

# The Fresh Stop Project: An Oasis in a Food Desert of Louisville

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## Food Justice

*Food Justice is communities exercising their right to grow, sell and eat healthy food. Healthy food is fresh, nutritious, affordable, culturally-appropriate and grown locally with care for the well-being of the land, workers and animals. People practicing food justice leads to a strong local food system, self-reliant communities and a healthy environment. Just Food, NYC 2012*

In 2007, I moved to West Louisville to help organize one of the first community-driven farmers' markets in a "food desert" neighborhood of this mid-sized American city. I had never before heard the term. Within minutes of walking around my new neighborhood, I got it, loud and clear. There was food apartheid in this town. The line people cross when they step west of 9th Street in Louisville not only segregates the City racially and economically, but also in terms of health and food equity.

At that time, I was not new to community organizing or to the local food movement. I had spent the early part of my career organizing around protection of public lands from logging and mining. However, my interest was piqued when I moved from Portland, Oregon, an area with a sophisticated local food movement, to a hamlet in southern Indiana in order to raise a family in a rural setting. I was surprised to learn that one of the few places to buy produce in this low-income rural community (besides a few, scattered Amish farms) was the new Wal-Mart. One day, after I had purchased a tomato that tasted like cardboard and had just traveled 2000 miles, I looked around at all the surrounding farmland, blooming with corn and soybeans, and had an AHA moment. Certainly if we organized the Amish and other farmers into a market, people would flock there to purchase the produce. Soon after, I helped to organize my neighbors into Orange County HomeGrown, which over the last 12 years has spun off three farmers' markets, a community-owned natural food coop, a music series, and a mural project.

Somehow the urban food desert struck a cord in me that hit me so hard I have never recovered. I grew up in New York City and central New Jersey, surrounded by food. Food and cooking have always been important in my life, and I am never really

content unless everyone close to me is eating their vegetables. The move to Louisville opened my eyes to the injustices surrounding food in our inner city cores. It also taught me just how dangerous food apartheid could be to the collective health of our community.

In 2009, a few of my friends and I created New Roots, a Louisville, Kentucky based 501c3 nonprofit organization, in response to food deserts. New Roots' mission is to develop a just and thriving food system in Louisville metro communities by improving education and access to fresh and local food for urban residents. The New Roots program has impacted the local food system through the development of the Fresh Stop Project, a community-driven fresh food distribution program. Fresh Stops "pop up" in churches in food desert neighborhoods, and are geared toward low-income households. Families pool their resources (food stamps and/or cash) to purchase fresh local produce from small farmers in the region. Our motto is "family's hearts and minds one at a time," meaning that each family has its own specific needs, desires, and issues. Using a community-organizing approach, we try to discover the people's passions, and how they might be channeled to rebuild the local food system. Our leaders are passionate, encouraging children to eat fresh food, reinventing soul food with healthier, fresh ingredients, learning how to negotiate with farmers, and spearheading policy campaigns to improve the produce offered at area grocery stores. Our leaders are simply passionate about food, and many see the Fresh Stops as their spiritual mission.

The food desert phenomenon is not peculiar to Louisville, nor is it new. The imbalance in terms of quality and variety of real food has been going on for decades and has crossed generations. This food inequity, which is reflected in an abundance of high carbohydrate, high salt and high sugar "food," yet with little availability of fresh fruits and vegetables, exacerbates and reflects the structural inequities of our local and broader economy.

