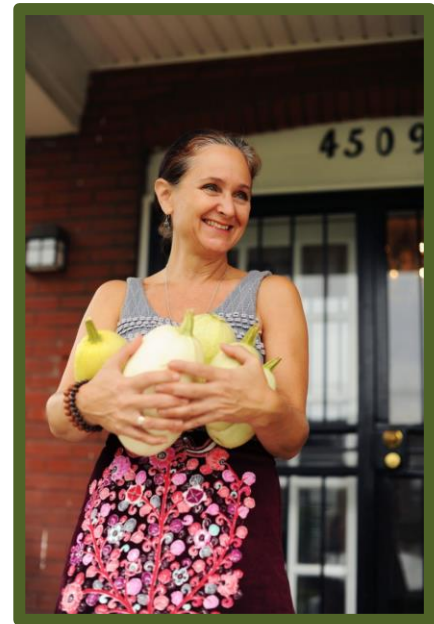




our recipe for success

Hello and welcome!

My name is Karyn and I'm the founder and one of the many *fresh-food obsessed* leaders here at New Roots, Inc. On behalf of all the community leaders, board of directors and staff, I'd like to thank you for joining us in this food justice movement.



The inspiration for New Roots goes all the way back to 2007... My friends and I were growing increasingly frustrated with the failure of farmers' markets in Louisville's "food swamp" neighborhoods and felt that something had to change. As a response, I invested my unemployment check, adopted a community organizing approach that leverages cooperative economics (more on that later) and formed New Roots. This organization was founded on the belief that ***fresh food is a basic human right.***

We've spent many joyful years listening to the community and farmers that we work with and have learned a lot along the way. Now we're ready to scale our sustainable system for accessing the farm fresh food across the nation. We want to help as many people as we can to be their happiest and healthiest. You can expect to join a team of people from the community who love and think about farm-fresh food more than you could ever have imagined....and we get sh*t done!

My hope for New Roots is that our shared passion and purpose establish us as the go to group for expertise in food justice and community-organizing and that we help everyone who approaches us with the same level of curiosity, compassion and commitment. You'll learn more about all of this in the pages ahead.

The final thing to note is that this playbook is a living document, and will be updated as we continue to grow and learn....

So grab your kohlrabi and carrot tops and get ready to go on a most exciting food journey!

Karyn Moskowitz

Karyn Moskowitz, Founder, New Roots, Inc.

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WHO WE ARE: OUR PURPOSE

Why we exist

NEW ROOTS works with *fresh food insecure communities* to create sustainable systems for accessing the farm-fresh food we all need to be healthy and happy.

In a nutshell, we are...

**UNITING COMMUNITIES
TO SPREAD
FOOD JUSTICE**

This is not just a mission – it's a movement!

WHO WE ARE: WHAT WE BELIEVE

What fuels our purpose

- We believe fresh food is a human right
- We believe we cannot do this without local farmers
- We believe we can have an impact beyond the dinner table
- We believe food justice training can positively transform individuals and entire communities
- We believe access to farm-fresh food can save lives
- We believe FOOD IS LOVE

We believe in food justice for ALL

WHO WE ARE: OUR AMBITION

What we want to achieve and by when

We want to set *audacious, inspiring and measurable* goals at New Roots and are now at a stage in our growth where we can...

SCALE THE NEW ROOTS MODEL ACROSS THE REGION

WHO WE ARE: OUR SUCCESS FORMULA

How we will fulfill our purpose and achieve our ambition

Community-organizing approach

developing leaders and partnering with them to *create and sustain* Fresh Stops

+

Local farm-fresh food that's affordable

shareholder model where families *pool resources* to buy food from small farms

+

Allies

people and institutions with resources to help progress the movement

+

Knowledge & Tools

sharing ideas, best practices and new tech/tools to help drive change

+

Telling success stories

tracking and broadcasting progress to drive greater demand and interest

+

Grants/Funding

raising funds for New Roots operations and FSM seed money

=

UNITING COMMUNITIES TO SPREAD FOOD JUSTICE

WHO WE ARE: OUR VALUES

What guides our actions each and every day

At **NEW ROOTS** our mantra is **MAKE IT HAPPEN!**

No matter how big the obstacles are or how many times we're told it can't be done, we find a way to deliver on our promise of food justice for all. Our values are the 'secret ingredients' to our success.

