

About Fresh

A man with a beard, wearing a red baseball cap and a dark denim jacket with a white shearling collar, is looking upwards with his hands raised in a gesture of awe or appreciation. He is standing in front of a green and yellow bus. A large head of cabbage is visible on the bus's surface, positioned above the man's hands. The background shows the bus's exterior with green panels and yellow sections with circular patterns.

Our Fresh Truck team is taxed daily by inventory delays, weather, and last-minute requests from partners. “We’ll make it work,” is our team affirmation to deliver on our mission no matter what.

“We’ll make it work,” is also a grounding, organization-wide core value that guides our daily actions and speaks to our optimism despite uncertainty. We often set goals without a fully formed roadmap for how to get there, just an unshakable self-assurance in our ability to learn and execute. This mindset was especially pronounced in 2022 as we contemplated the most foundational elements of About Fresh: our organizational structure, culture, values, and mission.

Last year, in 2022, we set a mandate to investigate how About Fresh can engage in social change work that extends beyond our direct service practice.



We began to consider how our community of shoppers, academic research, media, and other AF assets could be used to reshape the systems and institutions that govern our access to food. We continue to greet this work with due rigor, drawing on diverse traditions of advocacy, direct action, and activism. We also committed to the national expansion of Fresh Connect across a 50-state network of grocery retailers, national healthcare partnerships, and first-time advancements in food prescription technology. We encountered detractors and seemingly impossible technology blockers, but our team came through in a big way:

- **We organized a series of events that brought together our shopper community to inform our policy advocacy and narrative-change agenda.**
- **Our team pulled up in DC for the White House Conference on Hunger, Nutrition, and Health, and the National Produce Prescription Collaborative Convening.**
- **Fresh Connect debit cards are integrated as a payment method at all Stop & Shop, Giant, Kroger, and Walmart stores, and a growing national network of farmers markets and independent retailers.**
- **The Rockefeller Foundation tapped us to support a 2-year Fresh Connect demonstration pilot with the Veterans Health Administration.**

In 2023, we aspire to build on this work and scale our new mission with uncompromising substance. As a first step, our team will look inward to ensure we codify the practices and governance that allow for growth consistent with our values and standards of operational excellence. I am often daunted and humbled by the complexity and importance of our work; however, I am supremely confident in our team’s ingenuity and dedication to carrying out our mission.

To you, our community, thank you for the inspiration, motivation, and material support that empowers our mission.



Josh Trautwein
CEO & Co-Founder

About

Our Mission

We are on a mission to strengthen communities by getting fresh food to the households that need it most.

We Are Driven by People



We honor people by listening to their experiences and sharing our own. We do our best at work when we nurture relationships and care for people and our partners.

Fresh

A

We Are About Learning



We are audacious learners and program builders. Our persistence and confidence in learning drives our ability to solve complex problems and engineer impactful solutions.

We Come Through



We deliver everyday in small and big moments. We greet our work with a deep sense of responsibility and discipline, knowing that people rely on our work, and are betting on us to shape the future of food equity.

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Food is

We believe food is our culture, happiness + health. Our work is inspired by moments of joy, connection, humor, and healing that happen when we gather around food.

Fresh

Team

We are driven by a talented, thoughtful and committed team. About Fresh and its two core programs, Fresh Truck and Fresh connect, employ over 30 full to part-time team members.



- Brenda Avalos**
- N. Jackey Baiza**
- Skylar Brown**
- Kyle Doherty**
- Nora Doherty**
- Richard Du**
- Nephtalie Dujour Marcelin**
- Erin Fenley**
- Machayla Fortin**
- Irene Gao**
- Corbin Gearhart**
- Courtney Ignace**
- Michael Lantow**
- Francelino Marime**
- Victor Matta**
- Eva Morrison**
- Noah Newton**
- Mariah Notini**
- Carlos Nuñez**
- Julian Pan**
- Anastasia Saldivar-Christilles**
- Adam Shyevitch**
- Courcelle Stark**
- Victoria Strickland**
- Vicky Torres**
- Josh Trautwein**
- Justin Turner**
- Lorrin Van Evra**
- Gustey Vilme**
- Seana Weaver**
- Erin Wnorowski**
- Sarah Yates**