In their 2007 report, "Bridging the Divide," the statewide grassroots group, Community Farm Alliance, found that in the lower income neighborhoods of Louisville, there is one grocery store for every 22,000 residents, while in the more affluent neighborhoods, there is one grocery store for every



**Jonathan and Jacob Snyder at a Fresh Stop event.** *ANDREW KANG BARTLETT*

6,000 residents. The grocery stores that are located in the “food deserts” offer far less variety of fresh fruits and vegetables than the grocery stores in other parts of town. Typically the produce is of very poor quality, with little in the way of organic items, and are located far enough away from so many families, who may not have easy access to transportation, that they are considered inaccessible.<sup>1</sup>

The Louisville Metro Health Equity Report, “The Social Determinants of Health in Louisville Metro Neighborhoods,” published in 2011, found that Louisvillians in the poorest neighborhoods have lower life expectancies, sometimes by as much as ten years shorter than the overall Louisville Metro life expectancy; Louisville residents ages 40-65 who earn less than \$20,000 annually are significantly more likely to report that they have had a heart attack, and neighborhoods that have been labeled as “food deserts” have diabetes mortality rates that are two to three times higher than the total Louisville Metro rate, and that opportunities for physical activity in some neighborhoods could be impeded by hazards for pedestrians and bicyclists, or high rates of violent crime in or near public parks.<sup>2</sup>

These statistics have been tossed around so often that most people have become numb to what they are really telling us. But behind every number in these reports real people exist, living this reality, every day. I have found that a positive step with high chances of sustainability is for people who are suffering from these challenges to come up with their own solutions, i.e., a community organizing approach. A community organizing approach fosters the formation of strong, long-lasting relationships between community members, the farmers, and allies (people from outside the community) willing to listen, learn and act.

Community organizing is a process in which people who live in proximity to each other come together in an organization that acts in their shared self-interest. A core goal of community organizing is to generate *durable* power for an organization representing the community, allowing it to influence key decision-makers on a range of issues over time. Community organizers work with and develop new local leaders, facilitating coalitions and assisting in the development of campaigns.<sup>3</sup>

This model differs radically from both advocacy and service delivery approaches, which are both characterized by doing FOR people. Often professionals who work for government agencies or large nonprofit organizations will attack a problem on behalf of those perceived as unable to speak for themselves. Alternatively, community organizing is characterized by the mobilizing of volunteers or leaders. Staff roles are limited to helping volunteers become effective, to guiding the learning of leaders through the process, and to helping create the mechanism for the group to advocate on their own behalf. Community organizing strategies include meeting with corporate or government decision makers to hold them accountable for their actions, designing programs for others to implement that meet the needs of the community, and aggressive group action to block developments counter to local interests.<sup>4</sup>

New Roots uses a radical democratic community organizing and popular education model to act on the injustices we see in the local, state, national and international food system and rebuild infrastructure that is truly community owned. We believe that “to complain is human, but to act is divine,” and choose to do something about the health disparities documented in families living in the food insecure neighborhoods of Louisville. New Roots’ main vehicle to carry out this goal is the innovative Fresh Stop Project and Food Justice Class. New Roots has a community board, and at present, does not have any full-time paid staff.

A Fresh Stop is similar to a Community Supported Agriculture (CSA) project in that families get to share in the seasonal bounty of local farmers at designated times and places for pickup throughout the growing season in Kentucky. Where Fresh Stops differ from typical CSA’s is that they are organized by and for the community, share a focus on reaching low-income eaters, and are located in food insecure neighborhoods.



**Shawnee Food Justice Class.** *KARYN MOSKOWITZ*





I first learned about the Fresh Stop model in 2008, from City Fresh, an organization out of Cleveland, Ohio that had developed the concept in 2005. At that time, I was a community organizer with Community Farm Alliance in West Louisville. I had moved to the area in 2007 from southern Indiana to help start a farmers' market in the California Neighborhood. The challenge to creating the market was that we couldn't find any farmers who were willing to consistently come and set up and sell in the neighborhood. Since the neighborhood is considered low-income, farmers believed (and this turned out to be true) that they would not be able to sell their produce at the prices they were used to getting in the wealthier neighborhoods. Many farmers were scared away by the high crime rate (that first year we experienced a hostage situation in the store directly across the street from the market). Farmers are so hard pressed to make a living off of growing and selling produce that ameliorating food justice issues in Louisville is not a priority. Many of them simply go to where they perceive the market is, i.e., in the upper income neighborhoods.