We are at our best when we:

1. see the world through the **EYES OF THE COMMUNITY**
2. combine **PASSION WITH PURPOSE**
3. are **FRESH-FOOD OBSESSED**
4. **NEVER ACCEPT NO** as the answer
5. **DISRUPT, IMPROVISE, INNOVATE**
6. are **IN IT TOGETHER**

WHO WE ARE: OUR VALUES

What guides our actions each and every day

1. EYES OF THE COMMUNITY

We strive to see the world through the eyes of the communities that we partner with each and every day. *It's about empathy, not sympathy.*

We actively listen to the community and learn as much from them as we hope they can learn from us. This ensures the development of human-centered, sustainable solutions.

We keep an eye out for those who are struggling to feed themselves and their families and make sure that no matter what, they get the healthy food they want and deserve.

We develop community volunteers into skilled leaders so that we can advocate for change together.

We work with each community to build upon our existing knowledge and tools and co-create the best system for their specific needs and culture.

Why else is SEEING THE WORLD THROUGH THE EYES OF THE COMMUNITIES WE SERVE important for the work we do?

A VALUES STORY: When the first Fresh Stop was organized in 2009, we failed to make it truly community driven. It was not until 2011, when we were invited into the Shawnee Neighborhood in West Louisville, that we focused on leadership development and the exchange of knowledge between New Roots and community members. Together we shared our stories. Out of those conversations we realized each other's strengths and interests. Instead of New Roots projecting how we thought Fresh Stops should be structured, community members organized themselves into six leadership teams that have now become the most important components of all Fresh Stops that followed.

WHO WE ARE: OUR VALUES

What guides our actions each and every day

2. PASSION WITH PURPOSE

We are deeply committed to providing training, leadership development and access to farm-fresh food to those who want it most and this singular focus guides our work.

We are persistent in the fight to end food justice and look to our Purpose and Ambition as the compass to guide our efforts so that we can be as effective as possible.

We are self-starters that go above and beyond and are willing to experiment and learn as we go.

We know that our actions will further our cause more than our words.

Our passion is contagious and can inspire others to join us in uniting communities against food injustice.

*How else can having **PASSION WITH PURPOSE** help us achieve our goals?*

A VALUES STORY: We are a community of doers! We don't just talk about food justice – we act on it. Food justice is a verb to us. Last year a farmer stood up the Russell Fresh Stop Market. He promised cherry tomatoes two days before, but the morning of, was nowhere to be found. Shareholders had already pre-paid for their fresh produce. New Roots team member, Ms. Mary, got in her car and drove an hour round trip from the Fresh Stop in West Louisville to pick up Amish slicer tomatoes from southern Indiana to replace the cherry tomatoes. She got back just in time to put them out at the Fresh Stop. There was no way our shareholders were going to go without tomatoes in the middle of tomato season in Kentucky!

WHO WE ARE: OUR VALUES

What guides our actions each and every day

3. FRESH FOOD OBSESSED

We practice what we preach. We love abundant, beautiful farm-fresh fruit, veggies, eggs and meat! Even more than that – we love sharing it with others. *(and we know that ‘beautiful’ can sometimes mean the funny-shaped fruits and veggies that most grocery stores would never accept!)*

We encourage others to eat farm-fresh food. We reinvent family recipes and create new ones together with healthy, fresh ingredients to feed the hearts, minds *and* bodies of those we love.

We learn as much as we can about fresh foods (cleaning, storing, cooking, variety, organic, etc.) and share that knowledge with as many people as possible.

We know that along with our love of fresh food comes the hard work of making it available to all and spearheading policy campaigns to improve the food currently available to ***fresh food insecure*** communities.

Tell us about your FRESH FOOD OBSESSION!

A VALUES STORY: Forecasting the season ahead with our farmers is a very exciting experience. This is the community's opportunity to tell the farmers exactly what they would like them to grow for the Fresh Stop. We often meet with Fresh Stop leaders who are forecasting for the first time to coach them through the process. One season as we began to go down the list of available produce, each community member had a story to go along with a favorite fruit or vegetable. A woman in her 60's told us about how she would eat winter squash as a child and hadn't had it since. Another woman professed her love for broccoli and when we reached veggies that were less familiar, one of our more seasoned Fresh Stop leaders, Ms. Mary, shared how she prepares them at home. Others began to speak up, "I want okra!" "Will there be watermelon?!" What was planned as an hour meeting, turned into a three-hour storytelling event revolving around our shared *obsession* with beautiful produce. We all left with our mouths watering in anticipation for the coming season.

