



April 1, 2024

Solana Beach Eco Rotary 2023 Grant Report

Through its 2023 grant, the Solana Beach Eco Rotary Club supported the important work done within ProduceGood's Market Share program to relaunch the Solana Beach Market Share operations with funds to facilitate the collection and redistribution of farmer donated produce.

It takes a community to ProduceGood and Solana Beach Eco Rotary played a significant role in helping ProduceGood re-launch operations at the Solana Beach Market to keep fresh fruit and vegetables from San Diego waste streams and instead feed people per CA SB 1383 which seeks to reduce organics in landfill by 50% in 2025 while prioritizing food-insecure individuals to receive 20% of the excess.

Though the Solana Beach Farmers Market is small, the unsellable produce from different vendors adds up to nutritional gold. Support from Solana Beach Eco Rotary made it possible for ProduceGood to acquire the necessary supplies to recover surplus produce through 13 food recovery events between 11/01/2023 and 03/31 2024 at the Solana Beach Farmers Markets. 984 pounds were collected from 8 farmers for 3,000 servings supplied to two community partners who feed 100 families a week.

Between Nov. 2023 and March 2024, ProduceGood and its volunteers recovered 127,000 pounds for 381,000 servings through its CropSwap and Market share food recovery work. The ability to reduce food waste and hunger 19 times each week is the direct result of active support through service time and dollars from community organizations like the Solana Beach Eco Rotary and others.

Producegood and its partners work to reduce food waste to mitigate climate degradation caused by the emission of greenhouse gasses resulting from decomposition in landfills. Because the amount of food wasted (40%) exceeds the capacity to manage it, gleaning this excess to feed people in combination with composting and industrial uses, extends the management capacity of the organic excess. These actions are a benefit to three million San Diegans who breathe the county air and who benefit from the reduction of fine particulates in the atmosphere.

On behalf of those we serve, we express our deep gratitude for Solana Beach Eco Rotary and its commitment to the environment and our San Diego neighbors.