



Retaaza

**RETAAZA 2025
IMPACT REPORT**

REFRESHING THE WAY WE FEED COMMUNITY



Reh-TAH-zah

Retaaza is a certified B Corp and social enterprise that strives to make local food more accessible. Our work directly supports farmers, reconnects consumers to their food system, shows care for our planet, and feeds families and neighbors facing food insecurity.

Twenty Twenty-Five

Our 2025 was a year of bold growth as we expanded programs, strengthened partnerships, and brought fresh food closer to more people than ever before. We launched MARTA Markets and established Farm Fresh Markets at City of Refuge and Thomasville Heights.

When the SNAP shutdown threatened access to fresh food, we quickly deployed a mobile market to help feed affected families. We substantially grew our team, expanded our infrastructure, and celebrated a milestone of paying for and rescuing 1.5 million pounds of produce from local farmers since we started. And still, we have so much work left to do.

“ From the CEO

This year showcased the power of partnerships, collaboration, and innovation. We made big strides in our mission towards a more equitable, resilient food system.



Kashi Sehgal

Founder & CEO
Retaaza

Our Highlights

Here are some of our proudest achievements from the past year as we continued making local food easy, accessible, and affordable for all.



Launched

Retaaza MARTA Markets at six transit stations across ATL

Rescued

and paid farmers for 1.5 million lbs of food since our founding

Grew

our team from 4 to 13 to support growing market operations

Established

Farm Fresh Markets at City of Refuge and Thomasville Heights

Expanded

our vehicle fleet to support growing program operations

Awarded

ReFED Catalytic Grant Fund to Cut On-Farm Food Waste & Loss

Deployed

a mobile market across DeKalb County during the SNAP freezes

Introduced

Mixed Produce Boxes to our core service offerings

Funder Testimonial

“Early investment in on-farm food loss solutions is typically hard to come by—these innovations often face significant barriers to adoption, making them less attractive to funders despite their enormous potential for impact.

That’s why catalytic funding is so critical: it helps de-risk new ideas, validate models, and unlock the capital needed to scale.”



Angel Veza

Director of Innovation Initiatives, ReFED



Field to Fork: Partnering for Solutions

Through Field to Fork, we identify produce at risk of going to waste, purchase it from Georgia farmers at fair prices, and get it into the hands of families who need fresh food most. Following a successful pilot in 2024, Field to Fork returned in 2025 with even greater impact. This year we celebrated surpassing a major program milestone - more than 1 million pounds purchased and donated!

861,194

2025

Pounds Purchased
& Donated

1,082,294

Lifetime

Pounds Purchased
& Donated

Community Partners

Last year, 102 nonprofit partners received food through our F2F program.



SECOND
HELPINGS
ATLANTA



Ronald
McDonald
House
Atlanta



1

Retaaza works with our local farmer partners and identifies produce at risk of becoming food waste.

2

This potential food loss is purchased at Retaaza's farmer-first prices. We then move it from the farm to our warehouse.

3

At the warehouse, **Second Helpings Atlanta** arranges donations to a wide array of metro Atlanta nonprofits who feed our communities.

Retaaza Markets: Nourishing Community

In 2025, our market programming exploded – in the best way! Here are a few milestones we’re proud of:

- Established Farm Fresh Markets at City of Refuge and Thomasville Heights
- Secured RFP and launched markets at six MARTA stations
- Deployed the DeKalb Farm Fresh Mobile Market during the SNAP shutdown
- Added shelf-stable pantry items and prepared foods to better meet community needs

Our 2025 Markets



175

Retaaza Markets Hosted

30

Farms & Local Vendors Purchased From

25%

of Shoppers Utilized our 50% SNAP/EBT Match

16

Markets Hosted Throughout the Week



MARTA Markets Food Access On The Go

2025 marked the inaugural season of MARTA Markets under our leadership. By meeting commuters where they are, the MARTA Markets make fresh food as accessible as the transit routes Atlantans rely on every day. Together with MARTA, we distributed more than 32,000 pounds of fresh food, reaching over 800 households across 32 ZIP codes this year.

Partner Testimonial

At MARTA, expanding access to fresh, healthy food is a critical part of strengthening the communities we serve. Through our partnership with Retaaza, that commitment has translated into real, measurable impact—reaching people where they are and removing barriers to access.

Retaaza has been more than a service provider—they have been a true partner.

 **Demeka Wallace**
Project Manager
 MARTA

Turkey Giveaways

One of our favorite weeks at MARTA this year was during Thanksgiving when we distributed 400 free turkeys and produce to Atlanta families. Lines formed early, neighbors spread the word, and turkeys were claimed in no time!



Mixed Produce Boxes

A New Service, Powered by Community

Curated from surplus and seasonal Georgia-grown produce and, when available, eggs, dairy, or proteins, Mixed Produce Boxes are distributed to client partners to support our seniors, mobility-limited neighbors, and affordable housing residents. They also supported nutrition programs across the state. This new program has quickly become a staple in our suite of solutions to make local food more affordable and easier to access.

73,975

Pound of Local Produce Used

6,363

Mixed Produce Boxes Packed



Partner Testimonial

Our partnership with Retaaza is deeper than just buying produce. Their team takes the time to curate produce boxes based on the feedback and dietary needs of our clients. Our clients use these boxes to feed their families & friends and make colorful, fresh recipes at home. We are so glad we can support local farmers with our produce boxes and look forward to growing alongside Retaaza.



Caitlin H. Barringer

Strategic Community Partnerships, Open Hand



Growing Our Infrastructure

Over the past year, we expanded our operational capacity by growing our team from 4 to 13 team members. Investing in our team also required investing in critical infrastructure, such as the addition of a refrigerated Sprinter van and a dedicated market van to support growing operations and enhance our ability to transport and distribute fresh food efficiently. We also expanded our warehouse and cold storage footprint at 970 Jefferson, a collaborative hub in Atlanta for nonprofits and small businesses focused on community service, food security, and local, sustainable growth. With this added space and refrigeration capacity, we are better equipped to store, aggregate, and move greater volumes of produce – ultimately supporting more farmers and communities along the way!





**The faces that made
this year possible!**

2025

www.retaaza.com