



SHOWCASE

The Common Market

Strengthening Communities Through Local Food Access



When Haile Johnston and Tatiana Garcia-Granados moved to Philadelphia nearly two decades ago, they saw two urgent needs: families facing food insecurity and small farms lacking access to markets. They launched The Common Market to bridge these gaps, creating a regional distribution network that connects schools, hospitals and food banks with sustainable family farms.

By aggregating produce, dairy and other goods, The Common Market gives institutions a one-stop source for local products.

Today, The Common Market operates through four regional hubs, delivering fresh, locally grown food where it's needed most. In 2025, the organization served over 500 school campuses, modeling a paradigm shift in school meal procurement, while expanding into Detroit, Charlotte and Dallas and completing major facility upgrades in Houston and Chicago. Sales exceeded \$25 million, reflecting the significant scale of food moved and communities served.

THE CHALLENGE

 In under resourced urban areas, families face food insecurity and small farms lack access to markets.

THE COMMON MARKET IMPACT

In 2025, the organization:

 Served **500+** school campuses

 Sales exceeded **\$25 million**

 Expanded into Detroit, Charlotte & Dallas

Equally important is The Common Market's commitment to sharing its learnings and making its model replicable. Through case studies, webinars and open resources, the organization equips others to build similar systems. This approach has already helped communities launch hubs in Atlanta, Houston and Chicago, and continues to inspire new partnerships nationwide.

The Social Impact Funds (SIF) provided an early, concept validating grant that signaled confidence to other funders and helped attract additional support for a larger capital improvement project. Follow-on loan funding from SIF enabled critical infrastructure upgrades in Georgia, such as replacing a 60,000-square-foot roof to create a safe, efficient hub for food distribution.

By expanding access to fresh, locally grown food in under resourced urban areas and empowering others to do the same, The Common Market is uplifting communities and building a healthier future for all.

Explore the Breakthroughs Transforming Health and Opportunity for All.

Learn more about how the Social Impact Funds are catalyzing solutions that improve lives and communities.

Sign up to stay connected with us.

The Common Market **expands access to fresh, locally grown food** in under resourced urban areas and **empowers others to do the same.**



The **Social Impact Funds** are part of American Heart Association Ventures, the group that leads and coordinates the venture capital programs of the American Heart Association. heart.org/SocialImpactFunds

