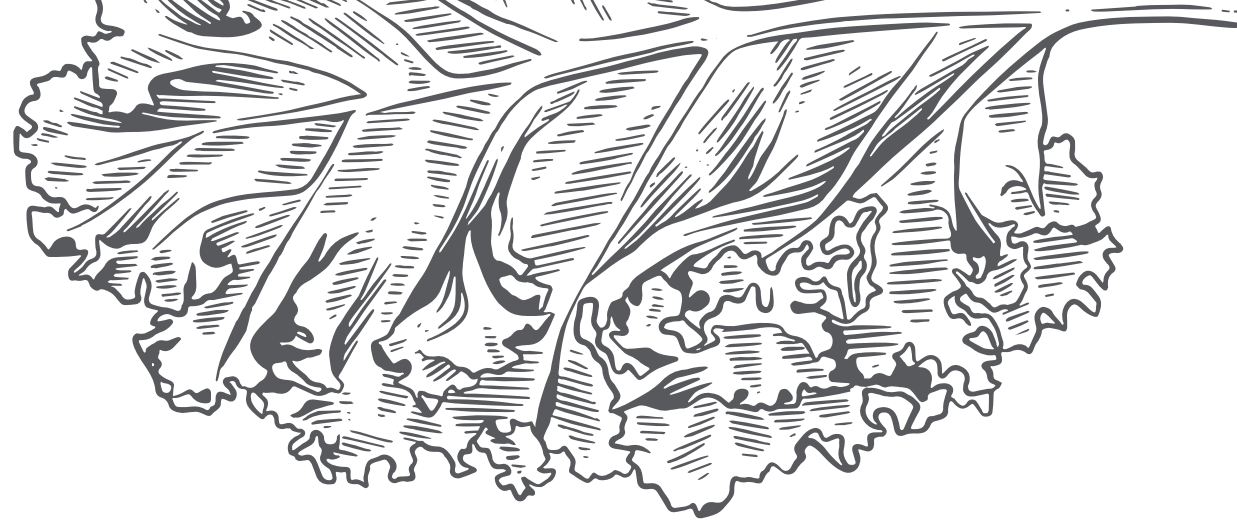


4PFOODS

2024 IMPACT REPORT

Rebuilding a regenerative and equitable food system





4PFOODS

2024 IMPACT REPORT

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4PFOODS.COM



@4PFoods



2024 IMPACT REPORT

In 2024, our 10th year in business, 4P Foods continued the march toward a more equitable, regenerative, and resilient food system. We are committed to promoting soil health, biodiversity, and climate resilience through agricultural practices that work in partnership with Mother Earth. Guided by our mission to connect regional farmers with consumers and institutions through values-driven supply chains, we expanded our impact across the Mid-Atlantic region—deepening relationships, increasing access to nutritious food, and supporting regenerative agriculture.

This year, 4P Foods facilitated the distribution of **more than \$12M worth of locally and sustainably grown food** to households, schools, and organizations. We onboarded 30 new small- and mid-sized producers, with a continued focus on working with historically marginalized producers. Our network now includes more than 200 farms, all committed to ecological stewardship and fair labor practices. We strengthened our food access initiatives through partnerships with community organizations, and continued the expansion of our Food-is-Medicine programming. Through our efforts, we helped bridge the food equity gap for tens of thousands of food-insecure households.

4P Foods' work is rooted in the belief that food can be a force for good. In 2024, that belief translated into real-world outcomes: Healthier communities, stronger local economies, and meaningful progress toward a regenerative food future. As we look ahead, we remain steadfast in our commitment to People, Planet, Prosperity, and Purpose—the four P's that define our path forward. Thank you for being such an important part of it.



