2021 ANNUAL REPORT

ABOUT FRESH

About Fresh is on a mission to strengthen communities by getting healthy food to the households that need it the most,

We uplift our data and community voice to reengineer our food and healthcare systems to deliver on a promise of health, hope, happiness, and environmental sustainability.

Food is culture, happiness, & health

We all deserve access to the food that keeps us and the people we care for feeling our best. We are building a food system that delivers on that goal across different cultures so we all are empowered to live heathy lives and to:

WORK & LEARN

CONNECT WITH THE PEOPLE WE LOVE

CELEBRATE + PRESERVE OUR CULTURE & TRADITIONS

Fresh Box

Fresh Box, our pandemic-response, direct-to-doorstep produce delivery program ended in September 2021 after 127,587 successful community hub and 94,963 door-to-door deliveries. Together with the City of Boston and Katsiroubas Bros., our team worked hard to get fresh food to the most impacted households.

Since 2020, more than 7,000 households received fresh food through Fresh Box, with the support of community partners, individuals, and private donors.

🚚💛

127K

Community Hub Deliveries

📦🏘️

94K

Door-to-Door Deliveries

This year, we hosted 20 weekly, in-person, and hybrid pre-order pick-up mobile markets, along with 50 pop-up markets.

Fresh Truck

FRESH, FAST FACTS
MOST BANANAS SOLD:
101,780
Most Popular Fruit:
ORANGE!
BEST ALL-AROUND:
AVOCADO
MOST POPULAR VEGETABLE
Garlic
MOST POPULAR VEGETABLE

Fresh Truck E-Commerce

Fresh Truck's e-commerce platform allows customers to shop online, place orders, and pick up their orders at a Fresh Truck pre-order pick-up location. With **66% of Fresh Truck online market transactions from SNAP/EBT/HIP,** expansion into e-commerce not only demonstrates our commitment to increase food access, it ensures SNAP/EBT + HIP shoppers can fully participate and buy fresh food affordably and safely.

$47.21
Average online order

$340K
Healthy food pre-orders

With the support of our partners, Katsiroubas Bros., we packed and delivered 6,677 fresh produce online pre-orders to 10 pick-up sites in Boston.

Fresh Truck began with one simple goal: Get healthy food to households that need it most.

Since the beginning, our green school buses, wrapped and stocked with colorful fruits and vegetables, have symbolized and realized that goal. Named by the community to celebrate and honor the people, places, and foods that make our work possible.

Last year we retired 77, named after former About Fresh board member and former New England Patriot Nate Solder. We welcomed Piña, the first commercial truck in the Fresh Truck fleet. Piña represents the warm welcome, celebration, and hospitality our shoppers experience shopping at Fresh Turck mobile markets.

49,000
Healthy food transactions

$27.90
Average basket size

$1.3 Million
Total healthy food purchases

$340,000
Fresh Connect dollars spent at Fresh Truck

Fresh Connect

FRESH, RADICAL UPGRADES

THE ABOUT FRESH VISA RELOADABLE CORPORATE INCENTIVE PREPAID CARD

GAME-CHANGING DATASET

HIPPAA COMPLIANT

FORTRESS OF DATA

400+ GROCERY STORES ACCEPT FRESH CONNECT

More than 35 million Americans lack reliable and affordable food access due to low wages, inflated food costs, and limited grocery retail options.

We built Fresh Connect to make it possible for healthcare to cover the cost of healthy food for people experiencing food insecurity.

TOTAL DIRECT COST OF CHRONIC DISEASE IN UNITED STATES*

$1.1 TRILLION

$294.3 BILLION	CARDIOVASCULAR CONDITIONS
$189.6 BILLION	DIABETES
$185.9 BILLION	ALZHEIMER'S DISEASE
$181.8 BILLION	ARTHRITIS & BACK PAIN
$124.7 BILLION	OTHER CONDITIONS
$98.6 BILLION	CANCERS

* Milken Institute, 2016

8,238
Food transactions

$368,837
Total healthy food purchases

$35.23
Average basket size

With Fresh Connect, healthcare partners can invest in healthy food for people while measuring the impact on food security, health, happiness, healthcare utilization, and cost. We are focused on our continued efforts to recruit healthcare as an investor and partner in food access to increase purchasing power and improve the health of households struggling with food insecurity.

"I did not believe it; I thought it was just a one time thing,"

Jannie Dorsey

Fresh Connect Cardholder, is no longer stressed about having enough to eat since she's begun using the Fresh Connect card, as its funds get refilled monthly.

