

2023 IMPACT REPORT

FORMATION
NYC.org

www.GrowNYC.org

TRIBECA
greenmarket.org
every Saturday
Wednesday 8-3
Year Round!
SUPPORT YOUR
LOCAL FARMS!
Shop Local

MARKET MARKET

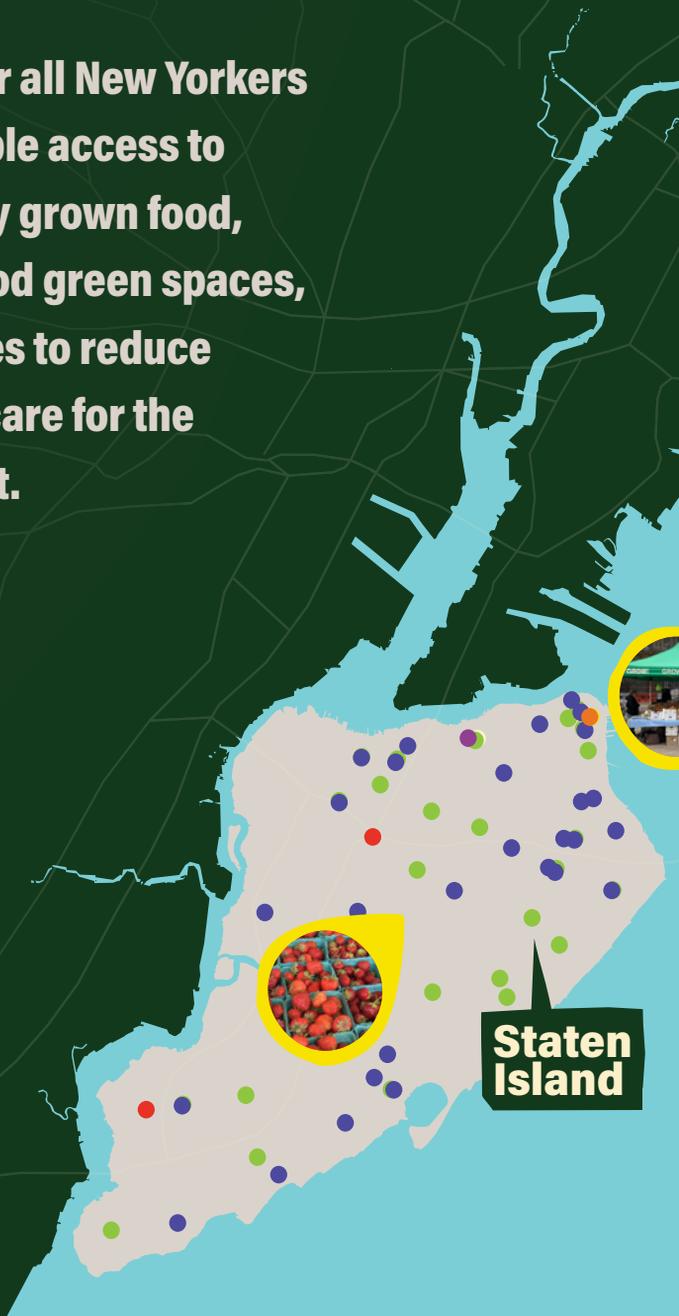
A vibrant outdoor market scene, likely the Tribeca Green Market, is captured from a low angle. In the foreground, several large green recycling bins are filled with organic waste, with a black trash bag nearby. The market stalls, some with white and gold canopies, are lined up along a paved walkway. People are seen browsing and shopping. A prominent sign for 'FORMATION NYC.org' is visible on the left, along with a chalkboard sign for 'TRIBECA greenmarket.org'. The background is filled with lush green trees and multi-story brick buildings, creating a sense of an urban oasis.