In consequence, some of the youth leaders in the community asked me to train them on basic business concepts so they could buy produce from the farmers and resell it at the market. The problem with this model, and ultimately what caused its failure, was that to make a profit, ironically, the resellers needed to charge neighborhood residents considerably more than farmer-vendors. The youth ultimately lost interest, and the community, while appreciating the close access to fresh, local food, got frustrated with the high prices, and lost interest as well.

I reached out to neighborhood leaders to try and figure out another solution. Through frequent discussions with leaders, I learned that any food justice initiative would have a better chance of succeeding if it was based in Louisville's churches, where large groups of people gather and often break bread together (i.e., have already formed a "food community,") and do missionary or outreach work in the neighborhood. The other key components to a successful food access project are that the food be affordable, and that farmers could not be expected to come to the food desert neighborhoods to sell, nor be expected to take on the whole risk of selling to low-income consumers (who are wrongly perceived by the broader community to simply not care about purchasing fresh produce). And, of course, the project had to be community-driven.

What I learned from City Fresh is that if large numbers of families pooled their resources (i.e., food stamps and cash), the community would have substantial purchasing power. If neighborhood leaders could collect these resources ahead of time, and pay the farmer for exactly what the community wanted, then the risks to both the farmer and the consumers would be eliminated. Plus, with big purchasing power, the community would be eligible for wholesale prices. Neighborhood leaders could be recruited to develop the process, who in turn could recruit families to pay for their "shares," enlist and organize the farmers, and the rest would fall into place. But first I had to find



**Nathaniel Spencer and pears.** *KARYN MOSKOWITZ*

the right pastor and the right church, someone who would be willing to take a chance on this idea.

An intern and I interviewed about 60 pastors that first winter leading up to the 2009-growing season. One pastor, Jean Hawkhurst from the Fourth Avenue United Methodist Church in Old Louisville, along with Al Mortenson and other church and community leaders, were all willing to take a chance on opening up the church to become the first Fresh Stop organizing and distribution point. The Church saw the Fresh Stop as a component of its community outreach mission. At the same time, another church in West Louisville, the West Chestnut Street Baptist Church was interested, and they became the other Fresh Stop for that season.

That first season, the Fourth Avenue Fresh Stop connected with just one farming family. It turned out to be an unusually wet season, and much of the produce, which the church had prepaid for the entire season, was ruined. This forced the Fresh Stops to work together and recruit more farmers (and learn our lesson that Fresh Stops need multiple farmers to be successful), and to discover the three area produce auctions (two of them run by Amish farmers), and individual Amish family farmers, to work with. My ten-year old daughter and I spent that season living off of unemployment, and using my Subaru station wagon to haul produce from southern Indiana Amish and the produce auctions



**Patrice Harris with Fresh Stop bag.** KARYN MOSKOWITZ

in Daviess County, Indiana and Hart County, Kentucky. Working with the Amish was interesting and came with its rewards and challenges. The rewards were building wonderful business and personal relationships, and great prices. The challenges included communicating via letters, since they do not use telephones, and having to pick up the produce ourselves, since they do not drive automobiles and the 120-mile round trip was not feasible using a horse and buggy.

The next season, I connected with a local farm, Fox Hollow, which rented us a refrigerated truck to haul the produce. Soon we organized another Fresh Stop in Newburg, at an Apostolic church. The concept was catching on. Families, even low-income families without a lot of resources, were willing to pay up front, between \$6 and \$25 on a sliding scale, without knowing exactly what seasonal produce they would get in their share.

