



FISCAL YEAR 2023 - 2024

ANNUAL REPORT





Illustrations by Kelly Malka
Design by Some Studio LA

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A PROMISING SEASON: NEW LEADERSHIP



As Chair of the Executive Committee, I am honored to share this letter reflecting on a year of remarkable growth and transformation at the Los Angeles Food Policy Council under the leadership of our newly appointed Executive Director, Alba Velasquez. The following lists only a few exciting achievements from the past year:

- **Secured \$6.8 million in multi-year funding**, with \$3.7 million directly benefiting partners in our network, strengthening community-driven initiatives.
- **Launched the Cultivating Farmers program**, helping local growers build stronger operations through technical assistance and business development.
- **Passed the Good Food Zone pilot program** in the City of Los Angeles, supporting entrepreneurs in underserved areas, enhancing food security in their communities.
- **Farm Fresh LA** connected EBT recipients to 40k additional pounds of local produce through an innovative mix of nutrition incentives and distribution.
- Reinvigorated our focus on food policy, deepening relationships with **local, regional, and state partners**, advancing legislation that supports a just food system.
- During our **9th year of the Healthy Neighborhood Market Network program**, another cohort of small business owners were given tools to bring healthy food to low-income neighborhoods.

As we move forward, Alba's leadership and partnership with the Executive Committee will continue to foster innovative initiatives to meet the challenges our communities face.

On behalf of the Executive Committee and the entire team at LAFPC, thank you for your continued support and belief in the power of a just and equitable food system. We look forward to all that we will continue to achieve together in the coming year.

**With gratitude and appreciation,
Jill Overdorf**

\$6.8M
IN MULTI YEAR
FUNDING SECURED



LAFPC Executive Directors from left to right:
Christine Tran, Alba Velasquez, Paula Daniels, Clare Fox

TAKING ROOT: EXECUTIVE LEADERSHIP

Dear Friends and Partners,

It's hard to believe that a year has already passed since I stepped into the role of Executive Director at the Los Angeles Food Policy Council. This journey has been filled with opportunities to grow alongside passionate people deeply committed to reshaping our local food system.

I am deeply grateful to **Paula Daniels**, our founder, and **Christine Tran**, my predecessor, for laying the foundation for LAFPC's vision. I'm grateful for **Clare Fox** and her leadership, advocacy, legacy, and continued mentorship. I'm honored to work alongside our Executive Committee Chair, **Jill Overdorf**, whose support and partnership has created invaluable guidance.

As I look to the future, I see LAFPC bringing together leaders across sectors: farmers, policymakers, community organizations and businesses, united, advancing a just and sustainable food system. Addressing the challenges ahead requires a holistic approach, grounded in **three key pillars**:

1

Food and Nutrition Security

Every Angeleno must have access to healthy, affordable, and culturally appropriate food. We continue to advocate for equitable food policies prioritizing the most vulnerable.

2

Environmental Stewardship

The environmental impact of our food system cannot be ignored. We are committed to reducing food waste, promoting sustainable agriculture, and supporting policies that strengthen ecological resilience.

3

Economic Development

A thriving food system uplifts the economic well-being of all who participate in it. We are working to create a food economy that benefits everyone.

Thanks to the dedication of supporters like you, I am more confident than ever that we can achieve lasting, meaningful change. Thank you for your commitment to food justice, and for your belief in LAFPC's mission.



Alba Velasquez

Executive Director, Los Angeles Food Policy Council



CULTIVATING EXCELLENCE: CELEBRATING OUR GROWTH

POLICIES

1. Following advocacy across the state and many legislative champions, vital food system programs, including the CA Nutrition Incentive Program, were preserved in the FY24 California State Budget.
2. The LA County Board of Supervisors approved funding to continue investment in our local SNAP incentive program (ARP Market Match) bringing the total investment to \$3.5M.
3. The Los Angeles City Council approved \$1.5M to begin implementation of the Good Food Zones Pilot Program providing microgrants, resources and technical assistance supporting healthy food access.
4. We re-convened our Regenerative and Urban Agriculture working group and the LA Food Recovery Alliance.

