

Our Mission: Nourishing our Food Future

FRESHFARM is a non-profit organization that promotes **sustainable agriculture** and improves **food access and equity** in the Mid-Atlantic Region.
Our programs prioritize producers and consumers equally to create an equitable and sustainable local food system.

	Local Food Economy	Nutrition Education	Innovation & Resiliency	Organizational Stewardship
Goals	Promote a successful food economy in the mid-Atlantic, creating market-based solutions that prioritize producers and clients equally.	Foster healthy behaviors and preferences for nutritious local food through successful interventions that reach children and youth 0-18	Create innovative approaches for a food system more efficient for farmers, more equitable for residents, and more resilient to climate events.	Become a regional leader who sets standards and fosters collaborations that help us reach our mission
Sustainable Agriculture [definition]	<ul style="list-style-type: none"> -Run profitable, professional and inclusive farmers markets where producers and food entrepreneurs thrive. - Incentivize socially responsible food production in respect to the environment, human rights, and worker’s dignity. - Build an entrepreneurial ecosystem, providing an outlet for and support to locally sourced food businesses. 	<ul style="list-style-type: none"> - Educate the next generation of consumers and supporters of sustainable food systems - Build knowledge of food production, source, quality, and nutrition. - raise awareness on the social, economic, and global impact of individual food-related choices. 	<ul style="list-style-type: none"> - Exploring low-infrastructure solutions for decentralized food distribution in urban settings. - Fostering stronger regional connections between farms and cities - Use technology and data-driven approaches to add value across the supply chain - 	<ul style="list-style-type: none"> - Collaborate with regional partners and coalitions in the mid-Atlantic based on knowledge and credibility. - Create systems and resources that could be replicated in the region - Invest in our staff in order to secure our leadership position and advance our regional goals.
Food Access &	- Create Inclusive retail spaces that are appealing to diverse	- Change preferences for nutritious, local food among	- Cultivate demand and activate consumers for locally	- Create food jobs with competitive salaries in the

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Equity [definition]	<p>audiences. Locate in geographically accessible and diverse locations.</p> <p>- Foster purchasing equity through matching and incentive programs.</p>	<p>diverse, early childhood to adult audiences</p> <p>-Advocate for resources and partnerships to support successful child development as it pertains to food and nutrition.</p>	<p>produced food among underserved institutions, prioritizing schools and childcare providers.</p> <p>- Use micro-distribution models to reach disenfranchised organizations and communities.</p> <p>- Offer competitive, fair pricing that matches purchasing power for targeted customers.</p> <p>-Prioritize access and inclusion over sales profitability.</p>	<p>communities we serve.</p> <p>- Commit to and strategize for diversity, equity, and inclusion across the organization.</p>

Our programs and priorities will be influenced by our values: Integrity, Transparency, Leadership, Collaboration, and Prosperity,