– Boston Globe, by Janelle Nanos, October 25, 2021

In 2021, we introduced radical upgrades to the Fresh Connect platform:

Fresh Connect prepaid Visa debit card

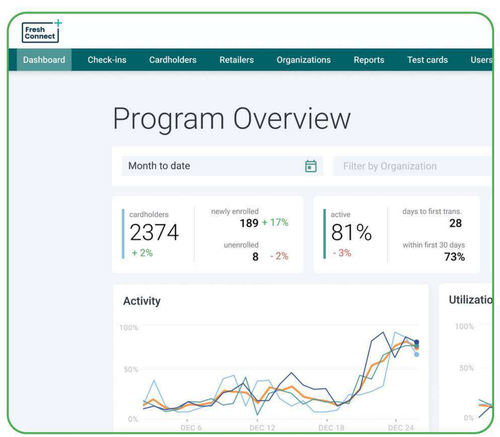
Fresh Connect cardholders can now use the Fresh Connect prepaid Visa debit card to shop for the healthy foods they want, not just at Fresh Truck, but also at any of our 45 participating grocery or farmers market partner locations.

Integrated HIPAA compliant enrollment

We worked with six enrollment partners in 2021. Our enrollment partners were able to use our HIPAA compliant platform to enroll 447 eligible, food-insecure patients, totalling 742 patients enrolled by the end of 2021.

447
Enrolled patients through HIPPAA compliant platform

742
Total patients enrolled by end of 2021

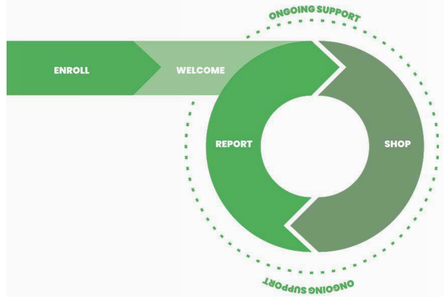


Expanded food retailer network

Our newest Fresh Connect card is built on FIS payment infrastructure that can be integrated as a payment method at any retailer, restaurant, or online delivery platform empowering our cardholders to shop on their time at more places they love.

Tailored cardholder support & engagement

Our team reaches out to newly enrolled patients to welcome them, answer their questions, and help them find the closest Fresh Connect retailer. In 2021 our customer support team kept in regular contact with cardholders through periodic reminders and timely follow-ups to reach 54% shopper engagement.



Comprehensive cardholder insights and analytics

We generate game-changing data through our analytics platform, allowing us to provide shopper-level data back to our healthcare partners. They can then compare how patients use and spend their Fresh Connect card to patient health outcomes, costs, and measure impacts.

Once exclusive to Fresh Truck mobile markets, now, more than 45 grocery retail locations accept Fresh Connect prepaid Visa debit cards across Massachusetts.

Fresh Connect's growing network of retailers includes farmers' markets, local, national, and non-profit shops.

PARTNER HIGHLIGHT

"With food insecurity continuing to impact the neighborhoods that we serve at an overwhelming rate, we're proud to partner with About Fresh to ensure that even more people can access fresh, high-quality foods that support their wellbeing."

Gordon Reid
President of Stop&Shop

Fresh Connect launched 11 retail partnerships in 2021. In addition to the first farmer's market partnerships with Siena Farms, Fresh Connect announced its first brick-and-mortar retail partnership with Daily Table in 2021, along with its first major grocery retailer partnership with Stop & Shop.

Fresh Connect cardholders are empowered with money and now, flexibility, to purchase nourishing foods they love at the markets and groceries where they already shop.

OUR PARTNERS

ABCD Dorchester Head Start
ABCD Mattapan Family
Service Center
Beth Israel/Bowdoin Health Center
Boston Medical Center
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 Hospital
Brigham and Women's Faulkner Hospital
Brigham and Women's Hospital
Brighton Presentation School Foundation
Brookwood Community Farm
Camden Lenox Apartments
Camp Harbor View
Charles Street AME Church
MGH Charlestown HealthCare Center
City of Boston Age Strong Commission
City of Boston Office of Food Access
Codman Square Community Health Center
College of Social Innovation
Community Care Cooperative (C3)
Daily Table
DotHouse Health
Farmer Daves
Franklin Field
Krupps Family Foundation
Lenox Camden Tenant Task Force
Life Science Cares
Mary Ellen McCormack Apartments
Massachusetts General Hospital
Massachusetts Coalition
for Occupational Safety and Health
Mass General Brigham MassHealth ACO
Massachusetts Society for the
Prevention of Cruelty to Children
MassHousing
Mattapan Community Health Center
Mattapan Square Main Streets (MSMS)
Maverick Square
MGH Charlestown
Mildred Ave K-8 School
Mission Hill Farmers Market
Mission Park Apartments
More Than Words
Neighborhood Villages
NeighborWorks Housing Solutions
Neponset Health Center
Rainbow ABCD
Roslindale Farmers Market
Sienna Farms
Stop & Shop
The Community Builders
Thomas M. Menino YMCA
Transgender Emergency Fund
United Housing Management
United Way
Urban Farming Institute
Villa Victoria
Village at Brookline
Washington Beech
West Broadway
West End House