CULTIVATING FARMERS

Launched at the end of FY2024, Cultivating Farmers provides coaching and workshops for Underserved and Beginner Farmers & Ranchers to support their business operations.

This project is supported with funding from California Department of Food and Agriculture and the USDA Office of Partnerships and Public Engagement.

HEALTHY MARKETS LA

Healthy Markets LA (formerly Healthy Neighborhood Market Network) provided training to retailers to support their operations and enhance healthy food access in their communities. We worked with 9 retailers this year, all BIPOC owned. Our participants all significantly increased their healthy inventory and saw a 73% increase in produce sales.

Supported by grants from the City of LA and Angell Foundation.

FARM FRESH LA

Farm Fresh LA is an innovation that combines food distribution with nutrition incentives. CalFresh-SNAP customers spend \$5 at our participating retailers and receive 5lb produce bundles in exchange. This year, we supported 5 farms and 3 stores that distributed over 38,500 pounds of produce and made over \$500K in SNAP sales.

Supported by funding from the The SAM Initiative, LA County Food Equity Fund, Cedars-Sinai Community Benefit Giving Office, California Department of Food and Agriculture

GRANTMAKING

LAFPC distributed 12 microgrants to underserved urban growers in Los Angeles and Orange County. Grants were used to purchase of equipment, storage, irrigation systems, seeds, training and more.

Supported by funding from the United States Department of Agriculture - Farm Services Agency in collaboration with Community Alliance with Family Farmers, Food Access LA, VeggieLution, Agroecology Commons and UCANR

LAFPC also secured funding for grants and loans to be distributed in FY2025. We will invite corner stores, restaurants, grocery stores, local growers, and healthy food retailers to apply for grants and loans.

Supported by funding from the City of LA's Economic and Workforce Development Department, the Healthy Food Financing Initiative and the California Department of Food and Agriculture.





GROWING STAFF & CAPACITY

HIRING DIRECTORS

Ana-Alicia Carr joined LAFPC in October 2023 as Director of Policy & Coalitions.

Valeria Velazquez Dueñas joined LAFPC in February 2024 as Director of Programs & Innovation.

Valeria
Velazquez
Dueñas



Ana-Alicia Carr

CELEBRATING MILESTONES & PROMOTIONS

Three of our associate staff from the Healthy Markets LA team received promotions this year.

Mariette Mayerson transitioned to Operations & Administrative Manager. **Michelle Fausto** was promoted to Senior Business Counselor. **Ana Antuna** became Communications & Engagement Associate.

MORE NEW HIRES

We're grateful to the Ahmanson Foundation for supporting our new team with a technology grant in January 2024. This funding allowed LAFPC to upgrade infrastructure with new laptops and event equipment.