WHO WE ARE: OUR VALUES

What guides our actions each and every day

4. NEVER ACCEPT NO

We promise to *never turn anyone away* from the opportunity to experience healthy, farm-fresh food.

In order to keep this promise we sometimes have to push beyond the 'no' that we receive. Whether it's from a farmer, a member of the community or even someone at New Roots – we work hard to push past 'no' and *co-create* the best solutions.

We relish a good challenge and believe that most obstacles can be overcome. We've learned that by digging deeper to understand the 'no' we are able to develop new ways forward that work for us all.

What experiences have you had in positively influencing someone that started with a 'NO'?

A VALUES STORY: One year we met a new farmer in the middle of the growing season that had lost some of his wholesale customers (restaurants) and as a result had "tons of food...literally endless rows of food." We placed a \$650 order for seven of the eleven items he offered us on a Thursday so we'd have it in time for a Saturday Fresh Stop. On Friday night the farmer called to tell us he'd changed his mind and was going to plant garlic that night instead of harvesting our food. Meanwhile, we had 42 food insecure families waiting on that food; families who had already paid for their share and families we knew would go hungry if they didn't get this produce.

We called the farmer and explained that these 42 families were depending on his food and asked if he could possibly plant his garlic later. He brought up other reasons why he couldn't come (no transportation, no time, etc.), and we countered with ways around each of his barriers. Finally, the farmer settled on delivering the produce the night before and all 42 families got their farm-fresh food.

WHO WE ARE: OUR VALUES

What guides our actions each and every day

5. DISRUPT, IMPROVISE, INNOVATE

We *positively disrupt* the food systems and beliefs of today so that people can lead healthier, happier lives.

We're excited and inspired by our audacious ambition to scale the New Roots model across America and know that innovation is essential to our success.

We work according to a shared set of standards and values while not letting process block progress. It's reaching the end goal that matters most. This gives us the freedom to approach each new problem in the most creative way possible.

We constructively question the rules when it feels like the right thing to do.

We embrace the fear that comes with trying new things that have never been done before and then celebrate the successes and learn from the failures.

Tell us about a time you've disrupted something to drive positive change?

A VALUES STORY: When the Fresh Stops were first created, we were told by the Kentucky Department of Agriculture that we could not accept WIC (Women, Infants and Children) subsidies because farmers' markets in Jefferson County were outside the scope of the program. They explained that Jefferson County had so many moms on WIC that we would 'break the bank', i.e., there were not enough funds to go around the entire state so they declassified the largest county (this seemed very counter-intuitive to us; it never occurred to them to go back to the federal government to ask for more money, as other states have done). We brought carloads of leaders from West Louisville to fight for this but the agency would not budge.

Then, the day of our first Strawberry Jamm Festival (May, 2012), a triple shooting occurred about 15 blocks from our location. We quickly found out that one of the

young adults that lost her life was a granddaughter of one of our friends and shareholders, Ed White, director of the River City Drum Corps. Although our leaders were in shock, we decided to move ahead with the festival. We were torn between mourning and celebration. It was hard.

A few weeks later our Founder, Karyn, was still thinking about Ed White's granddaughter, Makeba Lee. It turned out she was a mom on WIC and the subsidies helped her feed her then 2-year-old son. Karyn worked with her family to set up a fund to help pay for matching funds for any mom on WIC to purchase a share for \$6. Since then, we have raised thousands of dollars for the Makeba Lee Fund and many moms and their kids are able to enjoy fresh, local food for the first time in their lives.

WHO WE ARE: OUR VALUES

What guides our actions each and every day

6. IN IT TOGETHER

We know that “we” is greater than “me”.

We operate under the assumption that no matter where a New Roots program is created, we are all part of one whole. We are united by and accountable to a shared purpose and set of values. We strive to do what’s best for the greater whole.

We are transparent and open so that everyone has equal access to information and ideas.

We know that collaboration is essential to our success and get excited when we have people with diverse perspectives all contributing towards a common goal.

We want everyone to shine and are always on the lookout for fresh talent and new opportunities for our leaders and volunteers.

What’s your definition of being a team player – ‘in it together’?