VOLUNTEER HIGHLIGHT

Thanks to the 4,956 volunteers who contributed more than 5000 hours to Fresh Truck mobile markets in 2021.

PARTNER HIGHLIGHT

Starting in 2019, Fresh Truck has partnered with the Urban Farming Institute, UFI, to bring seasonal, local foods to our community at an affordable price. UFI develops and promotes urban farming to engage individuals in growing food and building healthy communities.

Kale and collard greens grown by local residents in the UFI farmer training program & farm team were featured in more than 30 pop-up and weekly Fresh Truck markets.

"We're passionate about keeping it hyper-local and keeping our food in the community. By partnering up with Fresh Truck we are able to expand our reach into different neighborhoods around Boston and get our Kale and Collards onto the dinner tables of even more of our neighbors."

Tristram Keefe
Urban Farming Institute

OUR BOARD

Annika Morgan
Co-Founder, About Fresh

David McCready
President, Brigham and Women's Faulkner Hospital

Douglass Williams
Chef + Owner, MIDA

Edward Fish
Vice President + General Manager, Bay State Milling

Gabriella Mora
Krupp Family Foundation

Josh Trautwein
CEO + Co-Founder, About Fresh

Michael Carmen
Equity Portfolio Manager, Wellington Management

Mike Minahan
Partner, Goodwin Procter LLP

Ted Katsiroubas
CEO, Katsiroubas Bros Produce

BOARD MEMBER HIGHLIGHT

Douglass Williams

Chef + Owner, MIDA

"It is of the community, it is for the community, and has ambitions, like myself, for greater reach and greater impact. The biggest inspiration is that the people Josh and About Fresh want to help were the 5 year old and 10 year old me! It's inspiring and I want to be a part of that. Who doesn't?"

Chef Williams on why he joined the About Fresh Board of Directors

Chef Douglass Williams is known for his handmade pasta, generous hospitality, and bringing people together around food at his award-winning MIDA South End restaurant, MIDA Newton, and APIZZA.

Since joining the About Fresh Board of Directors in 2020, Chef Douglass continues to inspire and support our work to amplify and uplift people and food culture. Recognizing the impact food has on health and happiness, Douglass is committed to making a difference in the kitchen and community.

OUR TEAM

About Fresh is driven by a team of 24 thoughtful, and hard-working people. Every day we shared the joy, connection, humor, and healing that happens through food through our work. We were thrilled to welcome eight new, full and part-time team members to the About Fresh Team in 2021.

Adam Shyevitch	Chief Program Officer
Anastasia Saldivar-Christilles	Fresh Truck Market Manager
Andrea Scarfo	Fresh Truck Market Manager
Carlos Nuñez	Director of Finance & Administration
Corbin Gearhart	Fresh Connect Program Manager
Courtney Ignace	Fresh Truck Market Manager
Doris Peralta	Fresh Truck Operations Assistant
Eva Montgomery	Fresh Truck Operations Assistant
Francelino Marime	Fresh Truck Operations Manager
Gustey Vilme	Fresh Truck Program Coordinator
Jesus Morales	Fresh Truck Operations Assistant
Josh Trautwein	CEO, Co-Founder
Julian Pan	Fresh Truck Operations Assistant
Kyle Doherty	Fresh Truck Market Manger
Lorrin Van Evra	Development Manager
Mariah Notini	Fresh Connect Retail Success Manager
Megan Huang	Fresh Truck Program Director
Michael Lantow	Fresh Connect Program Director
Nephtalie Dujour Marcelin	People & Culture Manager
Noah Newton	Fresh Truck Market Manager
Victor Matta	Fresh Truck Online Retail Coordinator
Victoria "Tori" Strickland	Director of Communications & Partnerships
Vincent Dang	Fresh Truck Market Manager
Wilbert Aguasvivas	Fresh Truck Operations Assistant

So Fresh

NEW PROGRAM ALERT!

