



Dear Members,

As President of the Board of Directors, I am honored to share some of the incredible accomplishments and updates from the Red Hills Small Farm Alliance (RHSFA). These milestones are a testament to our shared commitment to nurturing local farmers, fostering community connections, and strengthening the vibrant local food system that sustains us all. Your unwavering support makes this progress possible, and we are deeply grateful.

Operational Success and Growth

- **Resilience Amid Challenges:** 2024 marked a significant milestone, with sales at the Red Hills Online Market (RHO Market) surpassing 2023 figures, including remarkable growth across several product categories. Despite the adversity posed by Hurricane Helene, the RHO Market exemplified resilience, maintaining robust performance and continuing to serve our community.
- **Expanding Local Reach:** In 2024, we welcomed hundreds of new customers, added dedicated producers to our roster, and established additional hubs, ensuring greater accessibility to fresh, locally grown food.
- **Streamlining Communications:** To enhance operational efficiency, we transitioned to a new domain and email system, enabling clearer and more effective communication with our members and stakeholders. In addition, our website (www.redhillssfa.com) is going through a significant upgrade and very soon will be more informative, interactive and provide farmers and producers with a secure portal for messaging as well as educational and development opportunities.

Community Engagement and Partnerships

- **Promoting Food Equity:** Collaborations with Second Harvest of the Big Bend, FSU Food Pantry, Frenchtown Neighborhood Improvement Association and others have broadened food access, ensuring that more individuals in our community can enjoy the benefits of fresh, locally sourced produce.

- **Advocating for Local Agriculture:** Through engaging presentations at venues such as Westminster Oaks and the Tallahassee Rotary Club, we amplified the importance of local food systems and inspired greater community involvement.
- **Fostering Collaboration:** By sponsoring events like the Millstone Institute Fall Farm Tour and forging partnerships with organizations such as Florida Organic Growers, we are strengthening the networks that support sustainable agriculture in our region.

Financial Contributions and Grants

- **Securing Vital Resources:** We successfully secured funding from the Whole Cities/Whole Foods Foundation SNAP Assistance grant and submitted a USDA Infrastructure grant to further enhance our capacity.
- **Investing in Farmer Education:** A generous individual donation earmarked for farmer education reflects our ongoing commitment to empowering local producers with the knowledge and tools they need to succeed.

Event Management

- **Celebrating Local Food Systems:** The **Seven Days of Local Delights** brought together farmers, restaurants, and supporters for a week-long celebration of local abundance. Featuring workshops, a fundraiser lunch, and collaborations with local businesses, the event highlighted the strength and creativity of our local food system.
- **Building Community Tradition:** The 2024 **Tomato Festival**, held annually at Goodwood Museum and Gardens, was a resounding success drawing increased attendance and revenue. This cherished event continues to unite our community in support of local agriculture.

Farmer Support and Education

- **Empowering Producers:** Plans for a comprehensive Farmer Support Program are well underway, offering educational and development programs as well as special events designed to equip producers with resources for growth and resilience.
- **Improving Accessibility:** We enhanced onboarding processes for new producers, creating clear and practical resources to help them navigate the RHO Market and integrate into our community.

Governance and Organizational Development

- **Strengthening Our Foundation:** Updates to our bylaws and governance structures have laid the groundwork for sustained growth and adaptability. Additionally, new onboarding materials ensure seamless transitions for incoming board members, fortifying our leadership team.

Looking Ahead

RHSFA remains steadfast in its mission to support local farmers, connect them with the broader community, and cultivate a resilient and sustainable local food system. These accomplishments are just the beginning, and with your continued support, we look forward to even greater achievements in the months and years to come.

Thank you for being an integral part of our journey. Together, we are sowing the seeds for a thriving future.

With gratitude and determination,

Christina Lynch

President, Board of Directors

Red Hills Small Farm Alliance