



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

# 2025 ANNUAL REVIEW



## Our Mission

We **connect and grow** the region's food and agricultural community from our wholesale market in the heart of San Francisco.

## Our Vision

All communities in the San Francisco Bay Area have **reliable access** to abundant fresh produce.

We make things **grow** – for farmers, merchants, customers, and the community.



# A NOTE FROM OUR BOARD PRESIDENT

At The SF Market, collaboration drives impact. Early in my tenure, my Market Board colleagues and I worked to identify a single word that captured this institution. Two themes emerged: partnerships and relationships. For over six decades, The SF Market's partnership with our landlord, The City of San Francisco, alongside our merchants, community partners, industry allies and volunteers has been the foundation of our continued success.

In 2025, that collective work produced a historic milestone: 10 million pounds of fresh produce donated through our Food Recovery Program. This achievement was made possible through the dedicated efforts of each of our merchants, community partners, volunteers, government supporters and SF Market team members. These interdependent relationships have not only served to expand our food recovery infrastructure, they have also strengthened local food systems and deepened our reach across the Bay Area.

It is this daily collaboration with our merchant leaders, local food businesses, farmers, nonprofits, city and state allies, volunteers, and philanthropic supporters that drives our impact and feeds our region. **Partnership is not just a theme — it is the engine of our work.**

As we enter the next year, The SF Market will continue to deepen existing partnerships while forging new ones. Together we pursue innovation, a vibrant food economy, environmental stewardship, and equity in food access. It has been a pleasure and a privilege to serve with incredible leaders of this work. I end my term as President thankful for the relationships I have built and confident in the resilience and mission of this remarkable institution.

## Vincent Korta

President, Board of Directors  
San Francisco Market Corporation





# 22

Wholesale produce businesses



# 500+

Individuals who work on The SF Market

## Our People

Each year, The SF Market merchants supply millions of pounds of fresh produce to local restaurants, food retailers, caterers, schools and community nonprofit partners.



The SF Market is essential to providing critical food infrastructure for the Bay Area and Northern California.

**Scott Wiener**  
California State Senator



# 350+

Growers and agricultural producers



# 50

Volunteers who serve on our Boards & Committees



# Partnerships: Merchants

**The relationship between The SF Market and its merchants is foundational to San Francisco's legacy as a vibrant and diverse food destination.**

Our nearly two dozen independent produce merchants are not just suppliers — they are partners in the regional food system and economic vitality. We collectively distribute millions of pounds of fresh produce annually, create reliable markets for growers across California, and provide seasonal, culturally appropriate produce to meet the needs of our Bay Area community.

Beyond their daily very early morning operations, our merchants contribute fresh surplus produce each day to our Food Recovery Program and played an essential role in reaching our recent 10 Million Pound milestone.



Since 1963 the SF Market and its Merchants have grown together through a strong and enduring partnership. As we look to the future, we will continue to stand and grow together to serve our Bay Area community.

**Ray Mah,  
President, Berti Produce**





## Partnerships: Community Nonprofits

**The SF Market’s deep partnerships with trusted local organizations enable fresh, nutritious produce to be redistributed daily to members of our community facing food insecurity.**

As the sun rises each morning, our nonprofit partners — many based in our Bayview-Hunters Point community — distribute fresh produce donated by our wholesale merchants. Through this coordinated ecosystem, over 180 unique varieties of culturally diverse produce are made available daily to our community partners and their clients.

These inspiring organizations are on the front lines in the fight against food insecurity and provide stability, respect, and dignity to those they serve. Together, we are expanding access to healthy food and advancing food equity in our region’s most under-resourced neighborhoods. Our network of 81 local community-based partners have each played a vital role in distributing over 10 million pounds of fresh produce — providing more than 8.4 million meals — since the inception of The SF Market’s Food Recovery Program.



We appreciate the long standing partnership that Bayview Senior Services has with The San Francisco Produce Market. It has been a blessing to be able to provide more fresh produce to improve the health of our participants over all these years. The staff and vendors look out for us and are wonderful to work with.