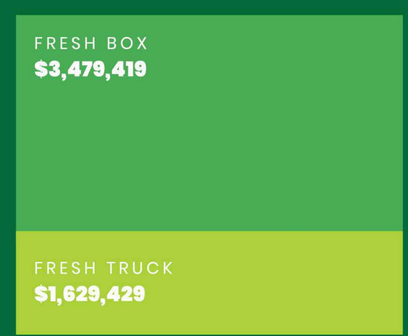
So Fresh is a community of About Fresh supporters who who give time and energy every month to amplify, celebrate, and uplift people and food culture.

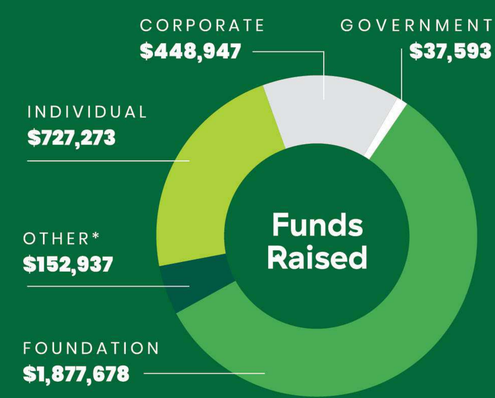
Launched in October 2021, So Fresh quickly grew to 29 members, welcoming 11 new members, totaling over $1000 in monthly contributions. The support received from this incredible community far exceeds monthly donations. They are an energizing collective of volunteers, food activists, and advocates, who actively uplift food culture, our mission, and share our commitment to achieving true food equity.

FINANCIALS

Our team sold and delivered $5,108,848 of food in 2021.

