

MASSACHUSETTS AVENUE PROJECT 2020 ANNUAL REPORT



A NOTE FROM DIANE PICARD, MAP'S EXECUTIVE DIRECTOR

2020 was a year like no other, but despite the challenges, MAP staff never stopped working! We grew and distributed more locally produced food than ever before, filled gaps in the food supply chain, and provided youth with consistent, meaningful work and the support they needed to get through a difficult year. We continued to work with organizational partners and community members to advocate for greater food equity and provided free and low-cost workshops so folks could learn to grow, cook, preserve the harvest and stretch their food budgets. In a year with so much distance between us, we worked to make sure that everyone in our community had access to the comfort, sustenance, health and joy that good food provides. Here are just a few of our 2020 impacts:

FOOD EQUITY

👉 As an important component of Buffalo's food system, **we have always been a leader in our community's access to fresh, affordable, and culturally appropriate produce.** This time last year 30% of households in Buffalo said they were struggling with food insecurity, more than double the rate for all of Erie County. By summer, an additional **43% of households said that they or someone else in their household had experienced job loss or decreased pay.** To address these increased COVID-related food hardships the Mobile Market implemented two new initiatives:

1. We coordinated a **produce food box program** for our Mobile Market Express sites. (Sponsored by Rich Family Foundation)
2. We established the **All Access Pass**, a new initiative that **offers 50% off to ANYONE who needs assistance** with no application process or questions asked. (Sponsored by Rich Family Foundation)

👉 Because of these efforts, **over 6,000 households had increased healthy and affordable food access** through our Mobile Market and COVID-19 response efforts, through the distribution of 56,842 lbs of food.

👉 MAP was a **permanent compost site** for the City's Food Scrap Program.



Over 6,000 Market Visitors



Over 57,000 lbs* of local produce distributed

*More than DOUBLE the amount from last year!

MAP YOUTH

We were able keep 20 MAP Youth (ages 14-20) employed throughout COVID-19. During this time we trained them in sustainable urban farming, food systems issues, social enterprise and food, and climate justice issues. Youth stories can be found on our blog! <http://growinggreenmassave.blogspot.com>



Employed 20 Teens throughout 2020



100% of MAP seniors graduated from High School!



Teens visited Grooperative (Pre-COVID)

URBAN AGRICULTURE

- 🐝 **With Greater Buffalo Urban Growers (GBUG), we announced Buffalo Urban Growers Pledge** to increase transparency and promote soil safety and sustainable growing practices in the City.
- 🐝 **45 Food and Climate Justice Advocates came together** to work on coordinated food system needs and responses related to the COVID-19 crisis, Urban Grower concerns and the Good Food Purchasing Program.
- 🐝 **15 Regional and Urban Farms accessed new markets through MAP's Mobile Market.** Several of these farms had lost accounts at restaurants and with other institutional buyers because of COVID-19.
- 🐝 **The MAP Farm Team grew 75 varieties of fruits and vegetables.**

FARM TO TABLE

- 🐝 Thanks to MAP's commercial kitchen, **we sold \$6100 in value-added products at the market.** This includes Small Batch products, baked goods, soup, medicinal, health/ beauty, and gift items that utilized farm ingredients in their production. As for "Small Batch" jarred and frozen goods, we (Bethany & MAP Youth) made 66 unique items.
- 🐝 Over 2,200 people have participated in food system education or cooking workshops, both in person (pre-COVID) and on-line



MAP's Bees produced 150 lbs of honey



The MAP Kitchen cooked up 66 unique items

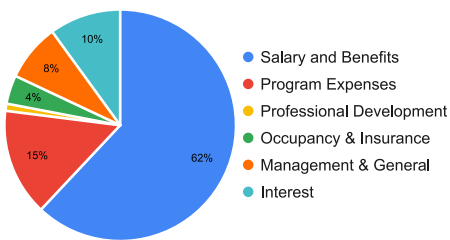


MAP Youth make Kimchi

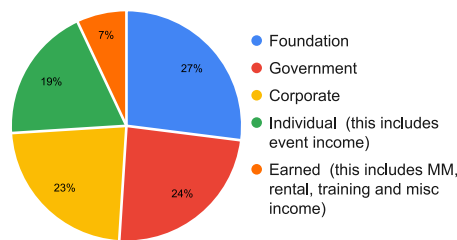
All items were available for purchase at the farm!

2020 FINANCIALS

2020 Expenses



2020 Income



SUPPORTERS

BlueCross BlueShield of WNY Blue Fund
 Buffalo Rotary
 Chorus Foundation
 City of Buffalo
 Community Foundation for Greater Buffalo
 Communities of Giving Legacy
 Council Member David Rivera
 Erie County Youth Services
 First Niagara / Keybank Foundation
 Five Star Bank
 Foundation for Food & Agriculture Research
 Garman Family Foundation
 General Mills
 James Cummings Foundation
 Josephine Goodyear Foundation
 Junior League of Buffalo
 Lawley
 Lawson Valentine Foundation
 Local Initiative Support Corporation

M&T Bank
 National Grid
 NYS Assembly Member Sean Ryan
 NYS Department of Agriculture and Markets
 NYS Department of Environmental Conservation
 NYS Empire State Development
 NYS Health Foundation
 NYS Homes and Community Renewal
 Panta Rhea Fund
 Peter Cornell Trust
 Rich Family Foundation
 Simple Gifts Fund
 United Way of Buffalo and Erie County
 University at Buffalo
 USDA/NIFA
 Wegmans
 WNY Foundation
 Veggie Van

And over 230 individuals & households!