



Georgia Grown Produce Distribution

Report to Senate Study Committee on Improving Access to Healthy Foods and Ending Food Deserts



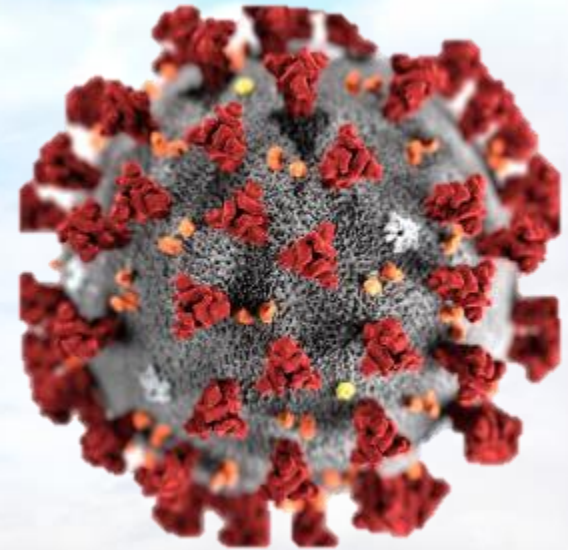
MARKETING



Georgia Grown Covid 19 Response

Major Issues

- Dissolution of the Foodservice Supply Chain
 - Closing of restaurants
 - Schools
 - Other institutional buyers
- Event Cancellations
 - Farmers markets
 - Fairs and festivals
 - School fieldtrips to u-pick operations
- Warning Signs from Florida



3 Local Food Distribution Solutions

1) Georgia Grown To-Go Box Program

- Georgia Grown box sales program organized directly by the Georgia Department of Agriculture and Rep. Carpenter
- Video for more info: <https://youtu.be/jxOd4PMiIKk>

2) Georgia Grown Cares Basket

- Produce boxes distributed for free by metro counties to their residents. Georgia Grown provided sourcing and logistic assistance.
- Video for more info: <https://www.cnn.com/2020/10/04/us/food-drive-hunger-covid/index.html>

3) Farmers to Families Program

- USDA program to provide boxes of USA grown produce to non-profits for further distribution. Major distribution provided by wholesale companies at the Atlanta State Farmers Market. Georgia Grown provided sourcing assistance.
- Video for more info: <https://youtu.be/1t2woK8uZtc>





GEORGIA GROWN TO GO

BY THE NUMBERS

On May 23, thousands of people drove to Cobb County to support local farmers by purchasing fresh produce in a drive-thru farmer's market at our Georgia Grown To Go event. On May 27, thousands more came to Gwinnett. With the support of these communities we were able to pay local farmers almost \$300k and donate 469 boxes of fresh produce to local communities.