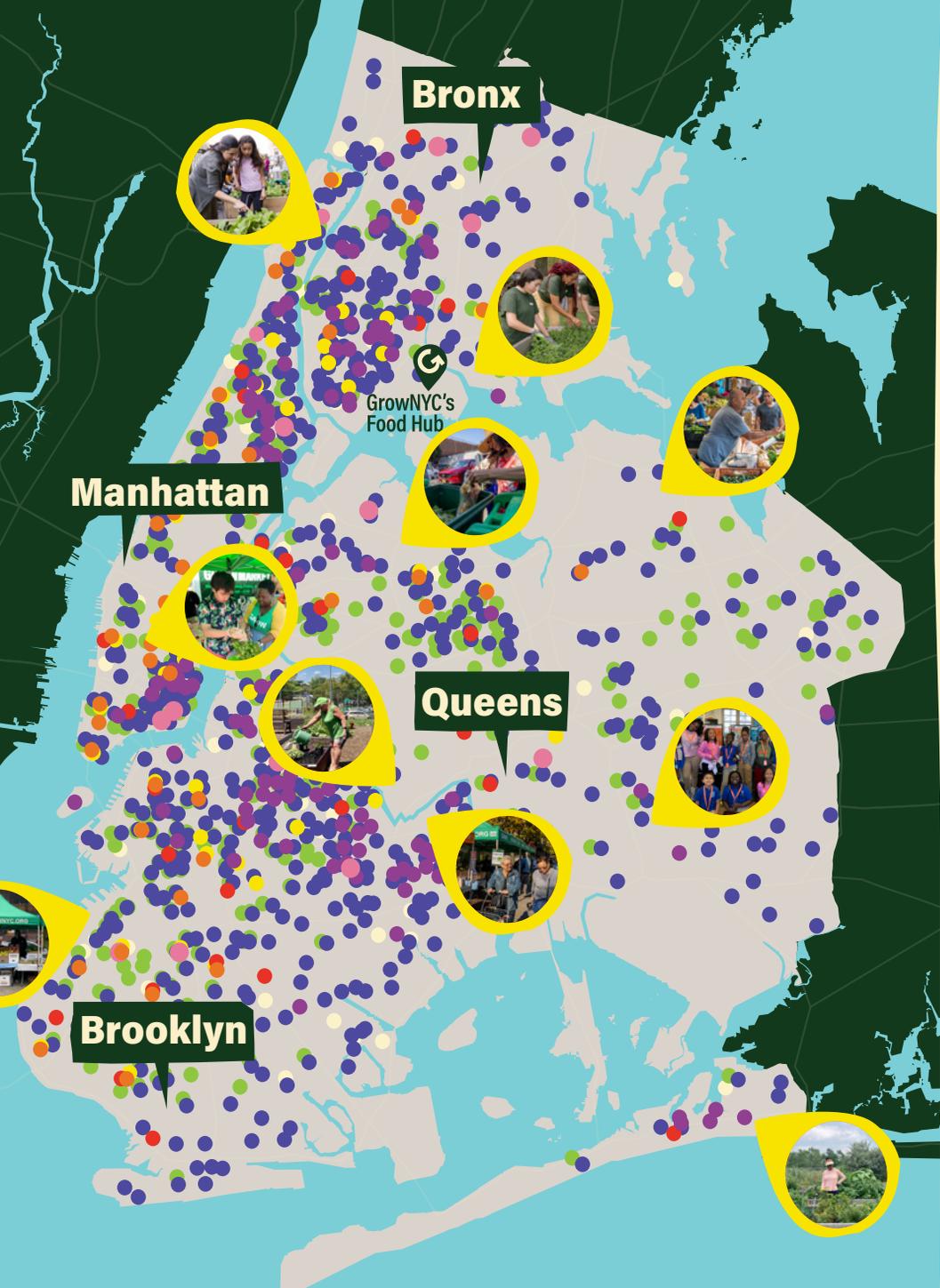
GROW^{NYC}

We are GrowNYC



**We empower all New Yorkers
with equitable access to
fresh, locally grown food,
neighborhood green spaces,
opportunities to reduce
waste, and care for the
environment.**





● Greenmarket

● Farmstand

● Community Garden

● Stop 'N Swap

● Compost

● School Garden

● Zero Waste School

● Older Adult Education

We envision a New York City where:

- Fresh, nutritious food is ensured as a basic human right.
- Our foodshed is protected and local farmers prosper.
- All have access to places to gather and grow.
- We handle our waste responsibly.
- All New Yorkers are empowered to enact their vision of a thriving community.



Our Work



Education

We offer all New Yorkers free resources that foster a lifelong appreciation of nature, healthy food, and sustainability.



Green Space

We build school and community gardens in every NYC neighborhood, creating spaces to grow food and foster community, increasing green space citywide.



Food Access and Agriculture

We give all New Yorkers the chance to be participants in creating an equitable food system that supports small farms and keeps people and the planet healthy.



Zero Waste

We make it easy for all New Yorkers to lead environmentally conscious lives through responsible consumption and conservation of resources.

Participate! Volunteer! Donate!