**Cathy Davis,  
Executive Director,  
Bayview Senior Services**



# Partnerships: Government Supporters

**Our longstanding partnership with the City and County of San Francisco and State of California enables The SF Market to provide critical food infrastructure.**

Our most-valued relationship with the City of San Francisco dates back to the 1870's, when the original produce district fed our evolving city. Since the relocation of The SF Market in 1963 to our Bayview Hunters Point home, we continue to operate under a long-term lease with the City — a testament to our shared vision and commitment.

We are privileged to have generous support from government partners across the city and state, including The Office of Economic & Workforce Development, San Francisco Department of Environment, CalRecycle and our elected officials. Their partnership strengthens critical food infrastructure, advances our waste reduction and food recovery efforts, facilitates local business commerce, and enables us to continue delivering on our mission.



San Francisco's kids and families should have access to healthy food. The SF Market has been a trusted partner to our city.

**Daniel Lurie**  
Mayor, City of San Francisco



SF Environment is proud to support, and partner with The SF Market to recover edible food to feed communities and reduce what enters our waste streams. Collaborations like this help advance our city's Climate Action Plan strategies, and shows that San Franciscans are leading by example, choosing sustainability every day, to create a better tomorrow.

**Tyrone Jue**  
Director, San Francisco  
Environment Department





# Partnerships: Volunteers

**The SF Market is built on the foundation that people drive purpose.**

Our complex ecosystem — including a 25-acre campus, 22 merchant businesses, and more than 80 community partners — relies on support that extends beyond the capacity of our small team. As a nonprofit organization, we are deeply grateful for the dedicated volunteers who generously contribute their time, expertise, and leadership through service on our Board of Directors and Advisory Committees.

These volunteers bring specialized knowledge in areas such as real estate development, operations, marketing, and finance. Their collaboration helps advance The SF Market's strategic initiatives, inform organizational decision-making, and strengthen programs like Food Recovery.

The dedication, insight, and generosity of our volunteers are essential to our success. The impact they make in support of our mission is immeasurable, and this annual review could never fully capture the depth of value they bring to our organization and community.



Volunteering with The SF Market means partnering with brilliant, passionate people — and the results speak for themselves. From launching a new website to expanding press coverage, our strategy and marketing work has made a real impact. With a new strategic plan and redevelopment phase ahead, I'm energized by what this team continues to accomplish together.

**Rochelle Ross,**  
San Francisco Market Corporation  
Board of Directors



# Partnerships: Produce Industry

**Collaboration with other industry leaders across the region, country and globe enables us to share resources, learnings and knowledge to collectively grow our impact.**

In 2025 we deepened our relationships with our produce industry colleagues. We embarked on study tours of fellow wholesale markets in Philadelphia, Copenhagen, Bremen, Hamburg and Brussels. We joined industry leaders and stakeholders who represent wholesale markets from around the world at The Washington Conference, hosted by the International Fresh Produce Association (IFPA), and the 2025 World Union of Wholesale Markets Conference in Brussels, engaging in valuable conversations dedicated to the future of wholesale produce and global food distribution.

These industry partnerships are vital connections to learn from as we navigate the evolving environment of food distribution and plan for the future of The SF Market.



Wholesale markets like The SF Market play a vital role in keeping the produce supply chain strong and resilient, helping ensure fresh food reaches retailers, foodservice operators, and the communities they serve. Just as importantly, these markets are deeply connected to their communities — advancing sustainability, reducing food waste, and helping expand access to fresh, healthy food for those who need it most.

**Cathy Burns**  
**CEO, International Fresh Produce Association**



# Partnership in Action

## 10M LBS

In 2025, The SF Market's Food Recovery Program celebrated 10 Million Pounds of produce recovered and donated to our community.



Last October, The SF Market was joined by Mayor Daniel Lurie, along with City and State leaders, Market Merchants, SF Market volunteers, and our community nonprofit partners, at Earl's Organic to celebrate the major milestone of 10 Million Pounds of fresh produce recovered and donated through our award-winning Food Recovery Program.