Dance Aoki joined as

Grants & Development Manager

Nikhita Jain joined as

Senior Urban Agriculture Program Associate

Jocelyn Ramirez joined as

Communications & Engagement Strategist

Kelly Chavez joined as

Business Counselor

THE TEAM

Alba Velasquez, Executive Director

Ana-Alicia Carr, Director of Policy & Coalitions

Valeria Velazquez Dueñas, Director of Programs & Innovation

Mariette Mayerson, Operations & Administrative Manager

Dance Aoki, Development and Grants Manager

Natasha Wasim, Senior Food Systems Analyst

Sofia Jacome, Policy Coordinator, Outreach & Engagement

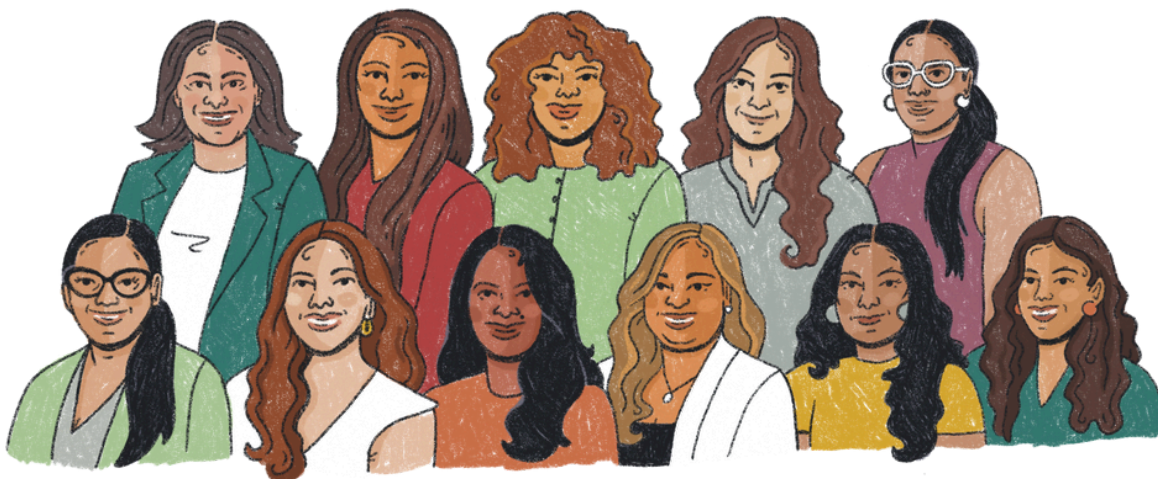
Nikita Jain, Senior Urban Agriculture Program Associate

Michelle Fausto, Senior Program Associate, Business Counselor

Kelly Chavez, Business Counselor

Jocelyn Ramirez, Communications & Engagement Strategist

Ana Antuna, Communications & Engagement Associate



COMMUNICATIONS HIGHLIGHTS

SYSTEM'S CHANGE FELLOWSHIP AND FAST PITCH

Executive Director, Alba Velasquez, was featured in Social Justice Partners LA's System's Change Fellowship and Fast Pitch.



CONGRESSMAN JIMMY GOMEZ VISITS

Placita Market, a member of the Healthy Markets LA program, in August 2023.



PRESS FEATURES

LAFPC was interviewed for article features across 10 media platforms.



Want Help Paying For Groceries For Your Kids? Here's Who's Eligible For SUN Bucks.

By [Aaricka Washington](#)

Published Jun 5, 2024 3:26 PM



LA Program Offers Small Market Stores Opportunity to Transform into Healthy Food Retailers

by [Gabriel Arizon](#), San Fernando Valley Sun/El Sol

May 15, 2024



Asian Angelenos have hardest time getting enough healthy food, study finds

By [Josie Huang](#)