Gwinnett 
Cobb 

\$297,863

paid to local farmers

10,046

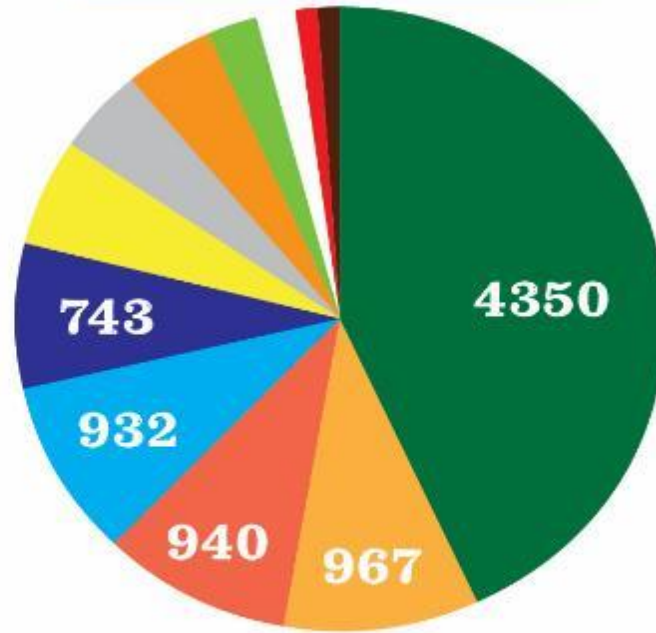
units of fresh food sold

469

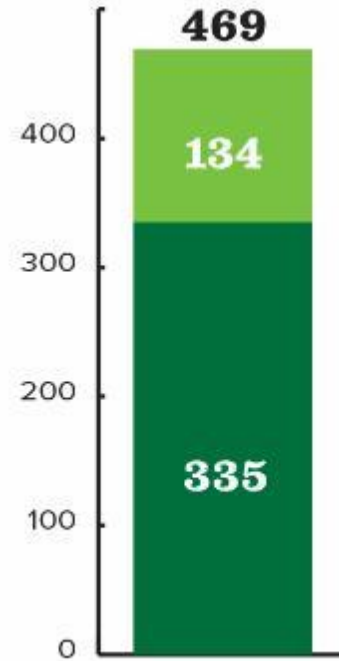
donations to local communities

-  Sauce
-  Strawberries
-  Dairy
-  Green Beans
-  Cheese Box
-  Donations
-  Sweet Corn
-  Blueberries (flat)
-  Cooked Chicken
-  Peaches
-  Vidalia Onions
-  Mixed Veggie Box

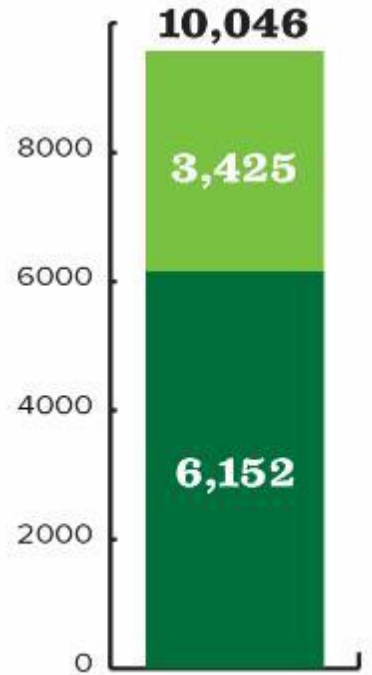
Types of Items Sold



Donations



Items Sold





Georgia Grown To Go

by the numbers



When coronavirus made fresh produce hard to find on grocery store shelves, Georgia Grown members came together to sell all kinds of fresh, local food in drive-thru farmer's markets throughout the state.



\$881,843

paid to farmers

37,255

units of
produce sold

538

produce boxes
donated to local
charities





Fresh and Local Food U.S. Dollars paid to local farmers

\$0-2,000 \$2,001-5,000 \$5,001-8,000 \$8,001-25,000 \$25,001-50,000 \$276,076






















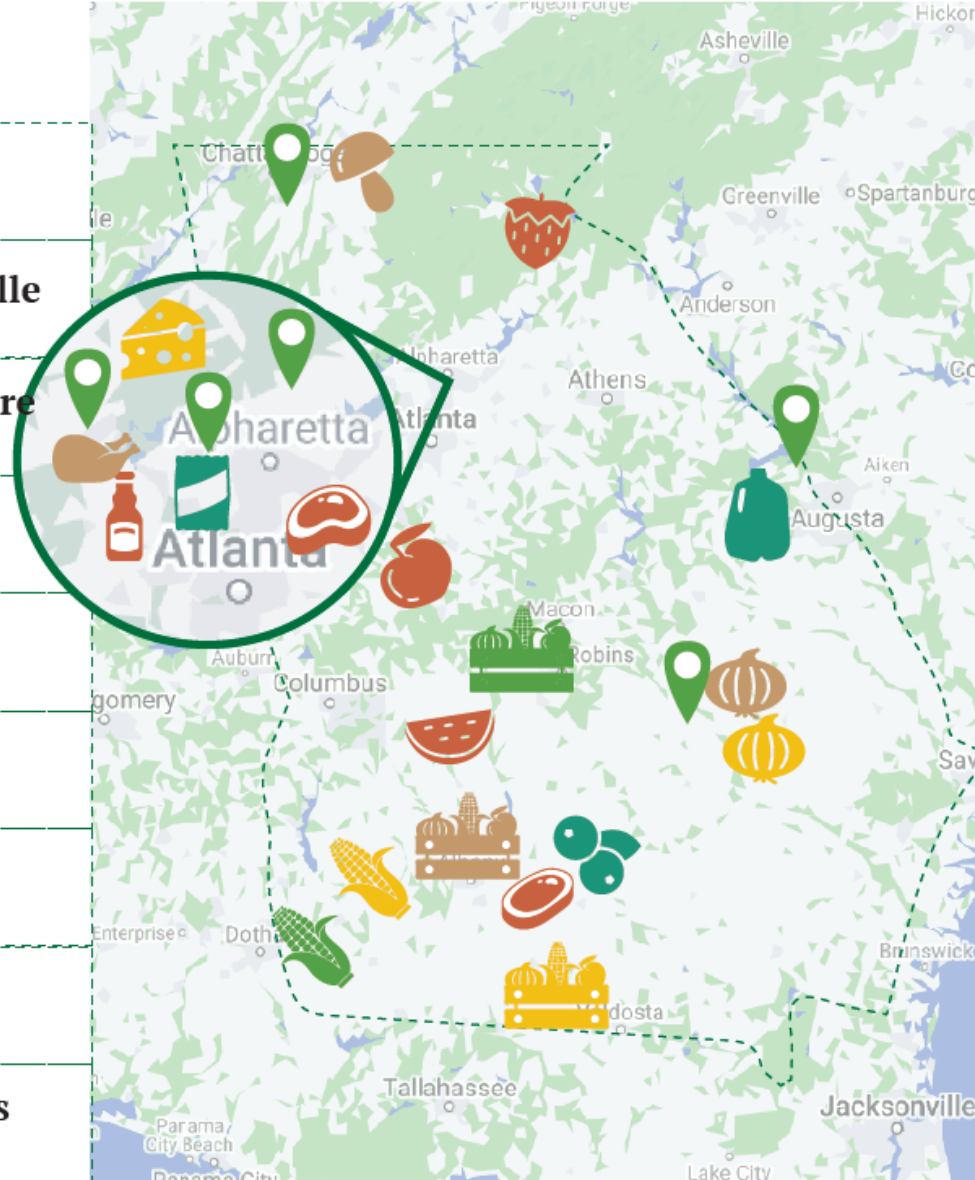
Word size relative based on total number of units sold across all events