- Cardholder Success Associate, Fresh Connect
- Office Administration Manager
- Development Coordinator
- Market Manager, Fresh Truck
- Cardholder Success Associate, Fresh Connect
- Operations Assistant, Fresh Truck
- Customer Success Manager, Fresh Connect
- Lead UX Designer, Fresh Connect
- Cardholder Success Manager, Fresh Connect
- Operations Assistant, Fresh Truck
- Program Manager, Fresh Connect
- Market Manager Lead, Fresh Truck
- Product Director, Fresh Connect
- Operations Manager, Fresh Truck
- Online Retail Coordinator, Fresh Truck
- Operations Assistant, Fresh Truck
- Market Manager, Fresh Truck
- Retail Success Manager, Fresh Connect
- Director of Finance & Administration
- Market Manager, Fresh Truck
- Market Manager, Fresh Truck
- Chief Program Officer
- Operations Assistant, Fresh Truck
- Director of Communications & Partnerships
- Administrative Associate, Fresh Truck.
- CEO, Co-Founder
- Operations Assistant, Fresh Truck
- Development Manager
- Program Coordinator, Fresh Truck
- Program Director, Fresh Truck
- Business Development Manager
- Market Manager, Fresh Truck

Fresh Truck

Fresh Truck Weekly Markets

We completed 51,953 transactions at Fresh Truck Mobile Markets in 2022. The cost of food, supply chain disruptions, and systemic inequity continue to impact access and affordability to fresh food in Boston's neighborhoods. Operating 23 year-round, weekly markets and 10 hybrid markets, Fresh Truck doubled down on its commitment to ensure everyone has access to the food they need to be healthy, happy, and hopeful, in 2022.

Fresh Truck E-Commerce

in partnership with Katsiroubas Bros.

Fresh Truck's e-commerce platform debuted in 2021, giving shoppers the option to pre-order produce online and pick-up at one of over 10 convenient Fresh Truck locations. In its second year of operation, we fulfilled more than 12,000 pre-orders, averaging \$41.85 of produce per orders.



Pop-Up Mobile Markets

Two years after adjusting market operations due to the Covid-19 pandemic, we hosted our first, full, pop-up market season in 2022, with 46 pop-ups. Pop-up mobile markets raise awareness, and get fresh food to more people in more neighborhoods outside of regular scheduled mobile markets.

Corporate Partnerships

We work with local partners that share our dedication to health, food, and community. Together with seven corporate partners and **313 employee volunteers**, our team packed and delivered more than 1600 produce bags to eight receiving community organizations in 2022.

From Harbor One Bank to Athena Health to WWE to Toast, corporate supporters gave **\$70K+** to drive health, community, power and justice in 2022.

Volunteers

We appreciate the generosity of our 756 volunteers who contributed 1625 hours in 2022.



BEST OF FRESH TRUCK!

MOST POPULAR FRUIT



11,486
MOST BANANAS
SOLD IN A DAY

131,528
TOTAL BANANAS
SOLD IN 2022

AND BEST ALL AROUND!

MOST POPULAR VEGETABLE.....GARLIC

12,825
FRESH FOOD PURCHASES ONLINE

51,953
FRESH
FOOD TRANSACTIONS

SO FRESH!

\$1,751,780
TOTAL FRESH
FOOD PURCHASES

\$105,425.83
FRESH CONNECT DOLLARS
SPENT AT FRESH TRUCK!

\$30.81
AVERAGE
BASKET SIZE

\$44.85
AVERAGE ONLINE
BASKET SIZE

“Fresh Connect makes accessing nutritious food more accessible.”

Luisa Furstenberg-Beckman

Produce Prescription Program Manager at DC Greens

Fresh Connect

Fresh Connect is an innovative food access solution. Our prepaid debit card technology and HIPAA compliant platform allows healthcare to cover the cost of healthy food for patients, and measure impact. From Mass General Brigham to Boston Medical Center to Cambridge Health Alliance to Camp Harbor View, **12 healthcare systems and community organizations** used Fresh Connect to improve food security for patients and families in 2022.

Fresh Connect Households

Since the beginning of last year, Fresh Connect distributed **3,885 Fresh Connect cards** to newly enrolled cardholders, who spent more than **\$1.6M+ on fresh fruits and vegetables** in 2022. Averaging 3 to 5 persons in every home, as many as 11,300 persons in Fresh Connect households throughout the Northeast, Oregon, and West Virginia had the foods they needed to be healthy in 2022.