This achievement demonstrates what is possible through daily partnership and collective action. Each of our dedicated partners plays a vital role in driving meaningful impact. What began as a pilot project in 2016 with just four merchants and a handful of community partners has grown into a nationally-recognized, award-winning program that now includes all 22 SF Market merchants. We have worked with more than 80 community organizations to distribute 4,000 pounds of produce each day to members of our community challenged with food insecurity.

This remarkable accomplishment is a testament to the people and programs who collaborate every morning to build a more resilient food system in San Francisco.



The SF Market's **10 Million Pound Food Recovery Milestone** would not have been possible without the dedicated and thoughtful leadership of Project Manager, Carolyn Lasar, who built the program from the ground up and scaled it to the impactful initiative it is today.



One thing I've learned during my time building this program is that food is about more than sustenance - it's about **connection, relationships, family and community**. Through food recovery, I have had the opportunity to meet people from many backgrounds and many communities and hear their unique stories. I've seen first hand the rich culture that makes our City so special. And here at The SF Market — food connects us all.”

## Carolyn Lasar

Food Recovery Project Manager,  
The SF Market



# 2025 Food Recovery Program Highlights

**1.3 Million**

Pounds of produce recovered



**1.1 Million**

Estimated meals provided by our partners



**20**

Community partners served



**180+**

Unique varieties of produce



# Financial Snapshot

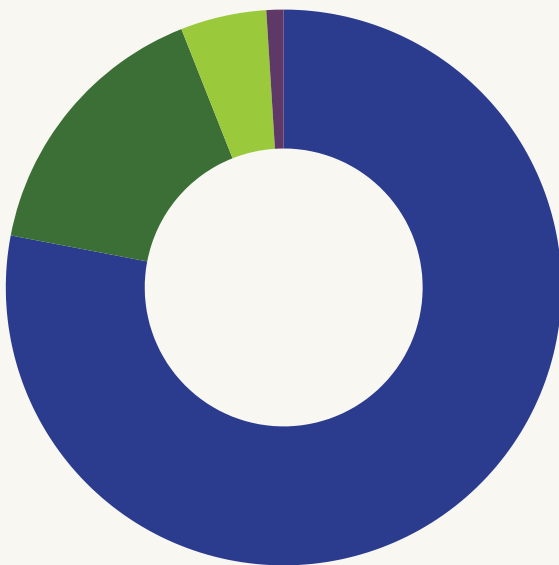
We are committed to transparency in how our income is utilized to create long-term stability and prosperity for our food and agriculture community. Below is an overview of our most recent audited financials (2024):

\*The financials will be updated once we complete the audit of our 2025 financials.

## Revenue

Total Income: \$8.6 Million

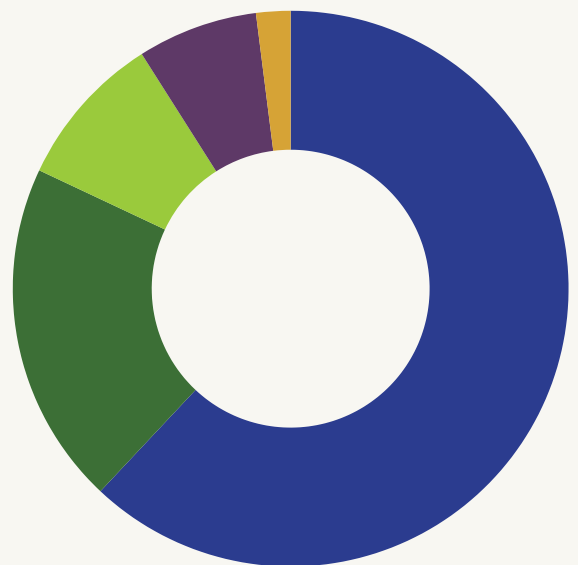
- 78% Leases
- 16% Investments
- 5% Other Revenue
- 1% Fundraising and Grants



