



# Impact Report

# 2024

GROW. HEALTHY. TOGETHER.





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**Our founder and Executive Director, Beth De Vries, grew up in a rural farming community and while many in the community experienced some financial struggles, food insecurity was rare because many people grew their own food.**

**When working as a Nurse Practitioner, Beth was shocked to find out many in our community are making difficult decisions about bills and healthy food. In fact, many times when conducting Well Health Exams, the patients she discussed healthy eating with would say, “Those are great recommendations, but I can’t afford that food on our family’s budget.”**

**1 out of every 3 households here in Midland County are struggling to meet basic needs, forcing them to make the difficult decision between paying bills and purchasing food for their family.**

Phoenix Community Farm (PCF) has been growing and donating vegetables from its garden for those in need since our founding in 2018 and establishment as a nonprofit in 2019. Since its founding, the farm has donated 105,979 pounds of produce to those in need in the community. The produce is distributed through

Hidden Harvest, ReGrow Together (United Way of Midland), and two local ‘Pay What You Can’ produce stands in the city of Midland.

Growing more than just tons of local, fresh healthy food, PCF has been growing education and empowering the community. Phoenix Community Farm relocated in the fall of 2020 to the campus of Midland’s Windover High School. This collaboration allows Windover students to gain access to healthy, locally grown produce as well as educational enhancements through the growing and utilization of the farm products by students as part of the Windover High School Culinary Arts Program. Having access to the farm as a classroom enriches their education and cooking lessons. This empowers students and their families to make informed food choices while strengthening the local economy and helping to contribute to our community. The Culinary Arts students at Windover High School will have a unique farm-to-table experience and the opportunity to learn more about growing, harvesting, preparing, and preserving fresh produce. Through a collaboration with Delta College and Michigan State University (MSU), PCF has been teaching a Community Agricultural class for Windover High School in which the students have the opportunity to get dual enrollment credits through MSU.

**We’re working to help everyone have access to enough healthy food to live an active healthy lifestyle through education and growing food.**



# Statistics



According to the United Way of Midland County, **59.2% of ALICE households are considered food insecure.**

A couple key definitions for you:

- **ALICE** – means Asset Limited Income Constrained, Employed. These are families that are working hard to provide for themselves and their family but still have to regularly make difficult decisions between paying bills and putting food on the table.
- **Food Insecurity** is not only defined by having insufficient amounts of food, but also by a diet that is lacking in quality, variety, and desirability.



**35% of households in Midland County are below the ALICE threshold.**



**Getting help with food is the number one reason people call our resource help line (211) in Midland County. Food insecurity is increasing dramatically and many of our neighbors struggle to meet their basic needs.**

<https://www.uwmich.org/alice-report>

<https://www.211nemichigan.org/media-reports.html>

# Mission & Vision

## Our mission is to meet the basic need for fresh, healthy produce.

We grow & share produce, & we educate & empower our community to grow healthy together.

We are a non-profit farm that serves the Midland community with not only fresh produce, but also with education about growing, harvesting, preparing, eating, & preserving produce.

Our vision is of a sustainable, vibrant community growing & eating healthy food together.





# Staff



**Beth De Vries**

Founder and  
Executive Director



**Jacob May**

Farm and  
Education Manager



**Evan White**

Farm Operations and  
Production Intern

# Board of Directors

**John Kramer**

President

**Josh Stryker**

Treasurer

**Gayle Byker**

Secretary

**Dennis Pilaske**

**Victoria Reidelberger**

**Donice Hannegan**

**Sarah Galt**

**Debbie Anderson**

**Barb Vander Heide**





# 2024 Impact Highlights

We have grown with **your support** to make a **big impact** in our community to meet the basic need for fresh, healthy produce and education.

Here's a summary of our impact in 2024:

**55,052**

pounds of  
fresh, local  
produce

**20**

families with  
automatic watering  
raised bed gardens

**6**

community  
education  
opportunities

**3**

scholarship CSAs

**1540**

volunteer  
hours this year

Since our founding  
Harvest Pounds

**1,420**

2019

**840**

2020

**10,162**

2021

**8,632**

2022

**29,873**

2023

**55,052**

2024

**Total**  
105,979  
Pounds

Our new grand total donated over  
the years is **105,979 pounds** which is  
**529,895 servings of vegetables**

to residents of Midland County through the Midland Fresh Mobile Farm Stand (which is run by the Arnold Center), Hidden Harvest, and a Pay What You Can' Produce Stand located by the farm.





# Testimonials



"I learned how to care for food the safe way, harvest it correctly, just be safe with the tools that you're using. Having access to fresh food is actually very good for us because obviously everyone might not be able to afford it."

**- Drake, 10th grader at Windover High School**

"I had the opportunity to grow tomatillos - a special ingredient for my culture kitchen - as well as other produce. Summer has a different meaning when you grow your vegetables, and you are able to see the generous soil and all the elements. Talking about grocery shopping, it makes a lot of difference in our budget for the rest of the year."

**- Talía**



"We actually brought our grandson with us to expose him to gardening and the rewards of tending a garden. He loves vegetables and even had the opportunity of trying some new varieties like kohlrabi and kale. He assisted in planting, irrigation and harvesting of the crops. We hope we can continue each year from here on out!"

**- Lorie Mault**



"It was very humbling to need to collect cans to help pay for groceries once the credit cards were maxed out. Phoenix Community Farm was one layer of security my family was able to depend on. Many food distribution options are available in our area if you have transportation, but they all lack fresh produce. Thanks to the CSA Scholarship, I was able to provide healthier options for my family."

**- Anonymous**



## Location & Contact

### PHYSICAL ADDRESS

919 Smith Rd.  
Midland, Michigan 48640

### MAILING ADDRESS

2014 N. Saginaw Rd. #323  
Midland, MI 48640

### PHONE

989-875-9451

### EMAIL

info@phoenix  
communityfarm.com



[www.phoenixcommunityfarm.com](http://www.phoenixcommunityfarm.com)