Retail Expansion

We added **41 new retailers** in 2022, totalling 485 retailer locations that accept Fresh Connect debit cards across eight states in the Northeast and across the U.S. Fresh Connect's retail network includes mobile and farmers' markets, independent and online retailers, as well as major grocery stores such as Giant Foods, which became the first DC-based retailer in 2022 through a partnership with DC Greens and Children and Families Produce Rx program.

FRESH CONNECT
By the Numbers
Now Available Nationwide

Fresh food transactions	46,567 Fresh Connect Swipes
Fresh fruit & vegetable purchases	\$1,635,707.04
Average Fresh Connect swipe amount	\$35.17
Enrolled cardholders	3,885

SUBTOTAL
SALES TAX
TOTAL



Fresh Connect
Loyalty Limited Use Card
debit
VALID THRU 12/25
NAME HERE

The image shows a green Fresh Connect debit card with the Mastercard logo. The card features the text 'Fresh Connect' in a white box, 'Loyalty Limited Use Card', 'debit', and 'VALID THRU 12/25'. There is a placeholder for the cardholder's name: 'NAME HERE'.





Partners

- ABCD Dorchester Head Start
- ABCD Mattapan Family Service Center
- Boston Community Pediatrics
- Boston Medical Center
- Boston Medical Center Health
- Center WellSense Health Plan
- Boston Medical Center Pediatrics
- Boston Medical Center Violence Intervention Advocacy Program
- Boston Resiliency Fund
- Boston Senior Home Care
- Bowdoin Street Health Center
- Boys & Girls Club of Boston (BGCB)
- Boys & Girls Club of Boston (BGCB), Jordan Club
- Brigham and Women's Faulkner Hospital
- Brighton Presentation School Foundation
- Brookwood Community Farm
- Camden Lenox Apartments
- Camp Harbor View
- Charles Newtown Development
- Charles Street AME Church
- City of Boston Age Strong Commission
- City of Boston Office of Food Justice
- Codman Square Community Health Center
- College of Social Innovation
- Daily Table
- DotHouse Health
- Farmer Dave's
- Franklin Field BHA
- Krupps Family Foundation
- Lenox Camden Tenant Task Force
- Life Science Cares
- Mary Ellen McCormack BHA
- Mass General Brigham ACO
- Mass General Hospital via MGB ACO
- Massachusetts Coalition for Occupational Safety and Health
- Massachusetts Society for the Prevention of Cruelty to Children
- MassHousing
- Mattapan Community Health Center
- Mattapan Square Main Streets (MSMS)
- Maverick Square
- Mildred Ave K-8 School
- Mission Hill Farmers Market
- Mission Park Apartments
- More Than Words
- Neighborhood Villages
- NeighborWorks Housing Solutions
- Neponset Health Center
- Rainbow ADHC of Dorchester
- Roslindale Farmers Market
- Sienna Farms
- Stop & Shop
- Thomas M. Menino YMCA
- Transgender Emergency Fund
- United Housing Management
- United Way
- Urban Farming Institute
- Villa Victoria
- Village at Brookline
- Washington Beech
- WellSense
- West Broadway
- West End House