Food Sales + Contracts





Fresh Connect Spend

$368,837

Expenses Breakdown

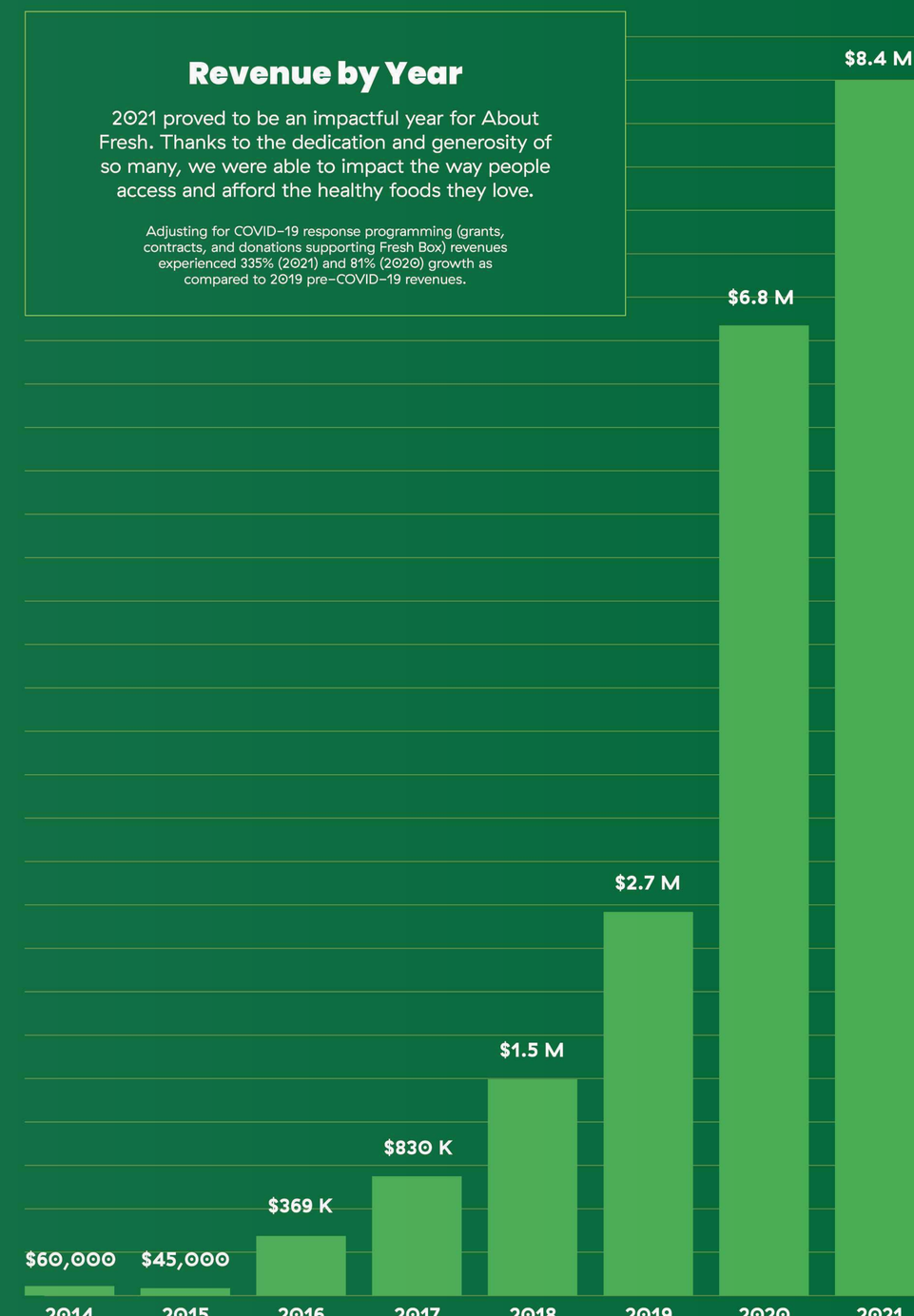
TOTAL **$6,935,656**

*mainly interest + PPP loan forgiveness

Revenue by Year

2021 proved to be an impactful year for About Fresh. Thanks to the dedication and generosity of so many, we were able to impact the way people access and afford the healthy foods they love.

Adjusting for COVID-19 response programming (grants, contracts, and donations supporting Fresh Box) revenues experienced 335% (2021) and 81% (2020) growth as compared to 2019 pre-COVID-19 revenues.



THE YEAR AHEAD

We are coming up on our ninth year of service to our mission of making sure everyone in Boston has access to the food they need to be at their best. This year, the scale and scope of that mission changes. Radically.

Our team prides itself on learning, changing our minds, and evolving our approach. In 2013 we set out to devise a retail model that could get healthy food to the neighborhoods. Fresh Truck was born out of this original thesis that proximity is an important lever toward enabling access to healthy food. That thesis was incomplete and limited as it pertains to our long-term vision of enduring, equitable access to healthy food, here's why:

01 Purchasing power and affordability regulate our access to food. If we aren't acting on these two factors, bringing food retail options closer to communities has limited value.

02 Scaling a new food supply chain infrastructure (trucks, refrigerated warehouses, etc.) is expensive, operationally complex, and not economically sustainable to achieve the broadest impact.

03 With scarce resources, pantries, mobile markets, and other forms of non-profit food retail are forced to compromise on the quality, consistency, and/or variety of foods they provide, and consequently on the dignity, agency, and cultural connection they offer.

Despite its limitations, I love Fresh Truck. It's my favorite program and always will be (don't tell the Fresh Connect team). Thousands of people count on our Fresh Truck markets for fresh, affordable, and convenient food. However, and perhaps most importantly, our shoppers don't just come to us to shop. Along with our team, they share culture, history, milestones, pain, joy, recipes, and even the meals that they prepare with the food they buy from us. In 2022, our team is leaning into Fresh Truck's superpower of bringing people together around food by intentionally harnassing our markets and pop-up events as a platform for organizing, advocacy, and activism as we engage more deeply in the work to reshape the systems and institutions that govern if and how we are able to access food.

And, Fresh Connect? Fresh Connect is about to have a breakout year. The Fresh Connect product team has been quietly grinding and they built a full-on fintech rocket. By the end of 2022, Fresh Connect cards will be accepted as a payment method at 20,000 farmers markets and grocers nationally. Our platform will be layered with machine learning to enable medically-tailored approved products lists, and will serve as the analytic engine for world-class researchers to make the case for our healthcare sector to sustainably invest in food equity. All that tech will be outshined by our warm and helpful call center team, who will be on the ready to provide support and motivation to our community of cardholders, and our brand new design team is already cooking up an intuitive in-store shopping experience across our retail partners.

And while our team possesses a great deal of enthusiasm, the gravity of this work is not lost on us. Right now, people are hungry, sick, and stressed as a consequence of being cut off from food. With that in mind, we will keep our cardholders and shoppers at the center of our mission as we will continue to greet our work with industriousness, urgency, and unshakable optimism for a future of food justice.

As always, thank you to our community for riding with us. We'll keep doing right by your support and trust.

Josh Trautwein
CEO & Co-Founder

DONATE

www.aboutfresh.org/donate

Fresh Truck

Fresh Connect

FRESH BOX

SO FRESH

@AboutFresh