The first two years, even with the focus on community-organizing, were disappointing in the sense that I felt like much of the organizing work for the Fresh Stop was being done by me, or by people from outside the neighborhood. Much of the information on how to run the project—from how to connect to farmers to how to set up the EBT machine—was stuck in my head. This didn't seem to be a rebuilding of a new food system, owned and operated by and for the community. A lot of my

focus and the focus of our now-growing pool of volunteers was on produce distribution, and not on education and leadership development. Something had to change, or, I had to stop and admit defeat. I could no longer afford to run things the way I had been running them: a project run by “outsiders” was not going to be sustainable in the long run. The Fourth Avenue Fresh Stop was thriving with great church and neighborhood leadership, but not the others.

In 2011, just as I was about to give up on Fresh Stops due to financial pressures, I met someone from the Shawnee Neighborhood in West Louisville who was very passionate about food justice, Nathaniel Spencer. Nathaniel started to bug the heck out of me to start a new Fresh Stop in the Shawnee Neighborhood. I knew that this was a neighborhood with community leaders who were already starting to organize around the food justice issue. Pastor Tom Engels from Nathaniel's Church, Redeemer Lutheran, was very supportive, as were other church leaders and members of the Shawnee Arts and Cultural Center next door. It seemed like a good combination for a Fresh Stop. The Presbyterian Hunger Program provided two VISTA Americorps volunteers, Blain Snipstal and Seth Gunning, on a part-time basis. Both were experienced community organizers and had a lot of expertise in agriculture. They, along with my colleague Stephen Bartlett of Sustainable Agriculture of Louisville, immediately urged me to put my knowledge down on paper so I could better share my experience, and to switch New Root's focus from produce distribution to leadership development.

This is how New Root's innovative Food Justice Class was born. In one 24-hour period, I wrote down everything I had learned about the “Nuts and Bolts” of a Fresh Stop, as well as brainstormed with the VISTAs what might be needed to build a foundation of food justice knowledge. My hope was that if all of us—me, the VISTAs and any new community leaders we could recruit—spent two months together first, before the Fresh Stop season began, sitting down and collectively analyzing the problems of the conventional food system, and finished up with Fresh Stop nuts and bolts training, we would end up effective leaders who were truly invested in the project, and a solid, community-driven project. And that is exactly what happened. We started the Food Justice classes in April, 2011 with 15 leaders. We met at the Redeemer Lutheran Church for two hours a week for six straight weeks. Sometimes we would get on such a hot topic (such as the demise of the family dinner and its ramifications) that we wouldn't leave the room for hours. A year and a half later, we still have the same group and we are still meeting, every other week, all year round.

The Food Justice class uses a popular education model, one that is class-based in nature and rejects the notion of education as transmission or ‘banking education.’ It stresses a *dialectic* or *dialogical* model between educator and student. In addition, popular education was originally conceived as a means by which groups in society that face oppression could overcome it. It has a strong emphasis on equipping people for action.





With that in mind, our group set out to teach one another what we collectively knew about the history of oppression in West Louisville, the history of food access in families and neighborhoods, the “Color of the Food System,” i.e., who owns the food system in Louisville, how the local, national and international food systems all work together to create inequities, how grocery stores create unhealthy “traps” early in the month when SNAP benefits are distributed, and other topics that leaders chose.

In these conversations, people told their own food stories. For me, the most poignant were recollections of elders about their grandparents who worked as domestics for wealthy families in the city’s East End, and would bring home the leftovers. When one of our neighborhood leaders, who was a child at the time, asked her grandmother why the meat purchased at the East End grocery store looked so much fresher than the meat available at the West End grocery store, her grandmother told her to “shut her mouth and don’t cause trouble.” Others spoke of beautiful and abundant backyard vegetable gardens and nightly family dinners, which have become scarce among the current generation. We learned that African-Americans in Louisville, for the most part, no longer own their own grocery stores, corner stores, restaurants, or produce distribution businesses. We became experts on the ingredients and adulterants industry adds to our food—high fructose corn syrup, MSG, aspartame—unconcerned that these additives contribute to childhood obesity and other diet-related illnesses. We shared food, recipes, and hopes and dreams for our new venture together.

