



FEED PHOENIX INITIATIVE

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# FEED PHOENIX INITIATIVE SYNOPSIS

The Feed Phoenix Initiative was a collaborative project from August 2020-January 2023 between Local First Arizona and City of Phoenix utilizing Coronavirus Aid, Relief, and Economic Security Act (CARES Act) and American Rescue Plan Act (ARPA) dollars to bring locally-sourced, nutritious meals to people impacted by COVID-19 and food insecurity in Phoenix. Local restaurants, caterers, and farms worked together to prepare meals using Arizona-grown produce in order to sustain local jobs and supply chains, strengthen the local food economy and, most importantly, provide food accessibility to Phoenixians during the ongoing COVID-19 economic, health and social crises.

Due to the pandemic, most of Phoenix's small urban farms had all but completely lost their wholesale customer base and were resorting to dumping produce in compost or the trash. This initiative ensured these small farms could sell

their produce, thereby making up for a part of their loss of income. They were able to maintain as many jobs as possible for farm operations, support individuals' and their families' livelihood and prevent valuable and nutritious food from rotting in their fields or being burned.

Through Feed Phoenix, farms worked directly with a local produce aggregator to supply restaurants with fresh produce to include in meals as well as create fresh produce bags that were delivered directly to distribution centers or families and individuals being impacted by COVID-19 and food access barriers. Participating local businesses like restaurants, catering companies, event venues, and mobile markets took the fresh produce they received and prepared individually boxed meals that were delivered to distribution centers. The pandemic resulted in these Phoenix-based businesses losing primary revenue streams like full-scale dine-in options, event-based revenue, catering

contracts, and other residual income. As a result of the program, many of the restaurants and caterers were able to keep their lights on, pay rent, pay their employees, and support their families, while feeding their communities. These local businesses have forged new relationships with local farms that will last beyond the crisis, resulting in a more resilient and sustainable food system.

For the participating distribution centers, the people they served were in crisis prior to this program and the challenges were magnified with the onset of COVID-19. During the pandemic the food distribution centers, including churches, food pantries, afterschool programs and other service providers, lost their volunteer teams, closed their shelters and communal gathering areas, lost funding, and were unable to direct people (especially seniors) toward other assistance programs because resources were stretched so thin. Through all of

this, the number of people who needed assistance was continuously rising as people lost employment, shelter, and support structures. Even as the pandemic eased in 2022, food accessibility did not substantially improve, and the demand for food assistance continues.

The Feed Phoenix Initiative supplied healthy, nutrient-dense meals to people who were at higher risk of catching COVID-19 or other illnesses, in addition to facing food accessibility barriers. Oftentimes, the one meal received through Feed Phoenix became that person's only full meal of the day or week. Participating organizations understood the dire need of supporting these distribution centers and communities and, as a result, have created fundamental relationships as they continue to overcome the struggles associated with COVID-19 and beyond

# THE LANDSCAPE IN NUMBERS

## AUGUST 2020 TO FEBRUARY 2021

80,760

TOTAL MEALS SERVED

6,405

OF THESE WERE  
THANKSGIVING  
MEALS

5,491

FRESH  
PRODUCE BAGS  
DISTRIBUTED

## SEPTEMBER 2021 TO DECEMBER 2022

299,009

TOTAL MEALS SERVED

10,795

OF THESE WERE  
THANKSGIVING  
MEALS

9,884

FRESH  
PRODUCE BAGS  
DISTRIBUTED

## TOTAL IMPACT AUGUST 2020 - DECEMBER 2022

379,769

TOTAL MEALS SERVED

17,200

HOLIDAY MEALS

15,375

FRESH PRODUCE  
BAGS DISTRIBUTED

## SMALL BUSINESSES SUPPORTED

25

FARMS &  
AGRICULTURAL  
BUSINESSES

55

RESTAURANTS

43

DISTRIBUTION  
CENTERS

# THE APPLICATION RFP PROCESS

Restaurants and farms each had their own RFP application that they could use to apply either online or via hard copy. The RFP was open on three occasions (July 10-17, 2020; August 10-31, 2021; and December 13- 31, 2021), and the applications were evaluated over the following seven-day period.