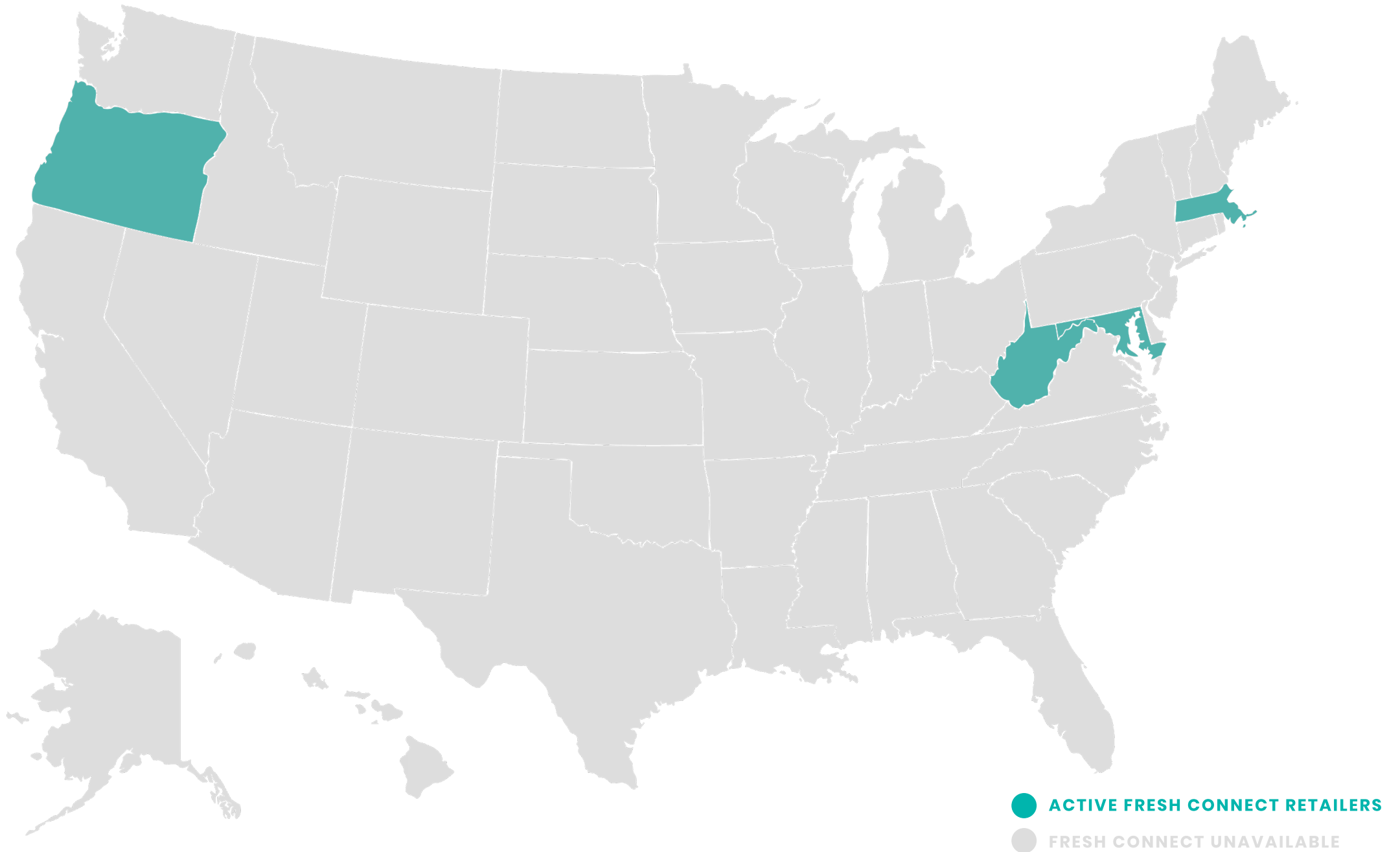
MASSACHUSETTS



Fresh Truck Mobile Markets

Fresh Connect Retailers, 2022

In 2022, FC retail partnerships spanned eight states in the Northeast including Oregon and West Virginia.



Freshest in Boston

After a two-year pause, Thursday, October 13th, marked the return of the Freshest night in Boston to Garage B at the Speedway. Over 150 About Fresh supporters, friends, and allies joined us in celebration of food, joy, community, and the collective effort of our work in 2022.

VENDORS

- Hummus v Hummus
- Fresh Food Generation
- Wild Pops
- Premiere Bar Service
- DJ Real P
- AA Rentals

HOST COMMITTEE MEMBERS

- Bianca Sigh Ward**
ACLU of Massachusetts
- Douglass Williams**
MIDA
- Ethan Zohn**
Survivor: Africa
- Gabriella Mora**
Nonprofit & Philanthropy Professional
- George Krupp**
Krupp Family Foundation
- Josh Trautwein**
About Fresh
- Juan Carlos Morales**
Surfside Capital
- Melissa Castro**
Graffito SP
- Rolee Kumar**
Gensler
- Yasin Akbari**
Goodwin Proctor LLP



"I love being part of a team that is committed to improving access to affordable, healthy, and culturally relevant foods. As someone who grew up in a food desert, I understand the challenges of not having access to nutritious food that is readily available at an affordable price. I look forward to continuing to do my part in this ecosystem."