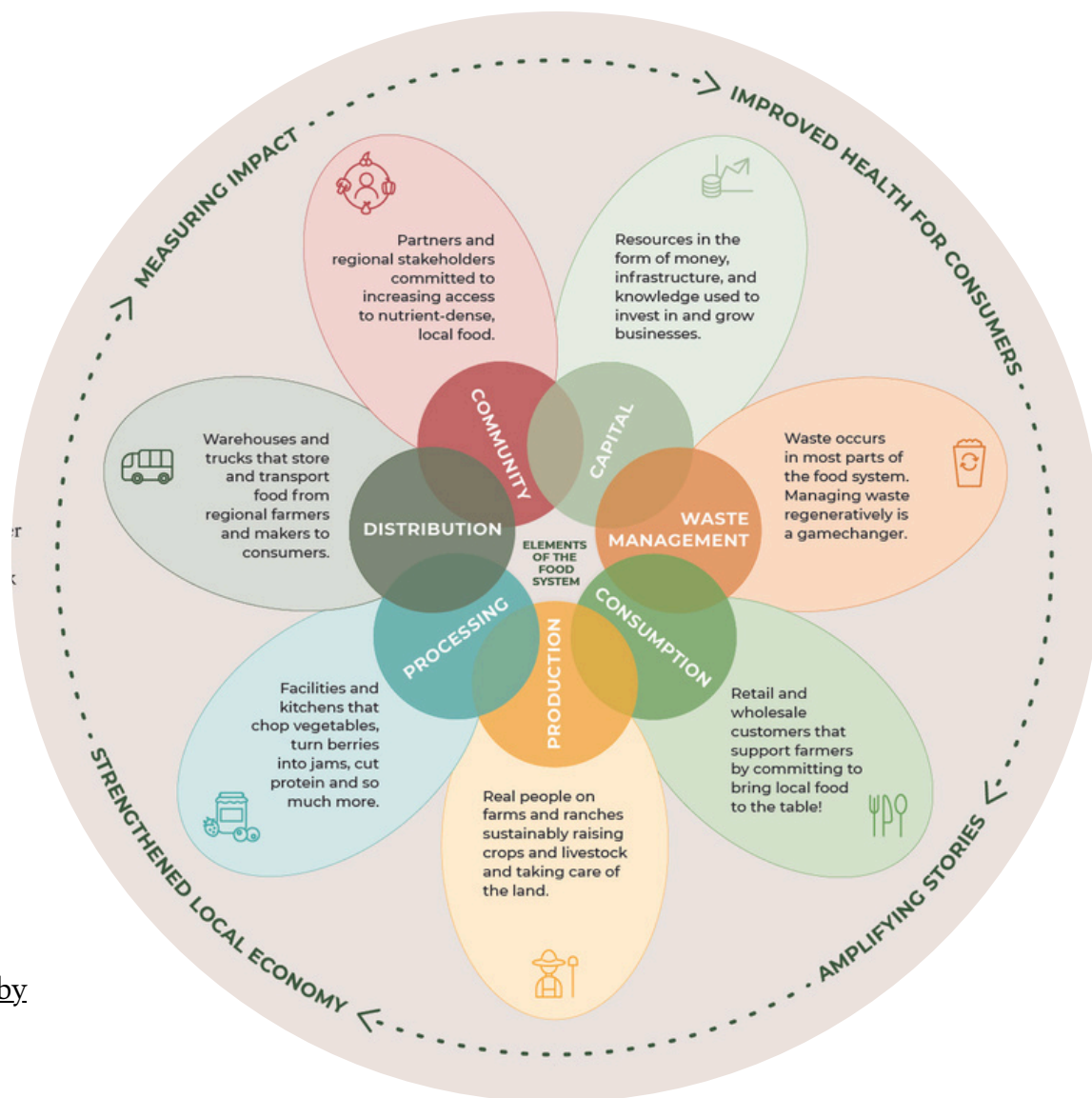
CULTIVATING A NEW FOOD SYSTEM

Each day, our work gets us closer to an equitable, regional food system. With a growing network of partners we are building a model in which:

- farmers are thriving as steward of our lands
- soil is regenerating and supporting diverse ecosystems
- all communities have equal access to delicious and nutritious food

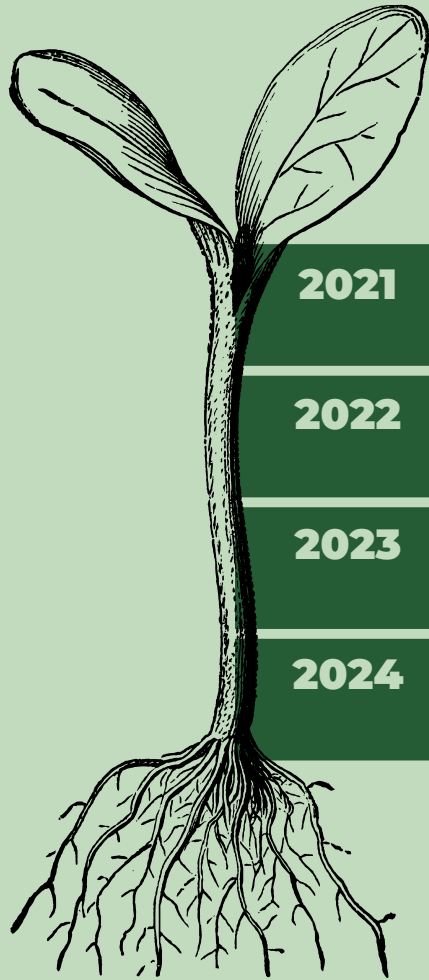
4P Foods' Leadership in the Food System

- [Health Care Without Harm Food is Medicine Advisory Board](#)
- [The American Heart Association's Health Care by Food Initiative](#)
- [Virginia Food Access Coalition](#)
- [Virginia Agribusiness Council Board of Directors](#)



4PFOODS

DIRECT SPEND WITH MID-ATLANTIC PRODUCERS



2021

\$3M

2022

\$4.1M

2023

\$7.4M

2024

\$8.2M

From 2023 to 2024, 4P Foods increased our direct spend with regional producers by 10%. We have steadily increased our spend with regional producers since 2021 by connecting farmers to growing market channels like institutions, K12 schools, and food access organizations.

More of the customer's dollar makes it to the farmers through 4P Foods. On average, \$0.67 of every dollar spent with us goes back to the farm which is in sharp contrast to the national average reported by the USDA: \$0.16 of every dollar spent in the industrial food system.



We are connecting communities to a diverse group of more than 200 farmers and makers in the Mid-Atlantic region.

OUR NETWORK INCLUDES*

63

**WOMAN-OWNED
BUSINESSES**

35

**BIPOC-OWNED
BUSINESSES**

12

**VETERAN-OWNED
BUSINESSES**



CONNECTING FOOD HUBS TO EXPAND THE NETWORK OF GROWERS

In early February 2020, 4P Foods, nine other food hubs, and four food hub support organizations — both for-profit and nonprofit, urban and rural, representing New England to the Carolinas. The goal was to explore opportunities for cooperation and establish the ground rules of hub-to-hub trading. The result was a food hub trade agreement: the Eastern Food Hub Collaborative (EFC), which seeks to leverage food hub collaboration and best practices, financially sustainable transactions, and transparency to help farmers, food hubs, and consumers in the Eastern United States thrive. Five years later EFC is going strong and expanding 4P Foods network of growers while maintaining source transparency from hub to hub.

**Farmers and makers self-identify in our vendor database*

IN THE NEWS



FARMERS SAY FEDERAL CUTS THREATEN LOCAL FOOD SYSTEMS

Fauquier Times

'OUR PEOPLE ARE HUNGRY': WHAT FEDERAL FOOD AID CUTS MEAN IN A WARMING WORLD

Grist



FOOD IS MEDICINE: IN THE HEART OF D.C. PEDIATRICIANS MAKE INSTITUTIONAL STRIDES

The Charlie Cart Podcast

AGRICULTURE GRANTS IN VIRGINIA HELP LOCAL FARMERS AND ALLIES FEED FAMILIES

Farm Flavor

SMALL FARMS AND FOOD BANKS ARE CAUGHT OFF GUARD BY SPENDING CUTS

The New York Times

TRUMP ADMINISTRATION ENDS FOOD PROGRAMS SUPPORTING LOCAL FARMERS AND FAMILIES

One Green Planet

SPOTLIGHT: THE RX FOR WHAT AILS AMERICANS MIGHT BE HEALTHY FOOD

Impact Alpha

ROCKEFELLER FOUNDATION AND U.S. DEPARTMENT OF VETERANS AFFAIRS EXPAND ACCESS TO HEALTHY FOODS FOR AMERICA'S VETERANS

PR Newswire

BUILDING REGENERATIVE LOCAL FOOD SYSTEMS TO ENHANCE COMMUNITY HEALTH AND RESILIENCE

U.S. Department of Health and Human Services Brightspot



THE STAKEHOLDER PODCAST WITH TOM MCDOUGALL

The Stakeholder Podcast



REGENERATIVE AGRICULTURE

Building soil health in the Mid-Atlantic region

Kiss the Ground reports 6.8% of U.S. adults are aware of regenerative agriculture and healthy soil as a viable solution for human and planetary wellness—up from 4% only 18 months ago. This growing awareness of regenerative agriculture practices means that customers are starting to understand the impact growing practices have not just on the quality of their food but on the health of the planet. Soon customers will start to seek out food grown and raised using regenerative practices.