Published Jul 14, 2024 5:00 AM



CAPITAL & MAIN
INVESTIGATING MONEY, POWER AND SOCIETY



Public News Service

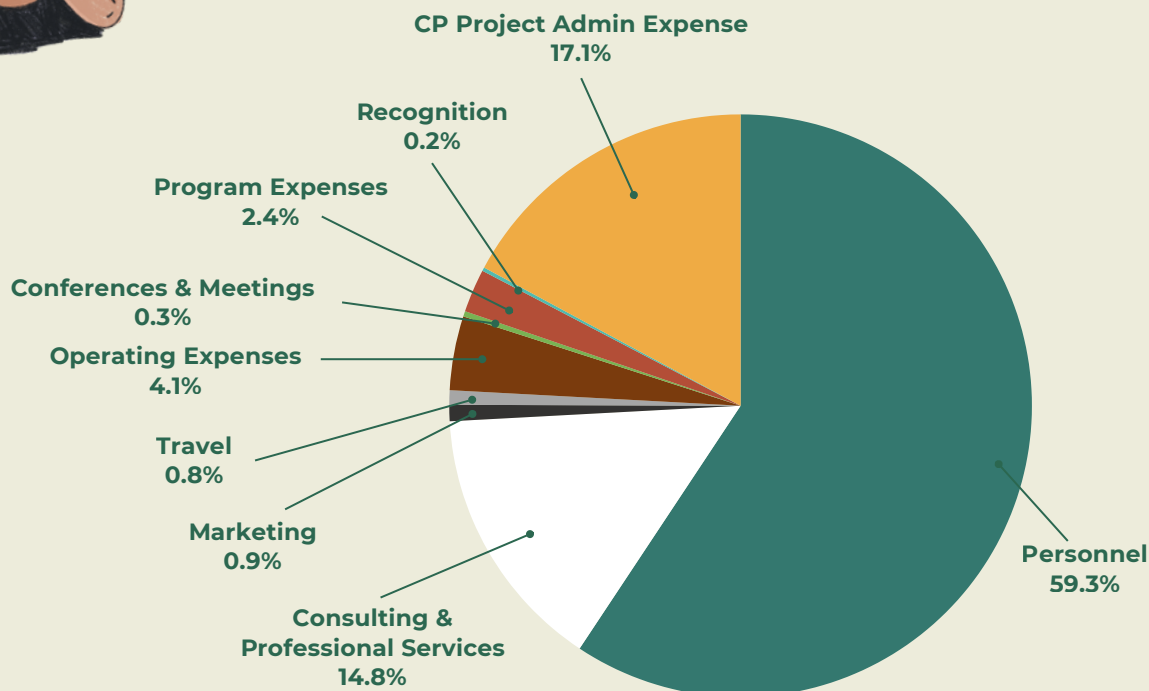
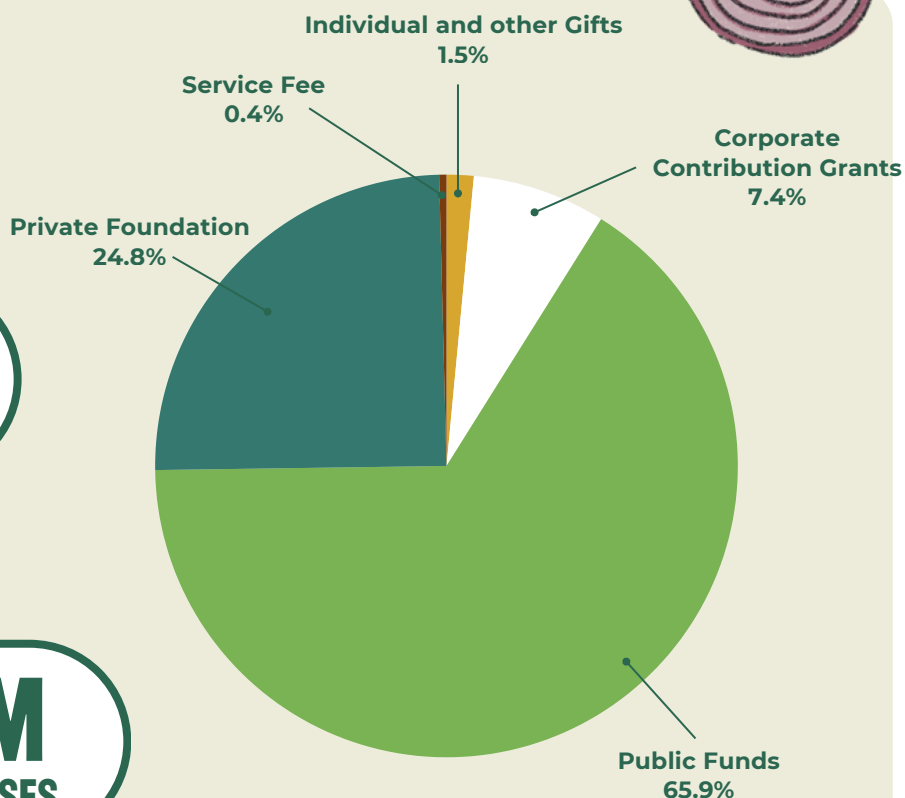
STEWARDED FINANCIAL SUCCESS: REAPING RETURNS