A VALUES STORY: We partnered with a West Louisville community to create the Shawnee Neighborhood Fresh Stop Market in 2011. It happened after two false starts. We had launched a previous West Louisville Market but the leadership was not committed and we really didn't know what we were doing. After a full year (and some encouragement from a persistent church member) we were able to co-create the right model for the community.

For most communities, the partnership would have ended there; but not for Shawnee and New Roots. Almost every year Shawnee Fresh Stop leaders have mentored leaders from neighboring communities, Lexington and even Indiana. They pass on all of their rich knowledge on what it takes to create and sustain the model, so other communities can have their own Fresh Stop Markets. And it

never seems to stop. Those new leaders return the love to Shawnee and go on to mentor and support other communities. That is how we have grown from a small investment of an unemployment check and three founders, to hundreds of leaders and ten community-driven Fresh Stop Markets. We are indeed in it together.

WHO WE ARE: OUR BEHAVIORS

How we live our values each and every day in more detail

These ways of being ***create positive impact***:

- We welcome everyone with a smile – and more often than not, a big hug!
- We know when to take the back seat so that our volunteer leaders can speak for themselves
- We are constantly innovating and improving our processes so they can be easily understood and implemented
- We offer feedback that is constructive, growth-oriented and given with positive intent
- We build on other's ideas rather than rejecting them too quickly
- We share food, recipes, and hopes and dreams for the future!

These ways of being can ***hinder us*** from achieving our goals and being our best:

- We are NOT close-minded or negative when faced with new or challenging situations
- We do NOT let process get in the way of progress
- We are NOT about following the rules just because they exist
- We are NOT anti-social nor do we exclude others
- We are NOT reliant on others to tell us what to do or how to do it
- We do NOT create things in a New Roots bubble without engaging others and gaining their valuable input

When in doubt, always go back to our PURPOSE, OUR BELIEFS and OUR VALUES to guide your work at NEW ROOTS.

...SPEAKING OF “ROOTS”

We thought we might share a bit about our team members!

Karyn Moskowitz, Founder & Executive Director

Frustrated by the imbalance of quality and variety of real foods in her West Louisville neighborhood, Karyn decided to do something about it. Harnessing her passion and experience with community organizing, policy change and the local food movement, she started New Roots in 2009.

Prior to the official launch of this 501c3 non-profit, Karyn had tried several other models for fighting food injustice in Louisville’s urban food deserts. For instance, an effort in 2007 to start a farmers’ market in West Louisville failed due to farmers not being willing to consistently set-up and sell their food in the neighborhood. It felt like a high-risk effort for them given the lack of resources and high crime-rate in the community - and it was.

Undeterred by these failed attempts, Karyn immersed herself in the community to continue to learn all that she could in the hopes of discovering another possible solution. In talking to neighborhood leaders and borrowing inspiration from the cooperative economics model employed by City Fresh (out of Cleveland, Ohio) she unlocked several principles for a new approach:

- 1) Tap into local churches where a “food community” already exists and where local outreach work is already happening
- 2) Make sure the food is affordable so that the community can consistently buy it and the risk to farmers is reduced
- 3) Use a community-driven model where people that need help most can help themselves

After approaching 60+ pastors ***without a single “yes”*** - Karyn finally found one pastor willing to take a chance on opening up the church to become the first Fresh Stop organizing and distribution point. Soon thereafter, another interested church became Louisville’s second Fresh Stop. There are now ten Fresh Stop Markets in Louisville with approximately 1200 shareholders and 50 farmers, which generate \$90k in revenue to local farms. The New Roots team has also

mentored a successful Fresh Stop Market in Washington, D.C and one in Indiana.

A key element of New Roots' innovative model came from a shift in focus from produce distribution to leadership development. By recruiting volunteers in the local neighborhoods and taking them through the FSTI (Fresh Stop Training Institute) curriculum, leaders are developed that can partner with New Roots to drive and sustain the Fresh Stop Markets. This enables New Roots to focus on activities such as knowledge-sharing, fundraising and the development of new technologies to support the Fresh Stop Markets. It also enables the communities most in need of access to fresh food to help themselves.