At 4P Foods, we work with farmers and ranchers that are good stewards of the land. We cultivate a network of growers and producers who engage in labor practices that enable people and communities to thrive. Our goal is to support farmers in the Mid-Atlantic region as they use regenerative growing practices to actively build soil health and promote biodiversity. [View 4P Foods Sourcing Standards](#).

Regenerative agriculture is a changing landscape

The space of regenerative agriculture and regenerative food is a changing landscape that will continue to evolve in the years to come. There are third party certifications that are helpful for understanding growing practices that fall under regenerative management of land.

Regenerative Organic Certified®

Overseen by the [Regenerative Organic Alliance](#), Regenerative Organic Certified® uses the USDA Certified Organic standard as a baseline. To build on that baseline of Organic, they then add in the criteria for their 3 pillars: Soil Health & Land Management, Animal Welfare, and Farmer & Worker Fairness.

Ecological Outcome Verified

From the Savory Institute, [Ecological Outcome Verified](#) (EOV) provides a holistic assessment of ecosystem health. EOV works on two time scales: annually and every five years. So, it is time consuming and a commitment to achieve this verification. Every year an EOV monitor comes out and assesses qualitative aboveground indicators like bare ground and biodiversity. Then at the five year mark, plant diversity metrics, water infiltration, and soil data are collected. Soil samples tested for soil carbon and water-holding capacity. This data provides actionable insights that give farmers and ranchers the ability to promote regeneration year-over-year.



Patagonia Provisions

Patagonia Provisions is bringing top quality regenerative products to people around the world, and we just couldn't miss out on putting these exciting products in the 4P Foods product assortment. Their products include the first ever Regenerative Organic Certified® pasta.

Their Organic Fusilli Pasta is made using a perennial grain called Kernza. The root system of Kernza builds soil, protects groundwater from pollution and keeps topsoil from eroding. Healthy soil is critical to fighting the climate crisis, because it helps draw down carbon and buffers farms against climate impacts like drought and flooding.



ORIGIN Cheese

At ORIGIN, superior dairy starts with regenerative farming practices where soil health leads to nutritious green pastures and heritage breeds produce rich milk that is better for humans, better for biodiversity and better for the environment. ORIGIN Cheese is regenerative, organic, and handcrafted from 100% A2 milk exclusively from pasture raised Guernsey cows.

The important work ORIGIN farmers in Pennsylvania are doing is of course reflected in their certifications such as Regenerative Organic Certified, USDA Organic, and 100% Grass Fed, but is also reflected in some very tasty cheeses!

Overseen by the Regenerative Organic Alliance, Regenerative Organic Certified® uses the USDA Certified Organic standard as a baseline. To build on that baseline of Organic, they then add in the criteria for their 3 pillars: Soil Health & Land Management, Animal Welfare, and Farmer & Worker Fairness.



Kinloch Farm

Kinloch Farm is on over 3000 acres of protected and historic farmland in Virginia's Piedmont. Kinloch Farm proudly operates at “the intersection of agriculture and conservation.” They believe these agriculture and conservation go hand-in-hand, and that is why they pursue regenerative management of the land.

Through their management in of their grasslands, savannas, riparian areas, and wetlands, they promote native species diversity, wildlife and pollinator habitat, health of waterways, and carbon sequestration. They quantify this work through our research partnerships with local, regional, and national organizations.

In 2023 they were verified through Savory's Ecological Outcome Verification program giving them the data to continue to regenerate the land and build soil health. The Robinia Institue, a Savory Institute hub, located in Wingina, VA will continue to monitor Kinloch Farm's land health. Find out more about Kinloch Farms regenerative practices on their website: kinlochfarm.com/regenerative-management.



Radical Roots

When Dave and Lee purchased their farm in 2003, it was a hayfield with just a few species of grass. Today, it is a thriving, Certified Organic produce farm.

Winner of 4P Foods' 2024 Regenerative and Sustainable Innovation in Produce for their work with sustainable farming methods. Radical Roots uses methods such as cover cropping and crop rotation to protect the land and build soil health. An Organic Certified producer, Radical Roots is providing high quality produce to the 4P Foods assortment.



Three Springs Farm

Three Springs Farm was founded in 2017. Owners Evan and Karen Boone made the decision to start farming after Evan's time in the U.S. Air Force. The Boones wanted to settle somewhere they could fulfill their dream of owning a farm and raising food responsibly for both their family as well as their community. That is what brought them to Madison, Va. where their dream has grown...and still growing!

Evan and Karen currently raise grass-fed beef, non-GMO fed lamb, and pasture-raised non-GMO Berkshire pork. They use high-density rotational grazing and other regenerative farming practices to build soil health, promote biodiversity, and provide a quality product.



“Our goal with our livestock has always been how we can use them to build our soil, reclaim and restore land while still allowing them to express their natural instinct. All of our livestock are managed in a way that helps us work with land and animals, not fight against it. By mimicking nature's natural systems and maintaining healthy cycles of nature we are able to restore the land in a better way. We are not always perfect at this, but we strive as a farm to get better at it everyday.”

Evan Boone





FARM TO SCHOOL

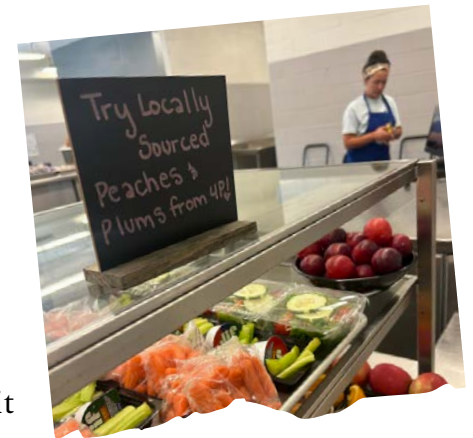
Connecting schools in Virginia to farms in Virginia

In partnership with the Virginia Department of Education (VDOE), 4P Foods is an aggregator and distributor for the Virginia Farm-to-School program. This important program promotes opportunities for school nutrition programs, food hubs and local farmers to work together to increase the volume of locally grown foods served in school cafeterias. Thanks to our partnership with VDOE 4P Foods was able to deliver local food to 644 schools in Virginia in 2024.