As the final step in the Food Justice class, leaders are asked for a commitment to run the Fresh Stop for a season. This core group of new leaders volunteered to become representatives on different Fresh Stop teams. One team was formed to create and maintain relationships with farmers who sell wholesale and are able to deliver to the Fresh Stop. This team used the group’s collective knowledge of farmers from all over the region and reached out to those likely to work with us. One young family farmer in particular, Mary Courtney from Shelby County, Kentucky, was willing to take a chance and agreed to sell us produce at wholesale prices and to deliver to the Church a few hours before each Fresh Stop. Robbie Adelberg, a young farmer who was based in Oldham County, grew a few items in large amounts. We connected with Catholic Charities Refugee Agricultural Partnership Program and started to work with Somali Bantu farmers, as well as the new urban farm, *The People’s Garden*, located in the neighborhood. The “Farmer Liaison Team” worked with these farmers all season long, negotiating prices, and scheduling deliveries.

Another Fresh Stop Team used grassroots organizing to spread the word and ask others to join them in pooling their money to purchase the produce. Shares are offered on a sliding scale, with higher income residents helping to subsidize lower income families; EBT/Food Stamps/SNAP Benefits are accepted, and no one is turned away for lack of funds. I had been working with the local Food and Nutrition Services (FNS) team at

the United States Department of Agriculture, the agency that administers the SNAP Benefit program, for nearly a year to convince them that federal regulations do allow us to accept these SNAP Benefits up to two weeks before the food is actually delivered (we’d learned this vital bit of procedure from the New York FNS team, an example of the importance of networking with agrifood agencies and organizations). Working out SNAP redemption also took a lot of negotiation with J.P. Morgan, the private contractor that offers the EBT machine for free to “retailers.” We had to explain that we weren’t going to use the machine all year round, only during the Kentuckiana growing season. That first year they disconnected our machine after it lay idle all winter, and its reinstatement required weeks of inquiry up the chain of command.

Food is purchased weekly, bi-weekly or monthly, depending on the Fresh Stop, three days before the produce is delivered. Each Fresh Stop is autonomous, able to organize its particular church and neighborhood needs. The Shawnee Fresh Stop is bi-weekly, the Fourth Avenue Fresh Stop is weekly, and the Wesley House Fresh Stop is monthly (and chooses to offer produce from all over the United States, not exclusively local). Shawnee and Fourth Avenue both offer sliding scale pricing. The sliding scale is key to our ability to purchase enough produce to feed each family. For example, in Shawnee, roughly 80 percent of the shareholders pay \$12 (low-income), and 20 percent pay \$25. This enables us to purchase roughly \$17 worth of produce for each family. Everyone benefits from having more food, and the families that are paying more do so knowing they are helping out their neighbors who wouldn’t otherwise be able to afford this local food. Not all produce purchased is organic, but we try to work with our farmers so spraying of herbicides, pesticides and fungicides is minimal.

On the day of the Fresh Stop, farmers pick the produce, drive it to Louisville, and drop it off. Volunteer shareholders descend on the site to organize the produce onto separate tables and divide it up so everybody gets the same amount of each item in their share. People fill up their basket with this bounty, are asked to re-order for the next Fresh Stop, pick up information on cooking and storage, and can taste the food that has been prepared by a volunteer chef. Most recently, the Shawnee Neighborhood Fresh Stop had Chef Kelly Lehman, who runs a personal chef business, and Chef Jim Whaley prepare samples of dishes incorporating just about everything in the week’s share. Favorites from the 2012 season included beet risotto and kale-potato cakes. In this way, the guest chef gets to publicize his or her business so there is potential small business spinoff in the neighborhood.

