



2021 ANNUAL REPORT



A WORD FROM GOFM'S EXECUTIVE DIRECTOR

A few weeks ago, I came upon this comment on social media made by a faithful customer/volunteer:

“GOFM is truly a community and a modern-day agora.”

Wow. I try to spend very little energy considering Facebook commentary, but this statement stopped me in my tracks. This friend identified precisely what it is that we work for everyday. When I joined GOFM as a farmer in 2013, we were a handful of vendors in a well-loved dusty lot. In the years since, GOFM has forged a unique space where food is the siren but community is the result. As with all gathering places, the intersection of people and ideas inspires collaboration and innovations that are borne from and serve the community itself. From the bedrock of our weekly markets, every other GOFM program has sprung.

Over \$10,000 in SNAP, FreshBucks, BonusBucks & WIC Voucher programs were spent at market in 2021, making healthy, fresh foods from local farms/makers accessible and attainable to low-income homes.

We built one school garden in 2017 and today we have 9 Young Gardeners Program gardens plus 2 community gardens through our Victory Gardens Program.

This spring, 325 FreshBox deliveries of vegetables, meats, eggs & bread went to 25 local food-insecure families, completely free. That's roughly 1,300 meals.

We relocated our market operation in June—and it's bigger and better than we anticipated, averaging 500 customers every week.

Our Farm to School project puts vegetables grown in our YGP school gardens onto the Galveston ISD cafeteria menu every month, feeding hundreds of students.

Our landmark Victory Garden site in Menard Park is a true public-private partnership with the City of Galveston, connecting folks in the name of food, gardening & the magic therein.

It's no small thing that we're still trudging through a globe-changing pandemic and GOFM is doing more than ever. 2021's list of changes and growth is long, sweat-drenched and covered in compost. Thank the skies, we're in it together.

In truth, that's the reason we can do it all.

CASEY MCAULIFFE
EXECUTIVE DIRECTOR




**Galveston's Own
FARMERS MARKET**

Our Mission

To build and sustain a local food community through a vibrant, producers-only marketplace, improved food access, and educational programming





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Denise Walker
*Real Food Project
Coordinator*



"I am excited to be a part of such an important project. It is quite literally life changing."

- HONI ALEXANDER

GOFM's Young Gardeners Program Director

Open-Air Market & GOFM To-Go

In 2021, we moved to a new open-air market location & kept our popular GOFM To-Go online

1,002+

online orders made through GOFM To-Go

67

jobs created or supported by our network of 32 vendors

2

COVID Vaccination Clinics hosted

23,000

Total Market Visitors

\$9,300+

SNAP & Matching Funds dispensed connecting food-insecure individuals & families with fresh, local produce.

\$4,332 - SNAP Dollars

\$2,700 - BonusBucks

\$2,290 - FreshBucks

40%+ Average Percent Usage Growth!



Supporting Local Businesses During a Pandemic





MARKET VENDOR SPOTLIGHT

Agricola Family Farm

Agricola Family Farm is a small family operation located in Cleveland, Texas focused on sticking to their roots & growing chemical-free produce. GOFM customers know Daphne, James, & baby Mateo as the faces of the farm--we've loved watching their darling son grow up at the market!

The family moved to the U.S. as refugees from the Republic of Congo in 2010 & began the farm with the support of Houston's 'Plant It Forward.' Daphne's father is the head grower, while Daphne manages their microgreens products, marketing & all behind-the-scenes work.

Learn more about the farm & the family at <https://www.facebook.com/AgricolaFamilyFarm/>

Young Gardeners Program

200+

Children
Enrolled in SY
2021-2022

+2

GISD schools
added to the
YGP Network

Milestones

- Added the LAST elementary school in GISD: Parker Elementary
 - Completed a native pollinator garden for their front entrance
 - Construction on vegetable garden begins January 2022
- Hosted 1st-ever Garden Market at Crenshaw Elementary
 - sold produce grown by YGP students to the public
 - taught entrepreneurship while showcasing students' hard work.
- Won competitive USDA 'Farm to School' grant to expand YGP operations
- Debuted monthly district-wide vegetable taste-tests in December
 - 400+ 3rd graders tasted salads made with produce grown in YGP gardens



Growing Our Youth





"This [Farm to School] project is exciting to me on so many levels as a community member, a parent of GISD child, and healthy food enthusiast."

- KEATH ELLEN JACOBY,

Former Executive Director of Vision Galveston,
GOFM customer and member of GOFM's Farm to
School Planning Team

Victory Gardens Program

2nd

Victory Garden Built in Menard Park—our 1st-ever partnered garden with the City of Galveston

900

pounds of food harvested from our 1st Victory Gardens Bed at Moody Earlyhood Childhood Center



Building Food Spaces

Real Food Project

325

FreshBox deliveries made

18

Virtual Cooking Classes

2,216

pounds of locally grown, fresh fruits, vegetables, proteins & bread provided FREE to local families experiencing food insecurity



Feeding Our Community



“Galveston is lucky to have organizations like Galveston’s Own Farmers Market that facilitate these type of initiatives and make the island a great place to live. We are happy to be able to provide a space for the Victory Garden at Menard Park.”

- BRIAN MAXWELL

City of Galveston City Manager



2021 Highlights

5,635 total square feet of garden beds maintained and created

400+ Total volunteers across all of our programs

135 Friends of GOFM

+46 New Friends

\$45,000
Total Friends & Sponsorship Donations

\$18,000
Net funds raised by 7th annual OkraFest (cancelled due to COVID)

\$220,000 Grant funds from 12 sources



Street Medicine Galveston partners with GOFM because of its care for and dedication to the local community. We're all about engaging with community members to bridge gaps and provide resources; GOFM is the perfect partner to achieve those goals with!

- EBUBE NWADIEI

MD and MPH student at University of Texas Medical Branch, co-leader of UTMB's Street Medicine Galveston program



THANK YOU.

You can learn more about GOFM at galvestonsownfarmersmarket.com

Galveston's Own FARMERS MARKET