Benefits of Farm-to-School programming includes:

- fresh and nutritious meal options for Virginia students
- community interest in Virginia Grown products
- increased market opportunities for farmers

Students learn about the seasonality of produce through the Harvest of the Month and the Fresh Fruit and Vegetable Program (FFVP), the importance of supporting local agriculture and the benefits associated with reducing transportation costs and protecting farmland.



Regenerative, local ground beef in schools

4P Foods delivered regeneratively raised, local ground beef to Virginia Public Schools in 2024. Some of that ground beef was sourced from Triple E Farm, a regenerative farm in Romney, WV that both nourishes people and the soil. They use farming practices that build soil health and boost the nutritional content of their crops and protein. They raise grass-fed beef and dairy cattle, pasture-raised chicken and turkey, and forested pork.

Triple E Farm 100% grass-fed ground beef made it to schools like Berkley Glenn Elementary School in Waynesboro, VA where it was made into delicious meatloaf.



FARM TO SCHOOL

Case Study: Supplying local food to Fairfax County Public Schools

For the past two years, 4P Foods has been working closely with Fairfax County Public Schools Food And Nutrition Services to bring locally and regionally sourced food to school cafeterias in their county. We are working with Fairfax County Public Schools Food And Nutrition Services mainly through two Virginia Department of Education programs: The Centralized Local Procurement Pilot Program and The Fresh Fruit and Vegetable Program. In 2024, Fairfax County Public Schools spent \$600K in the regional food system earning them our 2024 Farm to School Leader Award.

4P Foods supports menu planning via seasonality calendars and communication and planning with our network of growers. Schools can better support farmers by letting them know months in advance how much the school will order of what fruits and vegetables. This planning brings consistency for both the schools and the farmers.

However, nature can sometimes get in the way, and that is where 4P Foods comes in to support. For example, if flooding ends the heirloom tomato season early, our account managers and procurement team can suggest a suitable substitute or track down more tomatoes from a regional partner. Flexibility is important in a resilient regional food system.



**SPENT IN THE REGIONAL
FOOD SYSTEM IN 2024**



SCAN TO WATCH
4P Foods' interview
with Lindsay Capo

We really appreciate the partnership with 4P Foods. We are able to give these students really great healthy local nutritious foods.”

Lindsay Capo
Fairfax County Public Schools
Food & Nutrition Services Operations Specialist



FARM TO SCHOOL

Case Study: Supplying local food to Fairfax County Public Schools

Fresh Fruit & Vegetable Program


The Fresh Fruit and Vegetable Program (FFVP) brings fresh fruit and vegetable snacks and nutrition lessons to children at eligible elementary schools for free. FFVP encourages children to try new foods, learn about seasonal produce, and set healthy eating habits to last a lifetime.

Fairfax County Public Schools has 10 schools participating in the FFVP. Students at these schools receive 3 fresh fruit or fresh vegetable snacks per week while school is in session. For the Fall semester, students received Ramatazz Grapes from North Carolina and Kiwi Berries from Pennsylvania as part of 4P Foods regional sourcing efforts.

The Centralized Local Procurement Pilot Program

Funded through a USDA Supply Chain Assistance grant, The Centralized Local Procurement Pilot Program (CLPPP) was a program set up to “strengthen regional food systems and avoid supply chain disruptions.” This program gave Virginia Public Schools room in their budget to source locally for items such as seasonal fruit, salad greens, pasture-raised ground beef, and so much more.

Through the CLPPP, Fairfax County Public Schools Food and Nutrition Services set up a salad bar in every school in their county. That is 200+ schools being served local greens and local fruit every school day!



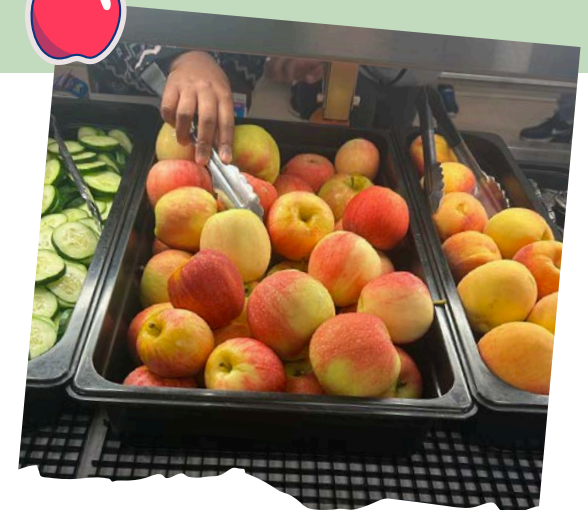
September 2025

In season options: apples, eggplant, radishes, kale, green beans, salad mix, zucchini, cornucopia, yellow squash, butternut squash, broccoli, corn, collards, Asian pears, snap peas, peaches, sweet corn, white peaches, golden raspberries, blueberries

VIRGINIA HARVEST OF THE MONTH
Sweet Bell Peppers

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	NO SCHOOL					
		Pears	Cucumbers	Yellow Peaches		
		Sweet Peppers	Zucchini	Ramatazz Grapes		
		Kiwiberries	Cherry Tomatoes	Green Bell Peppers		
		NO SCHOOL				

VIEW OUR FFVP CALENDAR





FARM TO SCHOOL

Case Study: Partnering with Prince William County Public Schools

Prince William County Public Schools (PWCPS) received our Emerging Leader in Farm to School award for 2024. This award celebrates a school system who is building orders around seasonal produce and locally sourced protein and dairy. They embrace the changing seasons and enjoying a diverse range of fruits and vegetables, they are not only supporting local farmers, but also promoting a healthier and more sustainable food culture.

Looking ahead to 2025, the PWCPS nutrition team toured the 4P Foods warehouse in Warrenton, Va. and met with 4P Foods CEO Tom McDougall to discuss more opportunities to get local food into school cafeterias.



VISIT OUR WEBSITE

Make school meals an opportunity to fuel kids' curiosity and interest in the local food system! 4P Foods makes it easy to feed kids healthy, local foods at lunchtime to support the important work their brains are doing.