## **RESTAURANTS, CATERERS, AND FOOD PRODUCERS HAD TO MEET THE FOLLOWING CRITERIA:**

- Is the business located in Phoenix?
- Is the business receiving produce and cooking in Phoenix?
- Does the business have a valid Food Operators license and general liability insurance?
- Can the business verify delivery of meals through photo documentation?
- Does the business have the ability to prepare between 50-500 meals at one time?

If all businesses answer yes to these questions, then preference is given to businesses with the following criteria:

- BIPOC, women or veteran owned businesses
- To be considered a small business, they need to have:
  - An annual gross income of less than \$1,000,000
  - No more than 35 employees



**FARMERS, GROWERS, AND PRODUCE AGGREGATORS HAD TO MEET THE FOLLOWING CRITERIA:**

- Is the farm or aggregator located in Phoenix?
- Can the farm or aggregator verify delivery of produce through photo documentation?
- Does the farm have the ability to forecast, grow and supply availability lists with plenty of notice to the person ordering?

If all businesses answer yes to these questions, then preference is given to businesses with the following criteria:

- BIPOC, women or veteran owned businesses
- To be considered a small business, they need to have:
  - An annual gross income of less than \$1,000,000
  - No more than 35 employees

**PLEASE REVIEW THE FEED PHOENIX BUSINESSES DOCUMENT TO LEARN MORE ABOUT PARTICIPATING RESTAURANTS AND FARMS.**



# CHOOSING THE DISTRIBUTION CENTERS

Working closely with the City of Phoenix, each distribution center was screened and chosen based on the following criteria:

- Located within low-to-moderate income areas in the City of Phoenix
- Ability to collect and share data on the people they serve
- Touching as many Phoenix council districts as possible
- The demographics of the people they serve, including:
  - Zero to low-income individuals
  - Areas that have a higher concentration of COVID-19 positive results
  - Seniors and disabled individuals
  - People or families who are financially struggling because of COVID-19-related issues such as loss of work, income, or an increase in medical bills
  - Families having difficulty accessing fresh produce or well-balanced meals



## INCOME

100%

OF MEAL RECIPIENTS ARE IN THE LOWEST INCOME BRACKET

NO

OR LITTLE INCOME

## COVID-19

100%

AFFECTED BY IN SOME WAY

## FOCUS

ROUGHLY

50%

CENTERS FOCUSED ON SERVING MEALS TO FAMILIES

8.3%

EXCLUSIVELY SERVE CHILDREN AND MINORS

## AGE BRACKET

65%-70%

MEALS DELIVERED TO PEOPLE 55+ EACH WEEK

## LOCATION

100%

CENTERS & RECIPIENTS IN AREAS OF LIMITED FRESH FOOD

## DISTRIBUTION OUTCOMES

PLEASE REVIEW THE [FEED PHOENIX BUSINESSES DOCUMENT](#) FOR MORE INFORMATION ABOUT THE DISTRIBUTION CENTERS.









# FEED PHOENIX MEALS

All meals incorporated at least one portion of fresh or cooked produce with an emphasis on sourcing Arizona-grown produce. The meals were healthful, substantial and packaged in environmentally friendly containers. Popular dishes included:

- Witnessing Nature in Food's pineapple and ham with mashed potatoes and veggies
- Bruce Brown Catering's chicken parm with greens
- All About Food's shredded beef burritos with cheese, rice and beans with fresh cinnamon sugar tortilla chips and salsa
- Salvadoreno Restaurant's chicken fajitas with rice and beans
- Autumn Court Chinese Food's chicken stir-fry with white rice and eggplant
- Flavorz Fish & Chicken's roasted BBQ chicken with beans and fresh oranges and salad
- Delicious Food Banquetes' teriyaki chicken breast with rice and mixed veggies
- Creations in Cuisine's pasta bolognese with rolls
- Solo's Cafe's catfish, collard greens, mac & cheese, and cornbread
- Der Wurst Hot Dog's jambalaya with garlic bread

# PARTICIPATING FARMS

A large, ripe orange pumpkin with a dark stem, set against a background of green leaves and dark soil. The pumpkin is the central focus, with its ribs clearly visible. The background is slightly blurred, showing green leaves and dark soil.