Your support means more Greenmarkets, Farmstands, Gardens, Education programs, composting opportunities and more. Visit grownyc.org/support-us



OUR IMPACT

Food Access and Agriculture

\$4.3 MILLION in nutrition benefits redeemed at our sites to access fresh foods and support regional farms

66 GREENMARKETS, Farmstands, and Fresh Food Box sites made produce available to all New Yorkers

246 FARMERS participated in our food access programs

2.6 MILLION LBS of local food distributed through our Food Hub

90% OF FRESH FOOD sourced from the Hub went to organizations working to fight food insecurity

100% INCREASE of BIPOC farmers who joined as wholesale partners

249,322 LBS OF PRODUCE distributed at our Farmstands, and 33,423 lbs donated to our community partners

64% OF PRODUCE at our Farmstands was purchased using SNAP and other nutrition incentives

4,549 BAGS OF PRODUCE were offered for half-off at our Fresh Food Box sites for anyone using SNAP

\$561,000 in Over the Counter benefits were redeemed for healthy food at our food access sites

40 FARMERS received marketing, legal, and financial planning assistance

10 FARMERS received help launching their own farm businesses

8 FARMERS graduated from La Nueva Siembra, our Spanish language beginning farmer course

199 FARMERS & PRODUCERS participated in GrowNYC Greenmarkets, collectively stewarding and cultivating 33,384 acres of farmland.

Zero Waste

2.2 MILLION LBS of food scraps collected for composting from 359,000 participants, averaging 6.2 lbs per person

390,000 NEW YORKERS dropped their food scraps and recycled their textiles

352,000 LBS of textiles collected for recycling from 30,000 participants, averaging 11.6 lbs per person

37 STOP 'N' SWAP EVENTS and 85,100 lbs of household items diverted from the landfill from 6,450 participants

24 MILLION+ LBS of food scraps diverted from landfills for composting and energy production since 2011





Green Space

7 COMMUNITY GARDENS

built, totaling 46,500 sq. ft. of green space added to our city landscape

30 COMMUNITY GARDENS

renovated

130,000 PLANTS distributed to gardeners through our plant sale

86% OF GARDENERS grew their own food, helping create food sovereignty

5,000 LBS of produce donated to community groups from our Teaching Garden on Governors Island

1 MILLION+ GALLONS of water annually conserved via green infrastructure

500 RESIDENTS participated in 4 new gardens we built at NYCHA residences

Education

460,000 KIDS & ADULTS
participated in education programs

**4,000 OLDER ADULTS
& STUDENTS** toured our
Greenmarkets and took field trips to
our Governors Island Teaching Garden

936 SCHOOL GARDENS
in our citywide garden network

459 SCHOOLS participated in
our Zero Waste Schools Program

4,415 VOLUNTEERS helped
build gardens, operate food access
sites and more

19 TEENS completed our 8 week
Summer Workforce Development
program exploring green careers

500+ HOURS of technical
assistance, outreach and workshops
with NYCHA residents and surrounding
communities



Increasing Food Access in the South Bronx and Supporting BIPOC Farmers



Construction is nearing completion on GrowNYC's NYS Regional Food Hub in the Hunts Point neighborhood of the Bronx. Soon, our state-of-the-art 60,000 sq. ft. Hub will facilitate the daily movement of thousands of pounds of produce grown by Northeast farmers.

This food will be directed into the hands of NYC institutions and organizations that predominantly serve low-income New Yorkers. The imminent opening marks a significant milestone in GrowNYC's 50-year-long endeavor to strengthen NYC's foodshed, support regional farms, and ensure equitable access to locally grown foods.

As we prepare to open doors, GrowNYC's focus shifts to directly benefiting the community in which the Hub operates. While the vast majority of food for New York City passes through Hunts Point, the community does not have adequate access to that food, resulting in high levels of diet-related illnesses.

GrowNYC is partnering with the Mutual Housing Association of NY (MHANY) to establish a "micro-hub" in the South Bronx. Collaborating on a comprehensive food access strategy, MHANY and GrowNYC are bringing fresh local produce directly to South Bronx residents while addressing historical inequities. MHANY sources from GrowNYC wholesale farmers for their SNAP eligible food box program, with plans to expand to two additional residential buildings in the South Bronx.

The micro-hub partnership places a specific emphasis on sourcing from farmers who are Black, Indigenous, and People of Color, and communities that have been historically impacted by systemic racism in U.S. agriculture. GrowNYC will support these growers by providing technical assistance, covering areas such as food safety, financial planning, aggregation, distribution, and increased NYC market access through our Food Hub.

"We recognize the historical food, health, environmental, and economic inequities that the South Bronx faces, and we are committed to addressing these disparities. We sought a partner organization who will work with us to build a community-driven food access programming initiative serving and prioritizing the South Bronx," said GrowNYC President and CEO Marcel Van Ooyen. "We are thrilled to bring MHANY on board to increase access to culturally rooted farm fresh products to the communities that need them most."

"As one of the few black commercial farmers in New York State I look forward to the synergistic effects to be derived from my company's partnership with GrowNYC's Hub. It is indeed encouraging to know that a portion of our farm's fresh produce this season would assist in consolidating the positive impact of the MHANY Food Box program. This project will benefit both our business and residents of the Bronx by creating a reliable supply of fresh organically produced vegetables thereby collectively enhancing food security of New York City," said David Paponette of Mission-Agri International.