FARM TO SCHOOL

Partnering with Virginia orchards

A dedicated partner in Virginia Farm to School efforts, Saunders Brothers Orchard is a fourth-generation family farm in Piney River, VA. The farm began in 1915 as a cattle farm when 5 brothers decided to pool their resources and form a partnership. With the coming of the Great Depression, money became tight and the brothers discovered that peaches were selling for good prices. Going on 110 years in business, they are a registered Centennial Farm in the state of Virginia!

Today, Saunders Brothers Inc. grows multiple varieties of peaches, apples, nectarines and Asian pears.

Virginia is home to a thriving apple-growing industry, with over 16,000 acres of apple orchards across the state there are enough Virginia-grown apples to supply every school in Virginia. However, competition from out-of-state and international suppliers can make it difficult for Virginia's small and mid-sized farmers to access reliable markets. By creating a statewide school procurement program, Virginia farmers would benefit from:

- A Stable, Reliable Market: Schools would provide a consistent source of demand, ensuring a steady income stream for local apple growers.
- Increased Revenue: By committing to buy apples locally, Virginia schools could generate millions of dollars in additional revenue for farmers. Based on estimates from other state-level programs, even a modest school apple procurement initiative could have a significant financial impact.



In October, 4P Foods delivers Virginia apples to Virginia schools for the annual Crunch Heard 'Round the Commonwealth.

Watch the team at Westlawn Elementary celebrate Crunch Day!

“We need help sooner than later to finding more sustainable outlets for our apples or orchards will shrink very quickly.”

Marshall Saunders
Saunders Brothers Orchard &
Chair of the Virginia Apple Board



Rx **FOOD IS MEDICINE**

Sourcing local for Food Is Medicine



[Read our Bright Spots article on the health.gov.](#)

Building Regenerative Local Food Systems to Enhance Community Health and Resilience

4P Foods sees Food Is Medicine (FIM) as a mission-aligned, high-growth impact opportunity in which we partner with a network of healthcare providers who share a commitment to sourcing and distributing food from farmers within the Mid-Atlantic to food insecure families. Building on a set of existing pilots our goal is to: deliver healthy, locally sourced produce prescription boxes to thousands of families by end of 2026; work with third-party evaluators to demonstrate at scale what short and long-term impacts can be achieved by scaling Food Is Medicine interventions with locally sourced food; capture and amplify the stories of impact emerging from this work; share lessons learned with fellow practitioners; inform policy makers on the benefits of sourcing FIM food from local farmers and create correlated incentives for healthcare partners; and build a model that can be sustained and replicated to other regions nationally. This growth is made possible by our partnership with [The Rockefeller Foundation](#), a leader in Food Is Medicine. We are honored to be working with them on Food Is Medicine programs.

Prescribed food interventions and intentional food procurement policies are proven strategies for reducing the prevalence of diet-related conditions and boosting the local economy. Specifically, delivering healthy, locally-grown food to patients experiencing diet-related chronic conditions and food insecurity as “Food Is Medicine” can yield meaningful cost savings to the health system as well as positive economic benefit to farmers and rural communities.



Rx **FOOD IS MEDICINE**

Scaling Food Is Medicine

4P Foods envisions increased impact and an accelerated shift to more responsible food procurement in Food Is Medicine (FIM) programs by scaling a network of replicable demonstration programs across the Mid-Atlantic. Greater scale is required to enable rigorous evaluation and measurement to demonstrate the positive benefits of sourcing local food for FIM programs and building a new food system that mitigates climate change, maximizes farmers' economic well-being, and provides all people with dignified access to healthy food from local farmers.



Health Care Without Harm Food is Medicine Advisory Board

4P Foods is proud to join the [Health Care Without Harm Food is Medicine Advisory Board](#).

We're honored to collaborate with esteemed partners—including the Food is Medicine Coalition, Wholesome Wave, Harvard Law School's Center for Health Law and Policy Innovation, Alameda County's Recipe4Health program, and other leading experts—to provide strategic guidance on initiatives that harness healthcare's purchasing power to advance regenerative and equitable food systems.

Our strong commitment to values-based procurement will play a vital role in shaping efforts to integrate nutrition into healthcare, with the goal of improving patient outcomes and fostering environmental sustainability.



Rx FOOD IS MEDICINE

Case Study: Maryland Veterans Health Administration

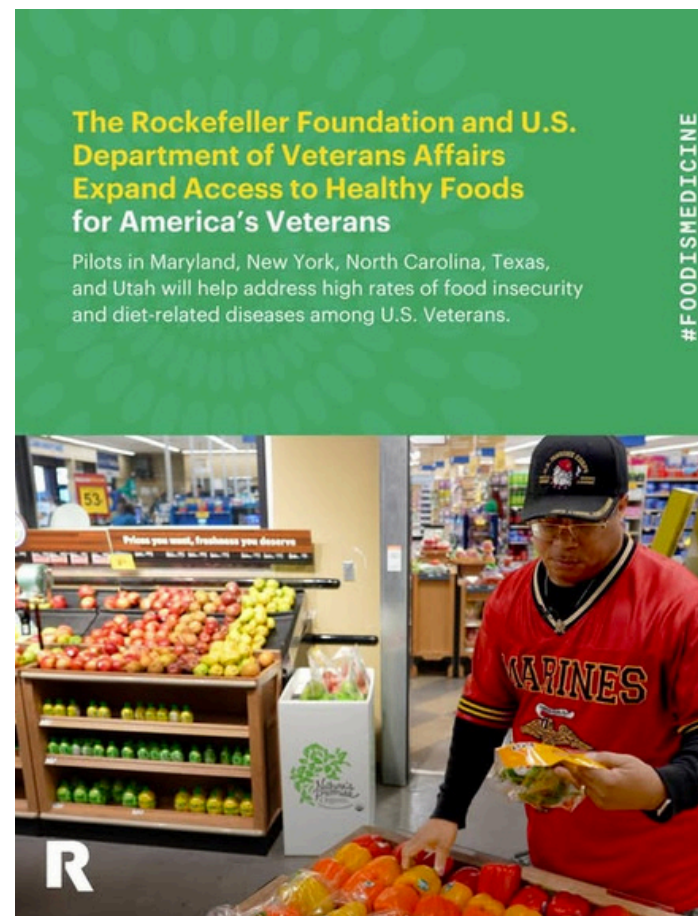
In partnership with the Veterans Health Administration (VHA), we are creating seasonal produce prescription boxes that will be delivered to veterans homes. Food is sourced from across a network of local and regional farmers in Maryland and adjacent states.

