



# THE FRUITGUYS<sup>®</sup>

— IMPACT REPORT —



# THANK YOU



**Thank you for your business.** Your choice to order fresh fruit and snacks from The FruitGuys empowers your business for healthy growth, pays farmers fairly for their unique produce, provides food for the hungry, and helps fund grants for small farms, while fostering environmental stewardship.

**Our goal is to bring you the best** produce and snacks available, while supporting small and local farms and helping people in need. We hope this report gives you insight into the healthy foods we deliver and inspires a deeper awareness of the areas in which we feel we can make the greatest impact.

## We're here to serve you and your company.

Please let us know if there's anything we can do to improve our service. Email us at [info@fruitguys.com](mailto:info@fruitguys.com) for customer service questions, or call us at 1-877-FRUIT-ME (378-4863). And feel free to contact me directly if you have questions, insights, or comments.

Thank you again.  
**Enjoy and be fruitful!**

—Chris Mittelstaedt, founder and CEO  
[chrism@fruitguys.com](mailto:chrism@fruitguys.com)  
September 2019



**1998**  
The FruitGuys is born in San Francisco



**2003**  
We ship fruit nationwide



**2006**  
Gravenstein Apple Box launched with farmer profit-sharing



**2008**  
First farm donation of beehives



**1999**  
First fruit donations



**2005**  
Patent issued for our eco-friendly delivery box



**2007**  
Philadelphia hub opens



**2009**  
• Farm-to-School program launches  
• Donate-a-Crate program begins

Since 1998, we've been on a mission to help grow healthy companies and better people's lives.

## CLIENTS

Creating a healthier workplace

**250 million**  
servings eaten since 1998

## FARMERS

Working directly with U.S. farmers and food producers

**200+**  
small farms and suppliers

## DONATIONS

Combating hunger with weekly fruit donations through our GoodWorks program

**14 million**  
servings since 2000 to those in need

## GRANTS

Supporting small farms through our nonprofit, The FruitGuys Community Fund

**\$275k**  
in environmental-sustainability grants since 2012



**2012**

The FruitGuys Community Fund launches



**2014**

We grow to 100 employees



**2016**

Snack program launches



**2018**

Our 20th birthday!

**2013**

Reached 4.5 million servings donated since 2000

**4.5M**  
SERVINGS

**2015**

Network of 150 small farms and suppliers

**A**

**2017**

- 14 hubs nationwide
- We are a 10-time *Inc. Magazine* honoree\*
- \*10th year in a row on the "Inc. 5000" list of fastest-growing companies



**2019**

20-year impact report released

**20**  
YEARS



Employees from Cielo Talent Agency in Brookfield, WI, clients since 2018, went as The FruitGuys for their Halloween celebration and costume contest.

Photo by Cielo Talent Agency

# CLIENTS

Creating a healthier workplace

**250 million**  
servings eaten

Since 1998, our clients' employees have eaten over 250 million servings of fruit. Their healthy snacking supports our farmers and donation partners, while bringing fruit fun to the office.

**260,000**  
servings donated

Clients have donated fruit boxes to local charities via our Donate-a-Crate program, providing approximately 260,000 servings of fruit since 2009 to those in need.

**200+**  
hours volunteered

To date, our clients have volunteered more than 200 hours as part of The FruitGuys Community Fund's Annual Grant Review Committee.



Volunteers at San Francisco-based Project Open Hand prepare fruit donations for our neighbors in need.

*“Thank you to all the FruitGuys clients who think of us when they choose a recipient for their fruit boxes.”*

—Michael McCormick, Director of Operations, Project Open Hand, Donate-a-Crate recipient San Francisco, CA

Apple farmer Stan Devoto of Devoto Gardens & Orchards in Sebastopol, CA, **FruitGuys farm partner since 2007**, stands with apple tree seedlings funded by The FruitGuys Gravenstein Apple Box giveback.

Photo by Gretchen Bay



# FARMERS

Working directly with U.S. farmers & food producers

**200+**  
small farms & suppliers

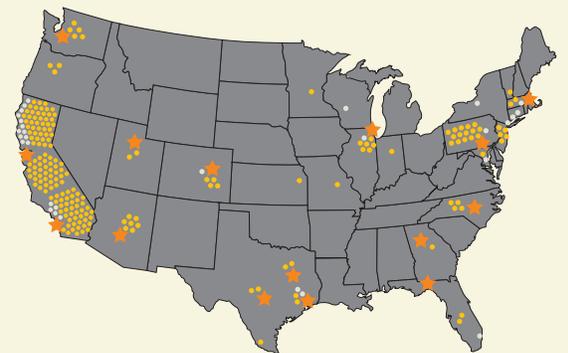
We work to support more than 200 small, independent farms and food producers across the U.S. We believe they are the core of a healthy environment and food system, a diverse economy, robust communities, and a strong democracy.

**Tens of millions**  
of servings purchased

Since 1998, we've purchased tens of millions of servings of fruit and snacks from small farms and suppliers. Our regional supply networks bring their local products to larger markets.

**75%**  
5+ years of partnership

Of our farm partners, 75% have worked with us for five years or more. We are dedicated to building long-term relationships with growers of unique produce and strong stewards of the land.