## Expenses

Total Expenses: \$8.6 Million

- 72% Reserves/Reinvestment Plan
- 20% Market Operations
- 9% Depreciation
- 7% Fundraising
- 2% Food Recovery Programs



# THANK YOU TO OUR VOLUNTEER PARTNERS!



## SAN FRANCISCO MARKET CORPORATION BOARD OF DIRECTORS

Vince Korta, *President*  
Leslie Krasny, *Secretary*  
Laurie Poston, *Treasurer*  
Kevin Barnett  
Kevin Cook  
Terry Feinberg  
Gavin Gaminde  
Lauren Kahn  
David Lea  
Ray Mah  
Jeanne Myerson  
Mike Pizza  
Rochelle Ross  
Andrew Wietstock

## SAN FRANCISCO PRODUCE ASSOCIATION BOARD OF DIRECTORS

Ray Mah, *President* (Berti Produce Company)  
Rusty Tarpley, *Vice-President* (What a Tomato Produce)  
Kevin Cook, *Secretary* (Earl's Organic Produce)  
Ric Tombari, *Treasurer* (Cooks Company)  
David Andrighetto (Shasta Produce)  
Larry Balestra (S&L Wholesale Produce)  
Stanley Corriea, Jr. (Stanley Produce Company)  
Ken Ewalt (GreatWest Produce)  
Gavin Gaminde (Pay-less Logistics)  
Mike Pizza (Washington Vegetable Company)

## BOARD COMMITTEE MEMBERS

Matt Anderson, David Andrighetto, Kevin Barnett, Tatiana Blank, Tim Bacon, Jake Chen, Katie Ettman, Terry Feinberg, Gavin Gaminde, Tim Garlick, Elena Gary, Michael Halby, Mabel Herrick, Steve Hixson, Lauren Kahn, Lisa Kirvin, Vincent Korta, Leslie Krasny, Robert Lee, Tony Leutza, Ray Mah, Joe McCarthy, Ruben Mejia, Brenna Moorhead, Remy Monteko, Jeanne Myerson, Gus Munoz, Jane Oliveira, Marty Pizza, Mike Pizza, Kelly Pollard, Laurie Poston, Ted Reeves, Ann Marie Rosenthal, Rochelle Ross, Lisa Rovegno, Cris Rubio, Nina Soares, Earl Shaddix, Susan Simitz, Marvin Suchoff, Ric Tombari, Todd Walker, Andrew Wietstock, Tom Wheeler



# THANK YOU TO OUR PROGRAM PARTNERS & STAFF!



## PROGRAM COMMUNITY PARTNERS

APA Family Support Services  
Bayview Senior Services  
Booker T. Washington Community Service Center  
Bayview Hunters Point Foundation for Community Improvement  
Casa de Apoyo - Latino Task Force  
Coalition of Concerned Medical Professionals (CCMP)  
D10 Community Market  
Excelsior Strong  
Farming Hope  
ExtraFood  
Food Connect  
Food Shift  
Hunters Point Resident Council Tenant Association (RCTA)  
IT Bookman Community Center  
La Ofrenda Homey - SF  
Little Sisters of the Poor  
Lower Polk TAY Navigation Center  
Meals on Wheels SF  
Mission Food Hub - CANA  
SF-Marin Food Bank  
USF Food Recovery Network  
White Pony Express

## MERCHANT PROGRAM PARTNERS

Amazing Foods Corp., Arcadio's Produce, Berti Produce Company, Cooks Company, Earl's Organic Produce, Fresh Green, Great West Gourmet, Gus's Community Market, Mollie Stone's Markets, North Bay Produce, Ocean Paradise Produce, Pay-less Logistics, S & L Wholesale Produce, Shasta Produce, Stanley Produce Company, STC Distributing Company, Washington Vegetable Company, What a Tomato Produce Company, Yuet Cheong & Co

## FUNDERS

San Francisco Environment Department

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