This pilot launching 2025 will include 250 food insecure Veterans in Maryland allowing them to access fresh, locally-sourced produce for 12 months. The success of the program will be evaluated by medical providers at the VHA with the opportunity to expand in the following years. Maryland is home to 350K Veterans. An estimated 20% of those Veterans are food insecure.

The three-year Rockefeller grant will allow us to regularly deliver locally-sourced produce prescription boxes to thousands of families by end of 2026; demonstrate at scale what short and long-term impacts can be achieved by scaling Food Is Medicine interventions with locally sourced food; capture and amplify stories of impact from this work; and inform policy makers and health care leaders on the economic, environmental, and nutritional benefits of sourcing FIM food from local farmers.

“America’s Veterans are on the frontlines of the fight against food and nutrition insecurity. They deserve all the solutions and support — including Food is Medicine programs — they need. As these pilot projects make clear, FIM programs work and save money. More Veterans and more Americans should have access to the same benefits.”

Dr. Rajiv J. Shah
President of The Rockefeller Foundation



Rx **FOOD IS MEDICINE**

Case Study: Children’s National Hospital FLiPRX

In 2021, Children’s National Hospital partnered with 4P Foods, the American Heart Association, and YMCA of Metropolitan Washington to launch a program called “FLiPRx” to improve diet quality among families experiencing food insecurity in Washington DC. Clinicians follow various screening processes to refer children aged 0-18 (and an adult caregiver) who are food insecure and have diet-related chronic disease risk.

Enrolled families receive twice-monthly, locally sourced produce deliveries from 4P Foods directly to their homes and receive corresponding virtual nutrition education.

**IN 2024, THE FLiPRX PROGRAM DELIVERED
46K LBS. OF FOOD TO 335 FAMILIES.**

“I’ve seen, especially in my oldest daughter, I’ve seen a change in her...when she eats all of her vegetables and produce and things like that, she has more energy.”

FLiPRX Participant



FOOD IS MEDICINE: IN THE HEART OF D.C. PEDIATRICIANS MAKE INSTITUTIONAL STRIDES

A conversation about the power of the Food is Medicine movement and the important work to connect health care and nutrition in Washington, D.C. The podcast shares the story behind FLiPRX, a program delivering fresh produce to patients’ homes, and discuss how Food is Medicine is connecting the dots between health and food insecurity across communities.



Rx **FOOD IS MEDICINE**

Partner Highlight: Washington Nationals Philanthropies

4P Foods packed 700 bags and boxes full of fresh, locally sourced food for the Nationals Youth Baseball Academy Health and Wellness program's big Thanksgiving delivery in 2024.

The Academy stages the only year-round farmers market in Ward 7 for community residents, featuring shares of fresh produce at a greatly subsidized rate. Operated continuously since 2018 to supply healthy and fresh food, the market has distributed enough fruits and vegetables needed to prepare 50K meals to families annually.

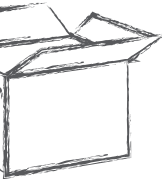
In recognition for their work, The Nationals Youth Baseball Academy was awarded the 2024 Selig Award for Philanthropic Excellence. The annual award recognizes charitable and philanthropic efforts of Major League clubs through the league's social responsibility program, MLB Together.



“Nationals Philanthropies tackles food insecurity year-round through nutrition education, a weekly produce market, and grants that improve access to healthy food in the communities with the greatest need.”

Lauren McCarthy

Vice President and Executive Director, Washington Nationals Philanthropies



FOOD ACCESS

Working with community partners to increase food access

4P Foods increased our food access work in 2024 by partnering with the Virginia Federation of Food Banks, Local Environmental Agriculture Project (LEAP), and the Mid-Atlantic Food Resiliency and Access Coalition on two government funded programs that connected more people to food grown by local and regional farmers. 4P Foods aggregated local produce and protein for the Virginia Farms to Virginia Families Box Program and Local Food Purchasing Assistance (LFPA) cooperative agreement in 2024.



Virginia Farms to Virginia Families Box Program

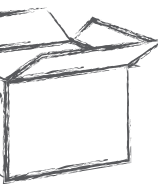
\$2M

**SPENT IN THE
REGIONAL FOOD SYSTEM**

**231
TONS**

**OF FOOD DELIVERED TO
VIRGINIA FAMILIES**

The Virginia Farms to Virginia Families box program allowed us to move 231 tons of food in 2024 and put more than \$2M into rural economies in Virginia during the course of the program.



FOOD ACCESS

Local Food Purchasing Assistance (LFPA) cooperative agreement

The USDA's LFPA cooperative agreement allowed 4P Foods to put over \$4M back into the rural economy in Virginia. This fed over 70 thousand families locally-sourced food from family owned farms and ranches. The 4P Foods team packed boxes and delivered pallets to food banks across Virginia meeting our mission of paying farmers a fair price for their food while delivering that food to food insecure communities.

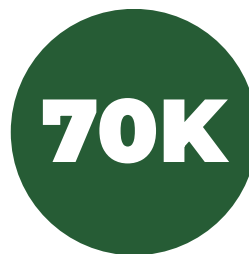
With government funding cuts implemented by the Trump administration, LFPA will not be continuing into 2025 like originally planned. The cancellation of LFPA -as well as the cancellation of Local Food for Schools funding- leaves a huge gap for our farmers. If this program had continued, we would have been able to purchase over \$3M with regional farmers through LFPA in 2025.



Local Food Purchasing Assistance Cooperative Agreement



**SPENT IN THE
REGIONAL FOOD SYSTEM**



**VIRGINIA FAMILIES
RECIEVED LOCAL FOOD**

“These programs are not handouts. These are investments in the future of an America First food system. And it’s a system where family-owned farms can thrive once again.”

4P Foods CEO Tom McDougall

Small Farms and Food Banks are Caught Off Guard by Spending Cuts, The New York Times



FOOD ACCESS

Partnering with farms to source volume

Southside Virginia Fruit & Vegetable Producers Association

The Southside Virginia Fruit & Vegetable Producers Association provided us more than **26K lbs. of summer squash** for the Virginia Farms to Virginia Families Box Program in 2024. This summer squash was portioned into thousands of produce boxes that went to **seven food banks in Virginia**.

