

2014 City of Appleton Year End Report



Southpoint Market Garden Collaboration

In 2014:

- 3 low income families grew food for market sale at the ~2 acre Southpoint Commerce Park market garden. 2 families returned from last year and 1 additional family was included. We currently have a waitlist of farmers for this program.
- Growers on this land sold farm fresh produce at the Salvation Army Fox Cities/Goodwill Grows Collaborative Farmers Market every Monday morning. This provided over 1000 lbs. of fresh food for pantry consumers and \$2,175 in revenue for the gardeners.
- Growers donated on average 35 lbs. of fresh food per week to food pantries and emergency shelters – usually these were types of food that are inaccessible at pantries.
- Growers on this land also sold produce at the Appleton Downtown Farmers Market and Neenah Farmers Market along with many local restaurants.
- Goodwill Grows received a donation of over 900 gallons of water from the Appleton Fire Department, 53 flats of seedlings/plants from local hardware stores and the Outagamie County Master Gardeners, and tilling services from a local landscaper for this garden.
- Goodwill Grows invested 50+ hours facilitating small business management, resources and counseling services for the market gardeners.
- In late September 2014, Goodwill Grows received a planning grant from the US Department of Agriculture Local Food Promotion Program to expand the market garden program. We are working to develop more opportunities to serve small farmers through a variety of community resources and market channels.
- Thank you for an excellent 2014 and we hope to continue our partnership in 2015 and beyond!

OVER 40,000
POUNDS OF
FRESH FOOD

GENERATING
OVER
\$30,000

FOR LOW-INCOME
AGRICULTURAL FAMILIES IN
OUR COMMUNITY

AT SOUTHPOINT
MARKET GARDEN

Contact:



Alex Tyink • Goodwill Grows Program Leader
920-968-6853 • atyink_gw@gwicc.org