozen produce merchants – many of them having operated in the City for decades – and supports hundreds of well-paying, stable jobs; and

*WHEREAS*, the Market has earned its title as an official City and County of San Francisco Legacy Business, in recognition of its resiliency and long-standing place in the City; and

*WHEREAS*, over the past decade, the SF Market has rededicated its commitment to the Bayview neighborhood through the Reinvestment and Expansion Plan, which will support the Market's growth and stability at its home in southeast San Francisco for decades to come; and

*WHEREAS*, the San Francisco Market is an important community partner that supports local businesses, strives for healthier neighborhoods, and advocates for equitable and sustainable food systems; and

*WHEREAS*, the San Francisco Market is an irreplaceable part of our City and its endless dedication to being an industry leader deserves a grand celebration; now

**THEREFORE BE IT RESOLVED**, that I, **London N. Breed**, Mayor of the City and County of San Francisco, on the occasion of the San Francisco Market's 60<sup>th</sup> Anniversary at its Bayview location, do hereby proclaim September 26, 2023 as...

### SAN FRANCISCO MARKET DAY

...in San Francisco!



IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City and County of San Francisco to be affixed.

*London Breed*  
London N. Breed  
Mayor





# THE SF MARKET HOSTS APEC MEETING LED BY CANADIAN PM JUSTIN TRUDEAU



Photo Credit: Lars Hagberg

We were deeply honored to be selected as a host site for an Asia-Pacific Economic Cooperation (APEC) meeting convened by Canadian Prime Minister Justin Trudeau that focused on food affordability and innovation. Thanks to Arcadio's Produce, we provided our critical food infrastructure for this important conversation among industry and community leaders. This special event recognized the essential role that The SF Market plays in connecting the California food economy to the global food system.



# ENVISIONING OUR FUTURE: SITE OF THE NAIOP BAY AREA REAL ESTATE CHALLENGE

As we continued to advance the next phase of our Reinvestment Plan, we were privileged to be selected as the site for the 2023 NAIOP San Francisco Bay Area Real Estate Challenge. This prestigious competition between real estate graduate students at the UC Berkeley Haas School of Business and the Stanford Business School challenges students to devise solutions for complicated real-world real estate development projects. The teams were tasked with determining the best strategy for improving the four main warehouses on our main campus. The UC Berkeley team won the competition by proposing a series of innovative approaches to address the equity challenges of our project and prepared us for a new era of logistics and delivery. Our Reinvestment Project team, Real Estate Development Committee and Board were greatly impressed by the results of the competition and inspired to consider integrating the ideas into our project moving forward.



Photo Credit: NAIOP San Francisco Bay Area Chapter



Photo Credit: Shorenstein Realty Services



Photo Credit: NAIOP San Francisco Bay Area Chapter



# THE SF MARKET FOOD RECOVERY PROGRAM: 7 MILLION LBS. MILESTONE SNAPSHOT

In 2023, our Food Recovery Program achieved the monumental milestone of recovering 7,000,000 pounds of fresh, culturally diverse produce since the program’s launch in 2016. Through partnerships with our dedicated merchants and community partners, the program recovers fresh surplus produce that would otherwise go to waste and redistributes it to those in need across the San Francisco and the greater Bay Area region. This milestone not only celebrates past achievements but also motivates ongoing efforts to build a more resilient food system for all.

7,000,000 POUNDS DONATED

That’s equal to:



THE WEIGHT OF



FULLY LOADED 54’  
REFRIGERATED TRACTOR  
TRAILER TRUCKS



OF CO2 EQUIVALENT AVERTED\*  
EQUIVALENT TO 548 PASSENGER VEHICLES  
DRIVEN FOR ONE YEAR\*



107

OLYMPIC SWIMMING  
POOLS OF WATER  
SAVED\*

\*70,430,000 gallons of water

The SF Market’s Food Recovery Program has:



DIFFERENT TYPES  
OF PRODUCE

TOP  
10 FRUITS  
BY WEIGHT

MELONS, BANANAS, ORANGES,  
PINEAPPLE, GRAPES, MANGO, APPLES,  
STRAWBERRIES, PEARS, LEMONS

TOP  
10 VEGETABLES  
BY WEIGHT

LETTUCE, ONIONS, CUCUMBERS,  
POTATOES, SQUASH, BEANS, TOMATOES,  
BROCCOLI, PEPPERS, CABBAGE



MERCHANT BUSINESSES  
PARTICIPATED



COMMUNITY  
PARTNERS SERVED



FUNDING  
PARTNERS

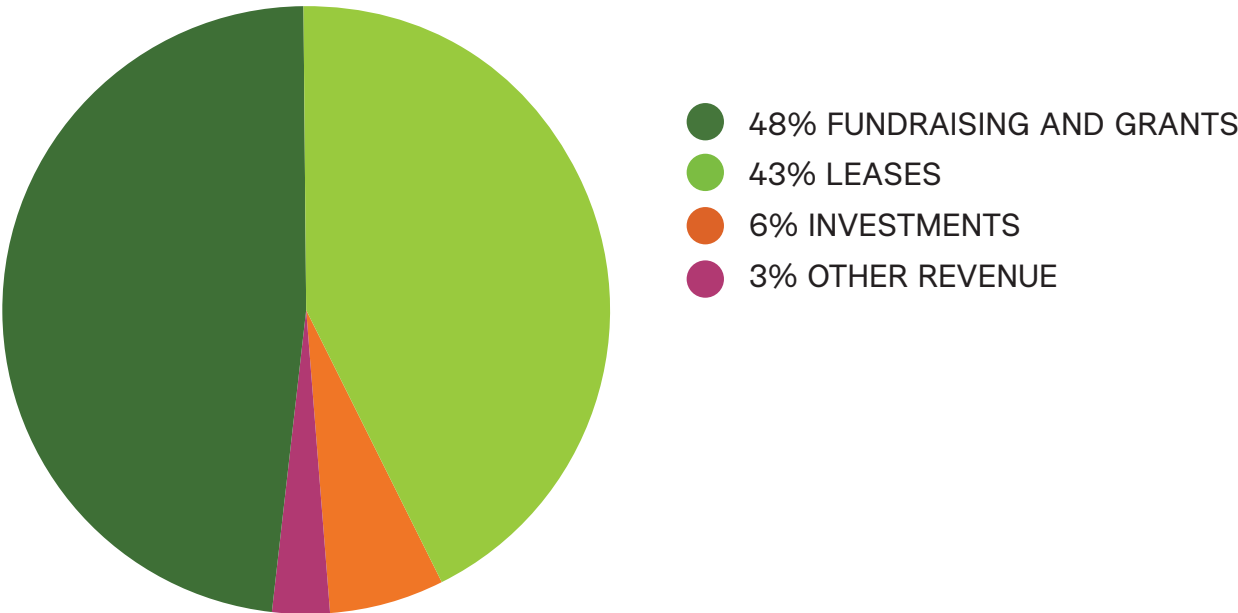


\*Derived using the ReFED Impact Calculator

# 2023 FINANCIAL SNAPSHOT

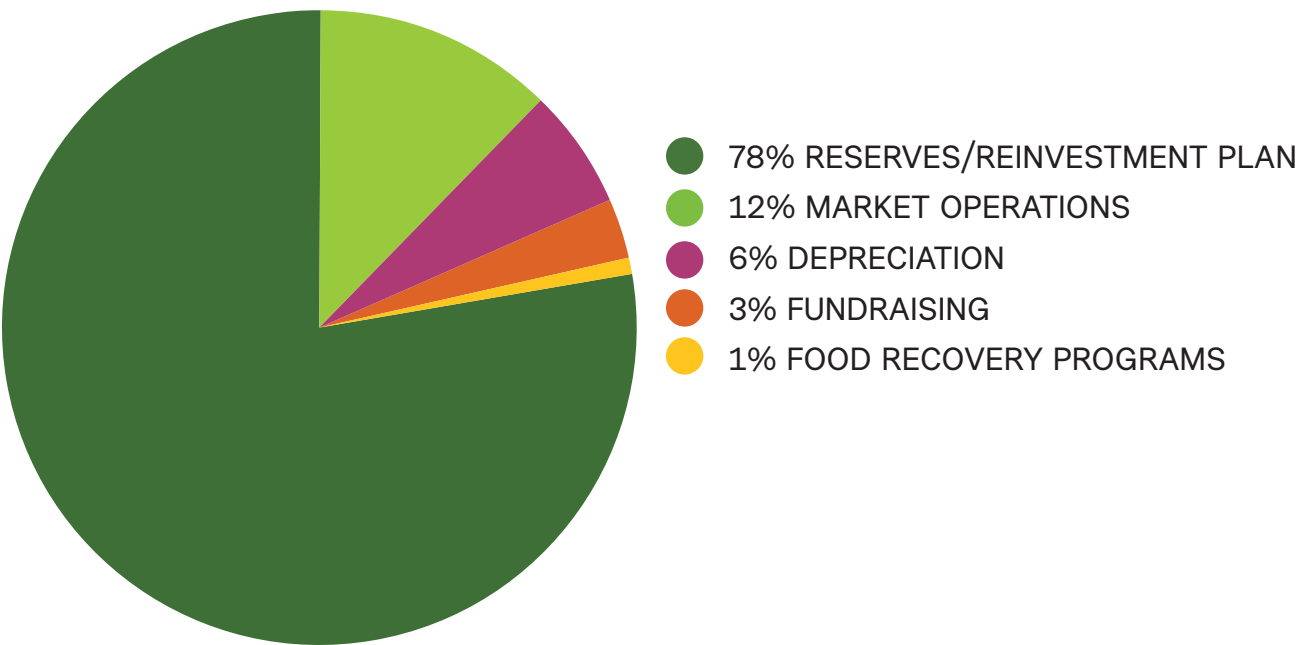
## REVENUE

Total Income: \$14.7 Million



## EXPENSES

Total Expenses: \$14.7 Million





# THANK YOU AND ACKNOWLEDGMENTS



## FUNDERS

San Francisco Environment Department  
Clif Family Foundation

## SAN FRANCISCO MARKET CORPORATION BOARD OF DIRECTORS

Virginia Hines *President*  
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Ashleigh Harris *Secretary*  
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Jack Pizza *President* (Washington Vegetable)  
Ray Mah *Vice-President* (Berti Produce)  
Ric Tombari *Treasurer* (Cooks Company Produce)  
Rusty Tarpley *Secretary* (What A Tomato)  
David Andrighetto (Shasta Produce)  
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)  
City Impact  
D10 Community Market  
Daily Bowl  
Dig Deep Farms  
Excelsior Strong  
Farming Hope  
Food Runners SF/Extra Food  
Food Shift  
Free The Need  
Hunters Point RCTA  
Little Sisters of the Poor  
Martin de Porres  
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  
White Pony Express

## MERCHANT PROGRAM PARTNERS

Amazing Foods Corp., Arcadio's Produce, Berti Produce, Cooks Company Produce, Earl's Organic Produce, Great West Gourmet, Gus's Community Market, 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*  
Jeremy Cooke, *Senior Property Manager*  
Michael Janis, *General Manager*  
Carolyn Lasar, *Food Recovery Project Manager*  
Nathan Matson, *Property Manager*  
Sergio Solis, *Operations Manager*  
Barbara Tokarzewski, *Board & GM Administrative Assistant*  
Catherine Van Dyke, *Program Manager*  
Annett Vichare, *Administrative Manager*  
Elizabeth Yu, *Controller*  
Sara Draper-Zivetz, *Program Manager*







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