The Southside Virginia Vegetable and Fruit Producers Association is an organization that promotes and encourages improvements in produce and value-added products grown in Southside Virginia. The association works to develop partnerships that improve the production and marketing of local produce and support the community.

Pine Knot Farms

Pine Knot Farms provided us with more than **72K lbs. of sweet potatoes** for LFPA outlets in 2024. These sweet potatoes delivered to **6 food banks in Virginia**.

Pine Knot Farms is an 110 year old, Certified Organic farm located outside Hillsborough, NC that is owned and operated by third generation African-American farmer Stanley Hughes and his wife Linda Leach-Hughes.



EXPANDING SOURCING FROM BIPOC GROWERS

UVA Sustainable Food Collaborative

4P Foods, Carter Farms and Africulture partnered with UVA SFC to expand sourcing from BIPOC farmers. Success of the initiative is being measured across a number of important indicators including increasing opportunities within UVA to engage with and learn from local BIPOC farmers and the regional food ecosystem.



**SPENT WITH
BIPOC GROWERS**



**BIPOC GROWERS
SOURCED FROM**



UVA Dine's local tribute to BIPOC farmers dinner

The team at UVA Dine celebrated local BIPOC farmers with a special dinner in February of 2024. They created a delicious plated dinner for students, faculty, and local farmers using produce from Farmer D's, Goldman Farm, Pine Knot Farms, and quinoa from SiMPLi.





2024 FARM TOURS

University partners meeting with growers on the farm

It is always a gift to spend time on the farms that we partner with. Farm tours bring the new food system we are dreaming, planning, and working towards into focus.

In June of 2024, 4P Foods conducted two farm tours in partnership with Piedmont Progressive Farmers Cooperative (NC), Cattle Run Farm (VA), and Farmer D's (VA). The farm tours brought over 10 university dining teams from North Carolina and Virginia together to look at the land and learn more about the people growing the food they are turning into delicious meals. These farm tours inspire collaboration and innovative seasonal menu planning.





FARMER OF THE YEAR

Don Haight from Farmer D's

Don finds great joy in watching things grow, whether it's produce or flowers. His passion for gardening led him to plant a wide variety of fruits and vegetables. His focus gradually shifted towards organic gardening as he learned and practiced different organic techniques. In this journey, he discovered a holistic system in which plants, soil, and animals work together to benefit one another.

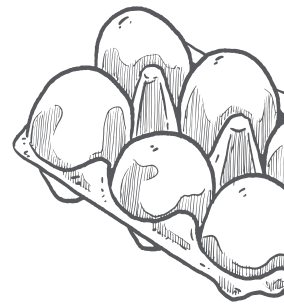
Don is particularly passionate about growing black garlic. He finds great joy in growing this unique vegetable due to its numerous health benefits. Black garlic is known for its powerful antioxidants, which help fight off free radicals in the body and support overall well-being.

On his farm in Culpepper, Va., Don grows black garlic, garlic scapes, and cherry tomatoes. The 4P Foods Procurement Team and our customers were impressed by the consistent quality and freshness of his mixed cherry tomatoes. The summer of 2024 was the hottest on record, which, for many growers, had a negative impact on the general quality of tomatoes across the board. However, despite the high temperatures, we were able to count on Farmer D's tomatoes to deliver on quality.



EXPANDING SOURCING FROM BIPOC GROWERS

Elon University Dining and PPFC eggs



Starting with pasture-raised eggs in 2021, Elon University Dining has been a champion for supporting local farms and a regional food system. They began by ordering more than 234,000 farm-fresh, pasture-raised eggs from Piedmont Progressive Farmers Cooperative (PPFC), a Black farmer cooperative located in Caswell County, NC. Elon University Dining frequently highlights locally-grown products in their everyday dining hall options and special event dishes.

In 2024, Elon University Dining spent more than \$370K in the regional food system by purchasing from a diverse group of regional farmers and makers.

Piedmont Progressive Farmers Cooperative

Piedmont Progressive Farmers Cooperative (PPFC) is a nonprofit cooperative organization founded in 2016 and composed of black farmers in the Caswell County area of NC.

PPFC's mission is to "promote sustainable and diverse farming through education, training, technical assistance and marketing." They do not utilize commercial fertilizers and all their animals are on pasture.

The PPFC team works tirelessly to connect their network growers to customers like us. PPFC aggregates eggs and produce from several small, under-resourced farms, increasing their access to wholesale markets. The team is working to help small farms in all aspects of their operations grow and become sustainable.



In 2024, 4P Foods spent more than \$130K with PPFC thanks to customers like Elon University Dining and Lifeworks at Capital One prioritizing sourcing high quality, pasture raised eggs.



INSTITUTIONAL PARTNER OF THE YEAR

Deacon Dining at Wake Forest University

Deacon Dining at Wake Forest University consistently seeks out vendors who are prioritizing making the earth a better place by using Organic, Fair Trade, Equal Exchange, Regenerative, and Certified Humane practices. Deacon Dining is a true partner in the regional food system by featuring a wide variety of growers at their dining locations and special events making sure to tell the story behind the food.

In 2024, Deacon Dining spent more than \$160K in the regional food system by purchasing from a diverse group of regional farmers and makers. Their sourcing list includes Goldman Farm, Piedmont Progressive Farmers Cooperative, Hungry Hill Honey, Homestead Creamery, South Mountain Creamery, and many more.



CORPORATE PARTNER OF THE YEAR

Lifeworks at Capital One

Lifeworks at Capital One is the recipient of 4P Foods' Corporate Partner of the Year Award for 2024. This award celebrates those who embrace variety and seasonal produce in their orders. By embracing the changing seasons and enjoying a diverse range of fruits and vegetables, you are not only supporting regenerative farming practices but also promoting a healthier and more sustainable food culture. Lifeworks consistently orders in season, local produce for monthly events and weekly menu features. They also proudly sell seasonal produce and feature local vendors at their spring and fall markets.

In 2024, Lifeworks at Capital One spent \$234K in the regional food system buying from 103 regional farmers and makers.