Each Fresh Stop feels like a family reunion, with people sharing their own cooking tips, life stories, support for each other and many smiles. After filling up their share baskets, families are offered veggie tipsheets (courtesy of Just Food in NYC) for cooking and storing the produce, and a community-generated newsletter with a description of the produce, recipes, food justice stories, and member highlights.



**Strawberry Jamm Festival at the Shawnee Fresh Stop.** *KARYN MOSKOWITZ*

It is the Fresh Stop's collective buying power, which allows them to ask for wholesale pricing from farmers, plus the sliding scale that ensures the produce is affordable. Our strength and our staying power are rooted in leadership development. Leaders are self-chosen, and rise to their areas of strength and purpose.

The nuts and bolts of a Fresh Stop may appear seamless to an outside observer. However, there are many moving parts consisting of hours of work driven by teams of volunteer leaders. The Shawnee Neighborhood Fresh Stop, for example, has a total of 11 teams—the farmer liaison team, community outreach, accounting, newsletter, education, distribution, chef liaison, media, and setup and cleanup.

With so many moving parts, some things go surprisingly smoothly, but some things are bound to go wrong. For example, we took on two new farmers at the beginning of the 2012 season. We feel that the relationships between the community members and the farmers are key to our success and we work hard at communicating our expectations of produce quality, quantity and price well before the season starts, and in fact, many of our farmers grow specific items just for us. However, the very first day we were disappointed to find an entire load of broccoli that arrived brown and withered, just two hours before the start of the Fresh Stop. At that point, it is difficult to replace the produce, so share baskets end up a little bit smaller than we had planned. Similarly, an early April frost stunted the 2012 blueberry season, forcing us to forego our plans to pick 80 quarts. Because we lack storage, we took a chance on purchasing peaches from a farmer at a Tuesday farmers' market, and storing them in a shareholders basement, only to discover they were overripe by Thursday.

As of the 2012 growing season, New Roots has either organized and/or helped to sustain three Fresh Stops: Fourth Avenue, Shawnee Neighborhood Fresh Stop in West Louisville, and the Wesley House Fresh Stop in Newburg. Via these groups, New Roots has reached approximately 750 families in Louisville and worked with over 12 family farms. Fresh Stops spent approximately \$20,000 with family farmers in 2011. Some of these farmers have told us Fresh Stops make up a small but critical portion of their overall farm income. All Fresh Stops attract 50 to 80 families on average. The opening day of the Fresh Stop season in May of 2012—The First Annual Strawberry Jamm Festival—attracted a whopping 160 families who purchased a total of 155 gallons of fresh local strawberries and spent roughly \$2,000 with one family farm. The Shawnee Fresh Stop is able to collect, on average, about \$1,400 every other week—this from a low-income community. We are opening new markets for farmers in neighborhoods they never believed they could profit from. The Shawnee Fresh Stop even organized a grassfed beef and pork Fresh Stop with farmers Stan and Lelia Gentile of Dreamcatcher Farm, who taught us about the health benefits of grassfed beef versus grainfed beef. We sold \$500 worth of meat to the community in one hour! The farmers were thrilled, reporting that it was easier to sell to a Fresh Stop than risking hours at a farmers' market.

The beauty of the Fresh Stop model is that it can be replicated anywhere. Yet this is not a “cookie-cutter” project that is forced onto communities by well-meaning advocates. Instead, the organizing process is organic and community-driven, and each Fresh Stop can make the program its own, with its own rules and hence, its own unique qualities. In May of 2012, New Roots was able to help a group form around the New York Avenue Presbyterian Church in downtown Washington, DC to organize food justice classes with the possibility of a Fresh Stop starting in 2013. The movement is growing.