Participating farms providing produce to the program were small to medium-sized farms that were based in Phoenix as well as larger Arizona farms that provided donations and produce during harsh seasonal transitions. Green on Purpose was a collaborative partner and served as an aggregator and distributor of produce from Phoenix and Valley farms to participating restaurants. Paris Masek, owner of Green on Purpose, collected orders from restaurants, placed the produce orders with the farms, and then picked up and distributed produce directly to the restaurants.

Utilizing Green on Purpose streamlined the process between farm and restaurant and allowed restaurants to have a wider variety of produce options for their meals. Working together has made it easy for restaurants to continue to order locally grown produce following the completion of the Feed Phoenix Initiative.

The program also provided bags of fresh, seasonal produce for individuals to enjoy and included enough produce for approximately five meals. Community-supported agriculture (CSA) bags included descriptions of produce, recipes, and directions for cooking or eating. Farmers and CSA aggregators delivered and passed out the bags directly to our distribution partners.



**SOME OF THE PARTICIPATING FARMERS AND AGRICULTURAL BUSINESSES INCLUDED:**

- Project Roots is a non-profit farm located at Spaces of Opportunity in South Phoenix that specializes in greens, onions, tomatoes and peppers.
- Diana Gregory grows fresh produce and delivers to low-income senior housing units. Because of her connections at senior housing units, Diana Gregory was able to deliver to locations that were on strict lockdown procedures or were closed due to COVID-19. Each week, she harvested and delivered vegetables such as cauliflower, cabbage, sweet potatoes, garlic, kale, peppers, and much more.
- AREA Farms is owned and managed by Anita Reale. By pulling together produce from Phoenix Farms, she created beautiful CSA produce bags. Each bag included a flier with fresh produce, descriptions of the produce, and ideas for enjoying.
- Al-Hamka Farm is a small family farm cultivated by Husein Al-Hamka and his wife. They grow a wide variety of produce at Spaces of Opportunity and a large greenhouse in South Phoenix. They grow their own varietal of Nafur Basil that smells incredibly fresh and herbaceous. At their grow spaces, they excel at growing basil, cucumbers, radishes, onions, garlic, watermelon, okra, peppers, and pumpkins.



- TigerMountain Foundation is a non-profit farm located at Spaces of Opportunity in South Phoenix that is managed by Darren Chapman. TigerMountain farms supplied 1,000s of pounds of produce to community centers, food pantries, and senior centers. The Foundation supplied okra, onions, peppers, herbs, squash, collard greens, oranges, and more.
- Rodney Machokoto is a community activist and grower of fine produce. Together with his wife and children, he grows collard greens, kale, tomatoes, peas, green onions, eggplant, and watermelon.
- Abby Lee Farm located at 15th Ave and Broadway grows heirloom tomatoes and cucumbers, as well as a variety of other vegetables. For the program, Neal Brooks supplied an abundance of cucumbers, potatoes, onions, squash, tomatoes, green chilies, basil, and mint.
- Arizona Microgreens experienced a tumultuous summer. Even though Joseph Martinez grows his microgreens in a controlled greenhouse environment, a mini-tornado at the end of August 2020 ripped the roof off his facility and destroyed everything. Because of the Feed Phoenix program, he was able to bounce back and provide mixed greens, super greens, cilantro, basil, and green onions.





# HOLIDAY MEALS

For Thanksgiving 2020, 2021, 2022 and Christmas 2021, 17,200 holiday meals were distributed throughout Phoenix. For holiday weeks especially, Local First Arizona, participating restaurants, farmers, and distribution centers were adamant that everyone should receive a delicious, holiday meal.

The meals included poultry or ham, potatoes, gravy, vegetables and other special treats. Some meals included more options or a spin on classic favorites. Chefs went above and beyond to make sure that everyone in the Feed Phoenix program received the best holiday meal.

Distribution centers rallied volunteers to make sure they could increase the number of people receiving the meals and opened more centers that had been closed during COVID-19 just for Thanksgiving meal distribution. Some community centers pulled together teams of volunteers to deliver meals to homebound seniors, those who are disabled and unsheltered neighbors.