- Local farms and fruit suppliers
- Snack suppliers
- ★ FruitGuys hubs

*“Working with The FruitGuys has always been an honest, fair, and two-way relationship.”*

—Torrey Olsen, farmer, Gabriel Farm, Sebastopol, CA, **partner since 2003**



A volunteer at Philadelphia's Philabundance, a weekly recipient of FruitGuys fruit donations since 2007, distributes produce to hungry neighbors at a community event.

Photo by Kim Jordan

# DONATIONS

Combating hunger with weekly fruit donations through our GoodWorks program

**14 million**  
servings donated

To date, we've donated over 14 million servings of fresh fruit to local charities across the country in an effort to provide healthy food to those who might not otherwise have access to it.

**Zero**  
food waste

Our zero-food-waste policy ensures that all excess, edible, and flawed fruit is donated to people in need rather than sold on a secondary market.

**100,000+**  
servings for disaster relief

Since 2005, more than 100,000 servings of healthy food has been sent to the victims and first responders of natural disasters and other emergencies.

## 16 Weekly Donation Partners & Counting

- San Francisco Bay Area:** St. Anthony's; Family House; Larkin Street Youth; Phat Beets Produce
- Philadelphia:** Philabundance; The Big Bear Hug
- Chicago:** BBF Family Services
- Phoenix:** UMOM
- Los Angeles:** Giving Children Hope
- Boston:** Lovin' Spoonfuls
- Dallas:** Forney Food Pantry; Irving Cares Home
- Seattle:** Fare Start
- Denver:** We Don't Waste; Metro Caring
- Atlanta:** Communities in Action

*"If it weren't for The FruitGuys' weekly donations to our dining room, we wouldn't have consistent access to whole fruits."*

—Charles Sommer, Director of Programs, 2016, St. Anthony Foundation, San Francisco, CA

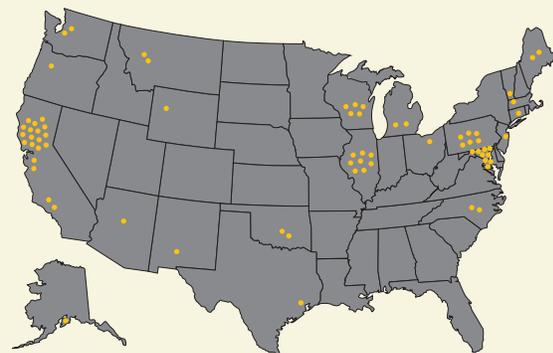


Farmer Helena Sylvester of Happy Acre Farm in Sunol, CA, is a 2015 FruitGuys Community Fund grantee. The farm **received a \$5,000 grant** to create habitat for beneficial insects, increase soil health with organic cover crops and compost, and implement non-pesticide-based weed-management techniques.

Photo by Matthew Sylvester

# GRANTS

Supporting small farms through our nonprofit, The FruitGuys Community Fund



● Farm Grant Locations

*“The FruitGuys Community Fund provides crucial capital to support on-farm sustainability projects!”*

—Audrey Swanenberg, Berean Hill Farm, Sparks Glencoe, MD, 2015 Community Fund grantee who installed a solar irrigation system

**\$275k**  
in awards

Since 2012, The FruitGuys Community Fund\* has awarded \$275,000 to empower small American farms and support sustainable agriculture projects.

**70**  
farm grants

To date, we’ve awarded 70 grants to fund sustainability projects, and we remain one of the only micro-grant programs available to farmers across the U.S.

**84%**  
woman and/or person of color-owned

Our grants support environmental sustainability as well as social and community goals such as ownership diversity, educational opportunities, and food access for low-income populations. To date, 84% of our grantee farms are woman- and/or person of color-owned.

Our grants help small farms:



Enhance Pollinator Habitats



Conserve Water



Increase Soil Health



Extend Growing Season



Increase Productivity and Yields

\* a fiscally sponsored project of Community Initiatives, a 501(c)(3) nonprofit

More info at: [fruitguyscommunityfund.org](http://fruitguyscommunityfund.org)



## FOOD THAT WORKS SINCE 1998

### America's #1 Original Office Fruit Provider

Family owned and operated, we pioneered the office fruit concept in 1998. Today we are the #1 fruit delivery service in the U.S., providing thousands of companies and millions of people with fresh fruit and healthy snacks each week.

Our FruitCrates™ are 100% recyclable and made up of an average of 62% post-consumer recycled materials.

### Help Us Grow Our Impact

Join **The FruitGuys Community Fund** in supporting small farms and sustainable agriculture projects.

- **Give:** Double your donation by requesting a match from your employer. ([fruitguyscommunityfund.org/give](http://fruitguyscommunityfund.org/give)).
- **Share:** Know any farmers? Encourage them to apply for a grant ([fruitguyscommunityfund.org/apply](http://fruitguyscommunityfund.org/apply)).
- **Volunteer:** Join our annual Grant Review Committee remotely each spring. Email: [volunteer@fruitguyscommunityfund.org](mailto:volunteer@fruitguyscommunityfund.org)
- **Donate-A-Crate:** forward your fruit box to your favorite charity if you are closed. [fruitguys.com/donate](http://fruitguys.com/donate)