Melissa Castro
Freshest Host Committee Member

Gratitude



Food is

And it shows, every day, in the generosity of our supporters.

Since the very beginning, it's been our mission to get healthy food to the people who need it most. As our commitment to community, health, and justice deepens, we are boundless in the pursuit of true equity. The generosity of our supporters pushes us, our partners inspire us, and the community's trust drives us to build a world where everyone has access to the healthy, happy, and hopeful food they need.

Board of Directors

BOARD CHAIR

Gabriella Mora
Krupp Family Foundation

BOARD OF DIRECTORS

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Wellington Management*

Edward Fish
*Vice President + General Manager,
Bay State Milling*

Ted Katsiroubas
CEO, Katsiroubas Bros Produce

Josiemer Mattei
*Donald and Sue Pritzker Associate
Professor of Nutrition, Harvard T.H.
Chan School of Public Health*

David McCready
*President, Brigham and Women's
Faulkner Hospital*

Mike Minahan
Partner, Goodwin Procter LLP

Annika Morgan
Co-Founder, About Fresh

Josh Trautwein
CEO + Co-Founder, About Fresh

Douglass Williams
Chef + Owner, MIDA

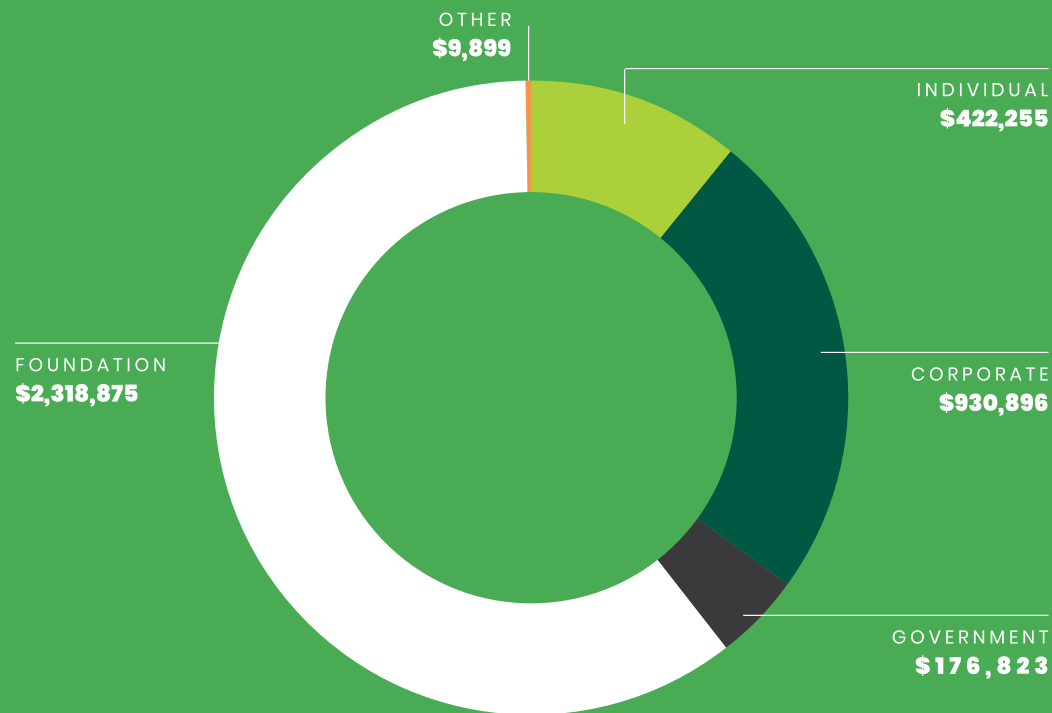
Financials

Total Earned Revenue **\$1,821,938**

Fresh Truck **\$1,686,927**

Fresh Connect **\$135,011**

Total Funds Raised **\$3,858,748**



2022 TOTAL REVENUE **\$5,680,686**

EXPENSES BREAKDOWN:

TOTAL: \$5,475,621



REVENUE BY YEAR:

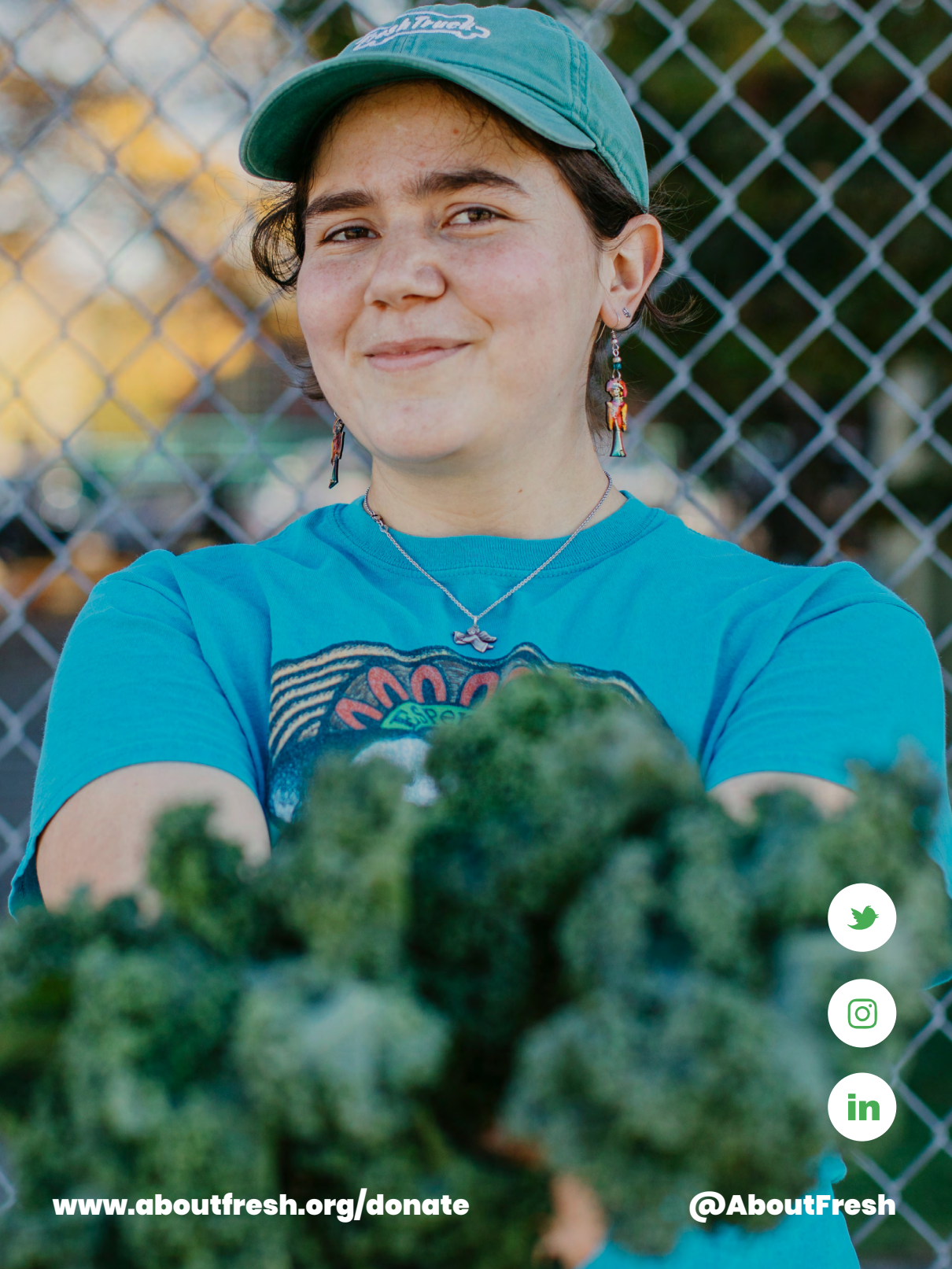
2014	\$60,000
2015	\$45,000
2016	\$369,000
2017	\$830,000
2018	\$1.5 million
2019	\$2.7 million
2020	\$6.8 million
2021	\$8.3 million
2022	\$5.7 million

Adjusting for COVID-19 response programming (grants, contracts, and donations supporting Fresh Box) revenues experienced 406% (2022) growth as compared to 2019 pre-COVID-19 revenues.

AF About Fresh

Fresh Truck

Fresh
Connect ⁺



www.aboutfresh.org/donate

@AboutFresh