

POST-COVID, GOING BACK TO THE WAY THINGS WERE IS NOT GOOD ENOUGH

COVID-19 exposed gross inequity throughout the food system. Good Food For All provides nourishing, high-quality fruits and vegetables to families in need and engages retailers and community-based organizations to make meaningful, sustainable changes to the food system in pursuit of food equity.



15 MILLION SERVINGS OF FRESH FRUITS AND VEGETABLES FOR COMMUNITIES IN NEED

Good Food For All started in Denver, CO in May 2020 and has since grown to more than **25 cities**, providing **15 million servings** of fruits and vegetables across the US.

“THIS PROGRAM HAS BEEN VITAL TO US. YOUR FOOD PROGRAM HAS ALLOWED US TO COOK HEALTHY MEALS WHILE ALSO TEACHING OUR KIDS HOW TO COOK HEALTHY.” —PROGRAM PARTICIPANT PEGGY SUEBACA

QUANTITY OF FRUITS AND VEGETABLES DISTRIBUTED

Participants received boxes of fresh produce, built to offer balanced nutrition, variety, and seasonal flavors. Each box provided two to three servings of produce per person per day, with a 60-40 ratio of vegetables to fruits.



488,004
RUSSET
POTATOES



249,000
ORANGES



368,155
APPLES



135,737
TOMATOES



101,250
SUMMER
SQUASH



385,680
LEAFY
GREENS



130,020
BELL
PEPPERS



PARTICIPANTS INDICATED THAT THE MAIN BARRIER TO EATING MORE FRUITS AND VEGETABLES WAS COST.

64% OF PARTICIPANTS SAID FRUITS AND VEGETABLES COST TOO MUCH

However, **93% of participants** said they would purchase more fruits and vegetables if they cost less, suggesting there is significant unmet marketplace demand.

PERCEIVED BARRIERS TO FRUIT AND VEGETABLE CONSUMPTION



PREP TIME

10% of participants said fruits and vegetables take too much time to prepare



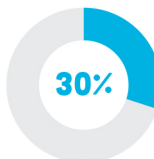
LIMITED SELECTION

14% of participants said their supermarket or corner store does not sell fruits or vegetables that are appealing



HOW TO CHOOSE

2% of participants said they do not know how to choose fresh fruits or vegetables



SHELF LIFE

30% of participants said fruits and vegetables often spoil before they can eat them

THE MAJORITY OF PARTICIPANTS WERE MORE LIKELY TO START EATING MORE FRUITS AND VEGETABLES AS A RESULT OF GOOD FOOD FOR ALL.



PHA is leveraging these data to showcase the unmet demand for fresh produce and to create opportunities for food retailers to meet this demand at an affordable price point for economically disadvantaged communities by:

- Piloting innovative low-cost produce distribution models
- Sharing effective business practices
- Connecting small format retailers to produce sources
- Engaging with established retailers to consistently offer affordable produce