Special thanks to our Hub partners: New York State Gov. Kathy Hochul, Empire State Development, NYC Economic Development Corporation, New York State Agriculture and Markets, New York City Council Member Rafael Salamanca Jr., Speaker of the City Council Adrienne Adams, Economic Development Administration, Bank of America, Green Mountain Energy Sun Club, the USDA AMS Local Food Promotion Program, and GrowNYC's network of regional farmers.





Hands-on Experiences Inspire Change in Young People

RAYLIN NUÑEZ'S STORY

My GrowNYC journey in the youth development program provided me with a number of powerful experiences, with week 6 being a particularly memorable time.

I returned to Roxanne Reid Memorial Garden at Castle Hill with DK (DK Kinard, GrowNYC Garden Coordinator), where I had volunteered a few weeks earlier.

We have a community garden behind our house. I would choose gardening every day if I could. Like my father, I love learning about the environment and animals.

Returning to the same community garden allowed me to reflect on my personal

growth and development. It left me thinking that this community is doing something to have a better community. Seeing how I approached challenges differently this time demonstrated my ability to adapt and learn from my past experiences. It also made me appreciate the importance of community and how a place like this can unite people with different cultures and experiences around a common goal. I also know that these new experiences learned at GrowNYC will help me in the future, like when I want to plant, or talk to people about these issues of food insecurity and food justice.

I also learned a lot of things like about Food Justice and the different types of biases. Something that I really liked was the trip we had to the Union Square Greenmarket. I loved learning about farms, different types of vegetables such as carrots of different colors. I also touched

an ostrich egg — something I had never done in my life. I learned about how in Union Square Greenmarket has a composting center and I also saw compost.

So many experiences made me think that there are already many people making a change, in search of a better New York for everyone, which fills me with pride and happiness. These vivid expe-

riences reinforced my understanding of the importance of food insecurity and the ability to overcome obstacles in community settings. Each visit to these places leaves a lasting mark on my mind and heart, reminding me of the magic that can happen when people come together to cultivate not only the land, but also human connections.



Pelham Parkway Houses Community Garden Brings Everyone Together



Richard James (“Mr. Richard”) and James Mouzone (“Mr. Jimmy”), dedicated resident garden leads, come out almost every day to engage with residents and friends of the garden. They tend to tomatoes, peppers, beans and other plants all while teaching and sharing their garden knowledge. Mr. Richard and Mr. Jimmy play an important role in sustaining the garden. Pelham Parkway Houses Community Garden is our fourth within our Gardens at NYCHA program, empowering resident agency and intergenerational learning.

Previously an underutilized space, the now 10,000 sq. ft. garden has undergone a remarkable transformation with the help of the Tenant Association President Oscar Grant, and a collective of resident gardeners, stakeholders and partners. GrowNYC came in with staff and volunteers along with materials such as 10 garden beds, benches, garden tools, and plants to work alongside residents to design and build the garden.

“A lot of people now come into the garden to sit down, talk, learn and to find out about our tomatoes and all of the things we are growing together as a community. When we first started out, we were experimenting in the garden, we were taking a chance. Next year we’re expanding on what we are growing, and will offer more of the foods residents enjoy like: cab-

bage, more tomato and pepper varieties, squash, cucumbers, more herbs, spinach, carrots and much more,” says Mr. Jimmy. With 70 years of agriculture experience, including 40 as a Master Groundsman at NYCHA, Mr. Jimmy brings his experience to ensure the garden thrives.

The Gardens at NYCHA program supports community agency and empowers residents with the autonomy to grow the food that they love. The garden is a place where neighbors from diverse cultures, and faith backgrounds can share, learn, grow, and proudly experience the rich urban agriculture and food culture of the Bronx.

“The garden inspires me and drives my purpose to feed my community. I have something to do that greatly and positively impacts my neighborhood. The garden

keeps me busy. People come by, wanting to know the name of vegetables or flowers and learn with us, together. To me it's restoring and revitalizing our neighborhood,” says resident gardener Mr. Jimmy.

“This year I met a lot of new people that I didn't know before and I learned a lot of new things too. When I look out my window and into the garden, it reminds me of my mother and the many plants she'd have in the house. This garden helped me grow closer to my community, it provided more opportunities for me to be more social, and it made my life better. I'm excited for the future, and for what the next growing season will bring.” says Mr. Richard.

Special thanks to our community partners: New York City Housing Authority, The Pelham Parkway Houses Tenant Association, Council Member Marjorie Velazquez, Bronx House, and NYC Parks GreenThumb.



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