# HOLIDAY MEAL EXAMPLES

- La Olmecca made a Thanksgiving feast of turkey, mashed potatoes with gravy, green beans, a dinner roll and a slice of pie to share with 7th Street Food Pantry and Outreach
- Daily Dose Midtown Bar & Grill delivered roast turkey, mashed potatoes, vegetables and a roll to Native American Connections
- Amici Catering made roasted turkey, mashed potatoes with gravy & vegetables plus 10 vegan meals to send to Alice Cooper's Solid Rock Teen Center
- Pachamama made garlic mashed potatoes, roasted veggie medley and a mushroom gravy with rolls for Native Health
- White Knight Catering & Events made roasted turkey, stuffing, green bean casserole, sautéed spinach, garlic golden potatoes, and cranberry sauce for Arizona Housing, Inc.
- Autumn Court Chinese Food made honey-glazed char siu (Chinese barbecue pork), Buddha's LoMein (mixed vegetables with Chinese egg noodles), turkey fried rice (authentic fried rice cooked with egg, peas, carrots, green onions and turkey) for Feed Phoenix Project



# SUMMARY OF 2020-2022 FEED PHOENIX INITIATIVE

The Feed Phoenix Initiative is a great example of a working study that evaluates the functional and dysfunctional aspects of the Phoenix food system. The program has created strong bonds between people who are growing produce, people cooking and preparing locally grown produce, organizations distributing meals, and people who have limited to no access to healthy foods. Those participating learned how the local food system operates, how fragile our supply chain is during a crisis and how much we all need each other to survive and thrive.

"The Feed Phoenix program kept our business alive during the COVID-19 Shutdown," said Lori Harlig, owner of Amici Catering. "We were able to keep all of our employees without interruption. We were also introduced to new, local businesses and organizations that we still continue to partner with today. Because of the catering and relationships we were offered, we now have established a hiring connection with UMOM (a participating distribution center) and offer jobs to their residents and patrons. The ripple effect from this program is HUGE! I cannot state enough the positive benefits the program gave to our soul and business."

When restaurants applied for the program in the beginning, they reported employing an estimated total of 360 employees. Nearly 50% of the restaurants reported that they had to close their business at some point due to COVID-19. All restaurants answered that they had experienced significant losses in revenue and were destined to lay off staff, but the vast majority were able to retain employees and stay in business because of Feed Phoenix funding.

"This program provided a lifeline for our company," Dawn Bejar of Benedict's Catering said. "It allowed me as a business owner to provide employment for my key staff during the shutdown. I was able to provide part-time employment for several of our server staff whose income was at zero due to the pandemic. In addition, the purpose of the meals provided an emotional uplift for my staff during a dark time. We felt joy and pride being able to provide fresh, wholesome and delicious meals to those who needed our efforts most. The staff at Feed Phoenix/

Local First were on their game in providing excellent communication and operational logistics. A huge win-win for all!"

Farms estimated employing a total of 70 employees. Farmers reported a 15% average loss of income due to the pandemic, with some farmers reporting as much as a 75% loss of income. Through the program, farmers were able to retain staff and even hire extra seasonal employees when Feed Phoenix would have higher demand, increasing their ability to grow more crops. Additionally, growers and aggregators that supplied CSA bags were able to support their fellow farmers to provide produce diversity, taking care to offer culturally relevant foods to the people receiving them. These successes had a further impact by providing economic security to employees and their families.

Because of this program, 90% of participating restaurants noted they have shifted some of their purchasing to include more locally grown produce from nearby farms, and additionally, 25-30% of the participating restaurants report purchasing biodegradable food packaging from Captains Supply, a local container supply company.

"This program outlines our mission perfectly," Kimber Lanning, CEO of Local First Arizona said. "We invested in Phoenix food businesses to feed people which protected jobs and companies while keeping dollars recirculating in our local economy and deepening Arizona's food system. This was a community-driven solution to several complex problems that literally saved people in the middle of a pandemic."