Supporting Your State, Helping Your Neighbors

Events:  Dalton, GA  Tucker, GA  Marietta, GA  Augusta, GA  Gwinnett, GA  Vidalia, GA

Farmers from across the state benefited from the events.

	Ellijay Mushrooms Ellijay, GA
	Drew Echols Alto, GA
	Jimmy Franks Waynesboro, GA
	Bland Farms Glennville, GA
	L.G. Herndon Jr. Farms Lyons, GA
	Southern Valley Norman Park, GA
	Tylabell Farms Willacoochee, GA
	Danforth Family Farms Nashville, GA
	Corbett Brothers Farms Lake Park, GA
	Green Circles Farms Brinson, GA
	CalyRoad Creamery Dunwoody, GA
	Chinese Southern Belle Smyrna, GA
	Georgia Gifts and More Tucker, GA
	Farmview Market Covington, GA
	Tip Top Poultry Marietta, GA
	Dickey Farms Musella, GA
	Quality Produce LLC Tifton, GA
	Leger & Son, Inc. Cordele, GA
	Longleaf Ridge Farms Camilla, GA



Georgia Grown Cares Basket

- Purchased with CARES money by counties
- Free to the public
- Coordinated through farmers and distributors
- Cobb, DeKalb, Gwinnett, and Clayton counties coordinated with Georgia Grown.

COVID-19 **CARE** BASKET



DeKalbTogether.

Proudly packed by Nickey Gregory Company



USDA Farmers To Families Box

- It is a USDA Program.
- Large produce and food distributors receive contracts from the USDA to deliver food boxes to non-profits.
- The GDA helped source local product for the distributors.
- The Atlanta Farmers Market infrastructure was vital to the success of this program.



Lessons Learned and Recommendations

1) Consumers remain anxious regarding their food purchasing

- Consumers worry about more than COVID while purchasing food. They have anxiety related to the nutritional value, growing practices, price and quality of their food.
- We should provide additional education and guidance to consumers to help ease their worry.

2) Food Box Delivery Programs Are Here To Stay.

- While sales of Georgia Grown To-Go boxes waned, the popularity of ecommerce, direct to consumer sales and online orders increased dramatically.
- Online SNAP purchasing should be expanded to give lower income consumers more purchasing options. (Currently only available through Amazon and Walmart)

3) Agricultural Infrastructure

- The COVID crisis highlighted the need to maintain our current agriculture infrastructure and provide new capacity throughout Georgia.
- New investment in State Farmers Markets, cooler facilities, and fruit, vegetable and meat processing is needed to prepare for any future supply or demand crisis.





Thank you.

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