However, community organizers need to be aware that this work is complex and there are many hurdles to overcome. One





of the biggest hurdles is funding for staff. Over the past three years, New Roots has raised nearly \$40,000, which has been used to pay for organizer's time, transportation, seed money to the Shawnee Fresh Stop for marketing and outreach material, chef's food, produce containers, and other necessary items. New Roots board is diverse and enthusiastic, yet it has been difficult to attract and maintain board members with fundraising experience, and despite many attempts, we have been unable, as of yet, to convince government on any level (local, state or federal) to invest in the Fresh Stops. However, many New Roots/Fresh Stop leaders are interested in scaling this model up and have shown their willingness to travel to other neighborhoods in Louisville and even to other cities to introduce the model and also to help step up fundraising efforts. It is obvious that more sustainable funding is needed if we are going to grow this movement and truly transform the broader food system. However, we are in talks with various funders who are beginning to see that with very few resources, Fresh Stops have already touched and transformed many lives and has the ability to transform many more, i.e., that New Roots is a great investment.

Another challenge is keeping leaders engaged and not burnt out, and continually working with leaders to recruit new leaders to share the tasks as the Fresh Stops expand. Purchasing produce is tricky. Local produce is not "plastic"—it is alive and many things can happen to it from the time a Fresh Stop asks a farmer to grow it, till it gets to the neighborhood, such as drought, early frost, bug infestation—all of which can limit supply. In Kentucky, policy makers are unsure if farmers can continue to meet this increased demand for local produce if more and more institutions and families desire it. Finally, the local food system is not clearly organized or advertised, and it often takes the farmer liaison team a lot of intense networking around the region to know who grows what, when and where and at what price, and it is a continual learning process.

I do see what we have presented as a valuable community-organizing tool that should help communities to begin the conversation about food justice. To date, we have not seen any other project in Louisville achieve the success with food access in the city's inner core that New Roots has. Where it will end I cannot tell at this point. My hope is that with focused efforts, more and more talented leaders and funders will be attracted to the project, so that, in the end, we do see palpable change in each and every family that wants to get involved, and we will be able to hire and accommodate staff and leaders to organize more and larger Fresh Stops.

We know we are making a "dent." But the question is, can we truly bring about long-term equity in our local food system and sustain it? I do know that many people have been touched by the Fresh Stop and have told me that their lives have been transformed. I can see many of our leaders blossoming and gaining strength, and the community building power. Some have sworn off fast and processed foods. Quite a number have met their weight loss goals. We have leaders who now feel

so empowered that they approach other community members in grocery stores and explain why they should consider not purchasing a particular product in their basket because it contains high fructose corn syrup. Others have started to take photos of rotten produce and the abundance of alcohol (one grocery store in West Louisville recently replaced its natural food section with liquor) in the stores and distribute via social media. Our leaders have become "mavens," in their particular area of leadership, i.e., experts in pricing, sourcing, and distribution of produce, media relations, finance, database organizing, etc. But seeing community members take a bite of a season's first ripe Kentucky tomato, cucumber, or peach, and watch the smiles explode over their faces, well, that's what it is really all about.

Karyn Moskowitz, the Executive Director of New Roots, lives in Louisville, Kentucky and has worked in the Ohio River Valley Region on food justice issues since her move to the region in 1998. In her spare time, she is a partner in GreenFire Consulting Group, LLC, where she consults with citizens from all over the United States on environmental law, economics, policy and organizing. She was named to the SISTER (Sisters Inspiring Sisters to Eradicate Racism) Hall of Fame in 2012, 1 of 12 Jewish Women in Environmental Activism, by National Women's Archive in 2010, 1 of 10 "Green Jewish Women" honored by Jewish Woman Magazine in 2009, has been a Terra Madre Slow Food delegate twice, received a Rockefeller Fellowship in 2002, is a proud mother of a middle schooler, and loves to eat her Kentucky-raised chard. She can be reached at 502-509-6770, or [info@newrootsproduce.org](mailto:info@newrootsproduce.org). Go to [www.facebook.com/newroots](http://www.facebook.com/newroots) or [www.newrootsproduce.org](http://www.newrootsproduce.org) for more information on New Roots and Fresh Stops.

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