2020

## AWARDS

24TH ANNUAL DATOS:  
THE STATE OF ARIZONA'S  
HISPANIC MARKET

2020 ARIZONA RECYCLING  
COALITION AWARD

## JULY

10

**PHOENIX BUSINESS JOURNAL**  
PHOENIX, LOCAL FIRST  
ARIZONA ANNOUNCE  
INITIATIVE TO DELIVER  
FOOD TO FAMILIES IN NEED

**INBUSINESS PHX**  
FEED PHOENIX INITIATIVE  
TO FEED UNDERSERVED  
FAMILIES LAUNCHED

**ABC 15 (PBJ PICKUP)**  
PHOENIX, LOCAL FIRST  
ARIZONA ANNOUNCE  
INITIATIVE TO DELIVER  
FOOD TO FAMILIES IN NEED

30

**NEXT CITY**  
PHOENIX WEAVING  
TOGETHER NEW LOCAL FOOD  
SYSTEM AMID A PANDEMIC

20

**FOX 10 PHOENIX**  
FEED PHOENIX INITIATIVE  
HELPS VALLEY FAMILIES,  
SENIORS IN NEED

## AUG

01

**GREEN LIVING MAGAZINE**  
FEED PHOENIX:  
WITNESSING NATURE IN FOOD

09

**YOUR VALLEY**  
AMERICAN LEGION POST  
65 WINS CONTRACT TO  
HELP FEED THOSE IN  
NEED IN ARIZONA

10

**FRONT DOORS MAGAZINE**  
NATIVE HEALTH RECEIVES  
SUPPORT FROM 'FEED  
PHOENIX' INITIATIVE

11

**PHOENIX MAGAZINE**  
FEED PHOENIX PARTNERS  
WITH LOCAL FARMERS AND  
RESTAURANTS TO PROVIDE  
MEALS TO THOSE IN NEED

## SEPT

17

**BLOOMBERG CITYLAB**  
PHOENIX DIDN'T JUST FEED  
THE HUNGRY. IT SAVED  
FARMS AND RESTAURANTS.

27

**PHOENIX NEW TIMES**  
HERE'S YOUR FEEL-GOOD FRIDAY  
PHOENIX FOOD NEWS RECAP

24

**CRONKITE NEWS**  
FOOD BANKS RECEIVE  
GOVERNMENT HELP TO FILL  
BELLIES DURING HOLIDAYS

## DEC

## NOV

## SEPT

17

**BLOOMBERG CITYLAB**  
PHOENIX DIDN'T JUST FEED  
THE HUNGRY. IT SAVED  
FARMS AND RESTAURANTS.

27

**PHOENIX NEW TIMES**  
HERE'S YOUR FEEL-GOOD FRIDAY  
PHOENIX FOOD NEWS RECAP

24

**CRONKITE NEWS**  
FOOD BANKS RECEIVE  
GOVERNMENT HELP TO FILL  
BELLIES DURING HOLIDAYS

## DEC

## NOV



# 2021

**30** **GOOD NEWS NETWORK** **JAN**  
HOW PHOENIX FEEDS THE HUNGRY WITH FRESH FOOD WHILE SAVING LOCAL BUSINESSES AND FARMS

**01** **DOWNTOWN DEVIL** **FEB**  
LOCAL FIRST ARIZONA HOSTS LIVE STREAM HIGHLIGHTING BUSINESS RELIEF EFFORTS

**27** **PHOENIX BUSINESS JOURNAL** **MAR**  
IT'S BEEN A LONG, TOUGH YEAR FOR VALLEY RESTAURANT OWNERS. FOR MANY, THERE'S HOPE ON THE HORIZON

**23** **AZ BIG MEDIA** **SEPT**  
HERE ARE VALLEY LEADERSHIP 'S 72ND MAN & WOMAN OF THE YEAR

**07** **KTAR NEWS** **08**  
LOCAL FIRST ARIZONA'S FEED PHOENIX INITIATIVE EXTENDED INTO 2022

**FRONTDOORS MEDIA** **OCT**  
FEED PHOENIX INITIATIVE EXTENDED INTO 2022

**03** **KPNX 12 NEWS** **JAN**  
SUPER BOWL EXPECTED TO BOOST BUSINESS IN THE VALLEY.

# 2023

# SNAPSHOTS

After a bi-monthly CSA drop-off to Native Health, a special message from Susan Levy of Native Health was shared with Anita Reale of AREA Farms Arizona and the team at Local First Arizona. A guest of Native Health who had been scheduled for their annual exam at Native Health had such a pleasant experience beyond their experience with the staff. They deeply appreciated the opportunity to collect fresh produce from Anita's CSA bags which included cucumbers, oranges, cilantro, watermelon radish, bok choy, and spinach. They expressed their gratitude and pleasure of improving their health through food.