DC CENTRAL KITCHEN

Mission-aligned partner

A truly mission-aligned partner, DC Central Kitchen (DCK) is a nonprofit and social enterprise that combats hunger. DCK serves scratch-cooked Farm to School meals in DC schools, delivers fresh, affordable produce to corner stores in neighborhoods without supermarkets, and operates fast-casual cafes throughout the District of Columbia.

We are honored to be partnering with them on both their Farm to School programing and their Healthy Corners. In 2024, DCK spent more than \$460K with 4P Foods sourcing local and regional food for schools and corner stores.

DCK's Healthy Corners program has demonstrated significant demand in low-income communities for fresh, affordable food deliveries to corner stores. They regularly offer new products that encourage healthy eating and work to support local farmers in all seasons.

“We are proud to connect DC Central Kitchen to local and regional farms. DCK's consistent orders of local food create a stable market for our partner farmers and helps 4P Foods build a more sustainable and equitable food system.”

Erin Kath
Sales Operations Specialist





A NEW CHAPTER FOR 4P FOODS

Selling the grocery delivery business

As we begin our 11th year in business, 4P Foods is evolving into a new chapter of our work. Thanks to the incredible ecosystem of partners and allies in Virginia and beyond, 4P is leaning hard into the future of Farm-to-School programming, serving children some of the most delicious food our farmers proudly provide. We are also helping to shape the future of food access, food-is-medicine, and working with wholesale customers to move the needle on sourcing from regional, regenerative, and equitable supply chains. Historically, we've done all of this and much more (including home grocery delivery!), rendering us a “jack of all trades, master of none.” Now, as we turn the page, we're going to focus on these important and powerful channels that will allow us to expand our impact throughout the region and set the stage for further growth in the years to come.

Knowing we need to streamline our efforts, in 2024, 4P Foods made the decision to sell the grocery home delivery portion of our business. While we will miss bringing groceries directly to front doors throughout the region, we are thrilled that the service will continue through our long-time partner and supplier at South Mountain Creamery. As of last month, SMC took over handling our home delivery business, and so far, so good. If you are one of those B2C customers, please keep buying from SMC; they are going to be purchasing much of their food from our growers, so be sure to support them, because in doing so, you're supporting us!

SMC has been doing home delivery for 20 years. We have carried their delicious dairy products in the shop for years. They are a company 4P Foods looks up to; they use regenerative practices on their dairy farm and source from farmers they know and trust. We know the 4P Foods community is in good hands with them, and we're grateful for the evolution of our business to continue focusing on food systems transformation



Scan to learn more about the transition and watch a video message from 4P Foods and South Mountain Creamery.



“At 4P Foods, we’re reimagining how food systems can function to support not just local economies, but the health of our communities and the Planet.”

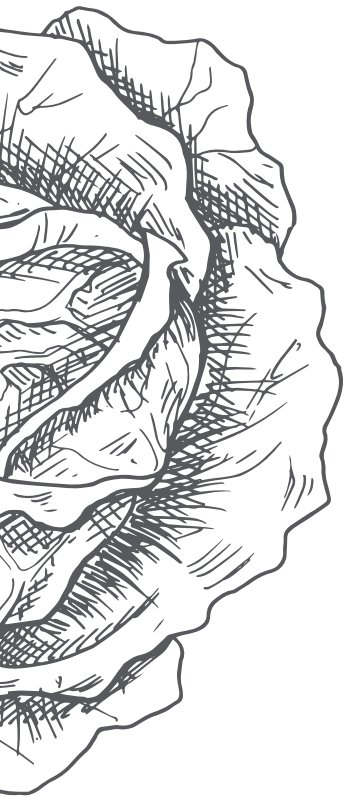
Tom McDougall
4P Foods Founder & CEO

FINANCING FOOD SYSTEMS

At 4P Foods, our approach to engaging with investors is as intentional as our mission to build a more equitable and regenerative food system. Rather than seeking traditional capital that prioritizes short-term financial returns above all else, we collaborate with values-aligned investors who understand that lasting systemic change requires patience, partnership, and a long-term vision. They also recognize there is tremendous merit in the resiliency of our future food system. Our investor relationships are rooted in shared values—supporting small and mid-sized farmers, advancing food access, and building a resilient regional food economy that benefits people, planet, and profit.



We see our investors not just as funders, but as mission-driven collaborators. Our transparency goes beyond financial reporting to include metrics on social and environmental impact, community outcomes, and supply chain equity. We believe that real impact is measured by more than just dollars—it’s reflected in acres transitioned to regenerative practices, livelihoods sustained, and meals delivered to food-insecure families. This holistic view resonates with investors who are looking to move capital in ways that align with their deepest values and long-term commitments to social good.



What sets 4P Foods apart is our approach to having a positive impact directly through our business model. We are not striving to do well and THEN do good. Our positive impact on the communities we serve and the planet upon which we demand happens every single day, as designed by how we do what we do. To that end, we are building a model that is replicable, community-driven, and designed to prioritize justice and sustainability at every level. Our investors are part of this journey—not just funding our growth, but co-creating a future where good food is a right, not a privilege. Together, we’ve set out to prove that not only is this work a strong financial investment, but the most powerful returns are those that nourish people, restore ecosystems, and strengthen communities.

In essence, 4P Foods’ strategy is to **leverage its role as a system integrator**—blending capital, relationships, and mission to transform the regional food system. It's not just about raising money to scale the business—it's about **raising the right kind of money** to drive deep, lasting impact for transformative change across our food system.



2024 IMPACT REPORT

As we close out 2024, 4P Foods stands at a powerful inflection point—where proof of concept meets the urgency of the problems we've set out to solve. This past year reaffirmed our belief that a values-driven, regional food system is not only possible, but essential. Now, we look to 2025 and beyond with bold ambition, renewed purpose, and a growing network of partners who share our vision.

In the years ahead, we will deepen our investments in regional infrastructure (both digital and physical), expand access to underserved communities, and continue building regenerative pathways for food from farm to fork. We aim to scale our impact while staying rooted in our values—ensuring that growth serves equity, regeneration, and resilience.

We will continue to raise catalytic, mission-aligned capital to fuel this next phase—partnering with farmers, institutions, investors, and changemakers who understand that transforming the food system is one of the most powerful levers we have for shaping a better future.

The road ahead will demand innovation, collaboration, and courage. But with every meal delivered, every farmer supported, and every community nourished, we move one step closer to a food system that truly works for all. Thank you for being a part of this journey. Together, we are building the future of food.

Onward!