\$1.7M
TOTAL FUNDING



\$1.5M
TOTAL EXPENSES



IN MEMORIAM:

BRYCE FLUELLEN

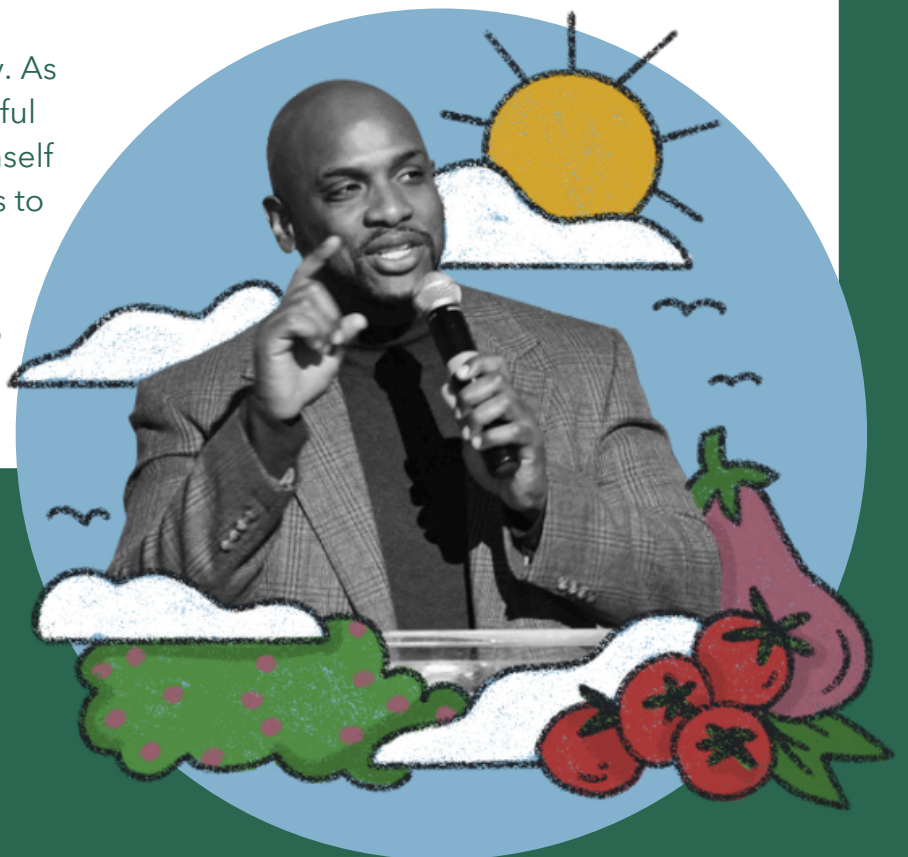
HONORING A LEGACY OF LEADERSHIP, FOOD JUSTICE, AND COMMUNITY IMPACT

We celebrate the life and legacy of Chef Bryce Fluellen, who passed away in January 2024. Bryce was a dedicated member of the Los Angeles Food Policy Council's Leadership Circle for nearly a decade, serving as Chair of the Executive Committee from 2019 to 2023. His leadership, passion, and unwavering commitment to food justice left a lasting impact on the LAFPC and the communities we serve.

Bryce's career reflected his deep connection to food and community. As an entrepreneur, he built a successful catering business and devoted himself to teaching healthy cooking classes to thousands of young people and families in underserved areas, empowering them with the tools to lead healthier lives.

A champion for equity and justice, Bryce led initiatives to improve health outcomes for low-income communities. His book, *Food: A Vehicle for Healing*, shared his inspiring personal story of resilience and the healing power of food.

Bryce's wisdom, vision, and generosity will be deeply missed. His legacy continues to guide us toward a more just and equitable food system.