"You truly make a huge difference in the community," Susan Levy said to Anita who was touched by the testimonial.

Susan went on to share that another woman asked for two bags of produce as her EBT card hadn't arrived and she had hungry children at home. The CSA bags would be their only produce for the week.



**FARM & CSA DELIVERY PARTNER: AREA FARMS ARIZONA**  
**DISTRIBUTION ORGANIZATION: NATIVE HEALTH**

Photo courtesy of [areafarmsarizona.com](http://areafarmsarizona.com)

**"I AM SO HAPPY TO BE IN THE COMMUNITY AND DOING MY PART."**

**ANITA REALE**

# “WE LOVE HOW DIVERSE CHEF MICHELLE IS WITH THE MENU EVERY WEEK”

Michelle Daniels of All About Food worked hard to ensure the meals she created were delicious and equally nutritious for the patrons receiving her food. Due to her operational capacity, Michelle was unable to make meal deliveries, but through fundraising Eric Brickley of Feed Phoenix Project was able to secure refrigerated trucks to pick up meals directly from Michelle for distribution.

To ensure meals were packed with flavor and healthy ingredients, she ordered a wide variety of produce from Green on Purpose, including potatoes, sweet potatoes, leafy greens, tomatoes and more.

**SABRINA KERNAGIS OF  
FEED PHOENIX PROJECT**

**FARM: AL-HAMKA FARM AND BAKERY & TRUE GARDEN  
PRODUCE DISTRIBUTOR: GREEN ON PURPOSE  
RESTAURANT: ALL ABOUT FOOD  
DISTRIBUTION CENTER: FEED PHOENIX PROJECT**

The team at Feed Phoenix Project raved about Michelle's food. Some of their favorites included cheese tortellini pasta and salad with raspberry vinaigrette; herb pan-baked chicken; fried catfish; seasonal veggies; rice and pilaf; strawberry spinach salad; and dinner rolls.



After the first four months of being part of the program, it gave me the first opportunity in a year to take home a real paycheck – not just partial pay or no pay. The program helped me connect with community partners with whom I still do outreach beyond the scope of the Feed Phoenix program.

**NICHOLAS HYCHE**  
Der Wurst Hot Dogs

The program kept us afloat during the COVID shutdown and allowed us to pay competitive wages after COVID. We have been with the program from the beginning and enjoyed knowing we were helping our staff, the farms and the recipients. It was a great program for everyone involved.

**REBECCA GOLDEN**  
LOVECRAFT BEER SHOP & ALE HOUSE

We serve many teens that tell us every day that they do not have a meal in the afternoon, evening and/or weekends. This program provided many meals for youth ages 12-20 that would not have had access to a meal while attending our teen center. We appreciated being a part of the program, and many teens enjoyed getting to know the employees at the restaurants. Thank you for including us to serve a great need.

**RANDY SPENCER**  
ALICE COOPER'S SOLID ROCK TEEN CENTER

# QUOTES FROM PARTICIPANTS

This program assisted our residents in meeting their nutrition needs as they exited homelessness and worked with supportive services to become financially stable. Additionally, this program aided in reducing food costs for AHI, which allowed us to focus efforts on additional programming to support our tenants (e.g., social activities, cleaning supplies, hygiene items).

**LORI HOLLERAN**  
ARIZONA HOUSING, INC.

I am anxious to find another contract like this. I loved serving my community, and sending out bulk orders of food is beneficial in many ways.

**ANITA REALE**  
AREA FARMS ARIZONA

The program enabled me to feed 200 additional seniors monthly with bags of fresh fruits and vegetables. Many of the seniors would not have access to fresh produce due to transportation barriers and limited income. The bags were sometimes the difference between a senior having a meal and starving. Produce was provided to eat to prevent diabetes and boost the immune system.

**DIANA GREGORY**  
DIANA GREGORY OUTREACH SERVICES (DGOS)

The Feed Phoenix Program helped us out during COVID tremendously. Our families were well taken care of. We here at UMOM are grateful for the support that Feed Phoenix offered us at a stressful time.

**CHRISTINA GUAJARDO** - UMOM

This was a great opportunity for LoFi Eats to serve its community, get hands-on experience with contract work, hire new employees due to regular orders, and gain connections to new local vendors.

**CHRISTOPHER WARD**  
Lo-Fi Eats

The program helped us tremendously. It helped us achieve more economic stability because we knew we had revenue coming in from the program. Especially during trying times like the pandemic, the program brought relief that we would be able to continue to stay open for business. Emotionally this helped my staff and myself, knowing we were going to be okay. We enjoyed being a part of this great program, and it has led to us donating food to some of the shelters as well.

**GEORGIA MARTINEZ**  
LA OLMECA

The Feed Phoenix program helped my business stay afloat during the harsh times that resulted from the pandemic. We were able to keep our employees and our doors open. This income made up for some of the economic losses that our business was suffering. Also, we were able to support other businesses by purchasing products needed for the program. Lastly, Chino-Mex was proud to be able to feed the community thanks to this program. We wish this program would've continued.

**CARLOS CASTILLO**  
CHINO-MEX

Because of this program, we were able to go out into the community and provide basic needs to those in need. The homeless in our community were able to get fresh, nutritious meals. They were always very thankful for the meals provided!

**YIOTA DIVITO**  
FIRE & WATER INTERNATIONAL CHURCH

Feed Phoenix Project helped us survive the pandemic while letting us keep in touch with our community

**RAY TANG**  
AUTUMN COURT CHINESE RESTAURANT

The program allowed our guests to receive great meals that they would not have had the resources to provide for themselves. Many shared that it had been a long time since they ate from a restaurant. It meant a lot to many of our guests. Thank you so much for the opportunity to participate in the program. Our guests ate well and enjoyed the blessing.

**GINGER MCLAMB**  
7TH STREET FOOD PANTRY & OUTREACH

We were able to provide pre-made meals to the community. This was so great. So many of our guests are homeless or live alone so prepackaged meals were so helpful!

**PAM TRUDEAU**  
MOM'S PANTRY

# MORE QUOTES

## FEED PHOENIX INITIATIVE

\$4,366,000

TOTAL FEED PHOENIX BUDGET

\$769,400

ADMINISTRATIVE COSTS

## TOTAL FOOD DISTRIBUTIONS

379,769

MEALS SERVED

15,375

FRESH PRODUCE  
BAGS DISTRIBUTED

## SMALL BUSINESS PARTICIPANTS

25 | 55 | 43

FARMS &  
AGRICULTURAL  
BUSINESSES

RESTAURANTS

DISTRIBUTION  
CENTERS

## TOTAL BUDGET SPENT BY BUSINESS TYPE

\$3,087,702.74

RESTAURANTS & CATERERS

\$508,897.26

FARMS

# TOTAL ASSISTANCE TO PARTICIPATING BUSINESSES

Forty-eight restaurants and 24 farms were able to continue operations through the COVID-19 pandemic because of additional revenue earned through the Feed Phoenix Initiative. All outlined work was completed between August 2020 - January 2023.

# ABOUT LOCAL FIRST ARIZONA

Local First Arizona works to build a more diverse and inclusive Arizona economy. Because of Local First's commitment to Phoenix small businesses, farms and community, Local First was uniquely positioned to manage the Feed Phoenix Initiative with the City of Phoenix.

Local First brings to its contract work a wealth of experience that includes first-hand knowledge of business ownership and engagement, as well as food systems and marketing for local food producers. Our team includes experts with a deep understanding of small-business challenges that bring entrepreneurial thinking to solve problems creatively, effectively and affordably.