SPOTLIGHT ON OUR BOARD CHAIR:

JILL OVERDORF

As FY24 began, the Executive Committee of the Los Angeles Food Policy Council appointed Jill Overdorf as Committee Chair, providing the Council with leadership and deep institutional knowledge of the Los Angeles food system. Jill founded The Produce Ambassador to provide strategic insight, brand development, and innovative solutions across the foodservice, produce, hospitality, and culinary sectors. Bridging the gap between the field, kitchen, and consumer, The Produce Ambassador fosters collaboration through education and advocacy for best practices.

She is a former Board member of both the Produce Marketing Association and the Center for Growing Talent by PMA, now IFPA. Additionally, Jill is one of the original authors of the Good Food Procurement Policy, now managed by the independent Center for Good Food Purchasing. She is an active Board member and volunteer with several Los Angeles regional animal rescue organizations and is certified as an NR-EMT. An avid traveler, she has visited all seven continents, discovering countless favorite places to eat and cook around the world.



OUR EXECUTIVE COMMITTEE MEMBERS

CHAIR | JILL OVERDORF

Director of Business Development, Food Service, Naturipe Farms

FOUNDING CHAIR | PAULA DANIELS

Founder and Chair Emeritus, Los Angeles Food Policy Council; Co-Founder, Center for Good Food Purchasing

FINANCIAL ADVISOR | MICHAEL FLOOD

CEO Los Angeles Regional Food Bank

EXECUTIVE COMMITTEE MEMBER | ANDREA AZUMA

Food Advocate

EXECUTIVE COMMITTEE MEMBER | MARIA AQUINO

Senior Program Officer, James Irvine Foundation

EXECUTIVE COMMITTEE MEMBER | TONY KUO

Deputy Director, Division of Chronic Diseases & Injury Prevention, LA County DPH



LEADERSHIP CIRCLE

HOP HOPKINS

Director of Strategic Partnerships, Sierra Club; Co-Founder, Panther Ridge Farms

PAULA DANIELS

Founder and Chair Emeritus, Los Angeles Food Policy Council; Co-Founder, Center for Good Food Purchasing

EVAN KLEIMAN

Chef and Radio Host, KCRW Good Food

RICK NAHMIA

Founder/Executive Director, Food Forward

DANIEL TELLALIAN

CEO Angel City Advisors

FRANK TAMBORELLO

Executive Director, Hunger Action Los Angeles

ARIANNA BIZZOLO

Research Director of California Organic Center, Rodale Institute

JILL OVERDORF

Director of Business Development, Food Service, Naturipe Farms

CHANCEE MARTORELL

Founder and Executive Director of Thai Community Development Center

TONY KUO, M.D., M.S.H.S.

Director of Division of Chronic Disease and Injury Prevention, Department of Public Health

MICHAEL FLOOD

CEO Los Angeles Regional Food Bank

ANDREA AZUMA

Food Advocate

JIN JU WILDER

Director of Marketing, LA-SF Speciality

CLARE FOX

Executive Director, Sustainable Agriculture and Food System Funders

MARIA AQUINO

Senior Program Officer, James Irvine Foundation



ACKNOWLEDGEMENTS

Angell Foundation
 Butterfly Equity Foundation
 California Department of Food & Agriculture
 Cedars-Sinai Community Benefit Giving Office
 Children's Hospital Los Angeles
 Eat the Change
 Everytable
 Google: In Kind Ad Grant
 Healthy Food Financing Initiative
 Irmas Foundation
 Kaiser Permanente



Los Angeles County Food Equity Fund
 Pepsi Co Foundation
 Regenerative Agriculture Foundation
 Rosenthal Family Foundation
 The City of Los Angeles Economic & Workforce
 Development Department
 The SAM Initiative
 USC Good Neighbors Grant Program
 USDA
 Vesta Food Service
 Whole Foods Foundation



SUPPORT OUR MISSION!

Your support helps us make healthy, affordable food accessible for all Angelenos. Every donation fuels programs that uplift communities, empower local food leaders, and drive policy change for food equity.

Visit www.goodfoodla.org/donate to make an impact today!



WE THANK YOU

FOR YOUR CONTINUED SUPPORT IN

OUR WORK



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Policy Council**

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