“Our leaders have become mavens in their particular area of leadership, from pricing to sourcing and distribution of produce to media relations to finance. But seeing community members take a bite of a season’s first ripe tomato, cucumber, or peach, and watch the smiles emerge on their face--well, that’s what it’s really all about.” – Karyn

‘Ms. Mary’ Montgomery, Uber Farmer Liaison

Mary Montgomery is a native of Louisville, Kentucky. She received a flyer in her mailbox five years ago, announcing a meeting for "Food Justice Leaders" at her former church a block away from her home. She showed up and has kept showing up ever since, first as a founder of one of the Louisville Fresh Stop Markets and now as the New Roots staff member who helps other Fresh Stop Markets understand how to recruit and build relationships with farmers, negotiate prices and create the logistics necessary to get farm-fresh food to everyone. Mary knows more about local food logistics than anyone in the region and is a recognized food justice leader.

“Knowing that somebody cared about getting individuals in my neighborhood access to fresh foods was what brought me to New Roots. I’ve made it a personal ministry for myself to be able to help in any way that I can.” – Ms. Mary

**THAT'S WHO WE ARE.
NOW, HERE'S WHAT
WE DO AND HOW WE
DO IT.**

WHAT WE DO: IN A NUTSHELL

New Roots works with *fresh food insecure* communities to create sustainable systems for access to fresh food by:

- Recruiting, developing and supporting leaders/volunteers to drive and sustain the Fresh Stop Markets
- Sharing education with families on how to cook, store and get the most out of their fresh foods
- Connecting neighborhood leaders with local farmers and distributors so that participating communities are able to develop successful long-term relationships
- Obtaining funding for initial Fresh Stop set-up and programs such as the Makeba Lee Fund
- Advocating for policy change
- Bringing FSM leaders together across neighborhoods for knowledge-sharing, mentoring and making it all happen
- Uniting families of different race, religion, income and zip codes to create greater understanding and community
- Advising aspiring young farmers in growing their wholesale markets
- Recruiting chefs and 'cooking enthusiasts' to share their knowledge and inspire the community with creative and delicious ways of preparing their fresh food
- Consulting physicians on food justice and *fresh food insecurity* issues and providing them new solutions to offer their patients
- Creating awareness and spreading the idea that communities have inner potential to drive change

Our 501c3 non-profit status enables us to provide Fresh Stop Markets with many essential resources.

We do all of this so that families in these communities can lead healthier, happier lifestyles.

WHAT WE DO: NEW ROOTS GLOSSARY

*Before we get into more specifics on the work, let's establish some **common language**. The terms below are important to know and understand in order to deliver on New Roots' purpose and achieve our ambition. This is a 'living' glossary that we will update as new terms and language are introduced as part of the food justice conversation.*

FOOD JUSTICE

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)

FOOD SYSTEM

All activities involved in the production, processing, distribution, selling and eating of food, as well as waste management practices.

FOOD DESERTS AND FOOD SWAMPS

Defined (by the USDA) as urban neighborhoods and rural towns without ready access to **fresh**, healthy, and affordable food. Instead of supermarkets and grocery stores, these communities experience "**food swamps**," where unhealthy foods (dense in calories, high in sodium, and high in sugar) **are more readily available** than healthy foods.

Census tracts qualify as food deserts if they meet low-income and low-access thresholds based on having: a) a poverty rate of 20 percent or greater, OR b) a median family income at or below 80 percent of the area median family income; AND are based on the determination that at least 500 persons and/or at least 33% of the census tract's population live more than one mile from a supermarket or large grocery store (10 miles, in the case of non-metropolitan census tracts).

New Roots recognizes that there may be communities with grocery stores that might not meet the USDA definition but residents are nonetheless experiencing what we call **fresh food insecurity**. This is because more often than not, markets in food deserts offer subpar quality produce at prices families with limited

resources cannot afford. Research shows that food deserts are more abundant in minority neighborhoods. A majority of New Roots leadership and shareholders are African American.

One final thing to note - the same neighborhood can be both a food desert AND a food swamp.

FOOD INSECURE

Food insecurity exists when people lack sustainable physical or economic access to enough safe, nutritious, and socially acceptable food for a healthy and productive life.

FARM-FRESH FOOD

At New Roots this refers to food grown on farms located as close to shareholders as possible. This includes mostly fruit and veggies and sometimes eggs and meat depending on the season and the location. We strive to provide organically grown foods when and where we can.

FRESH FOOD INSECURE

We focus specifically on those living in *food deserts/swamps* with limited resources and without adequate *access to farm-fresh food*. There may be gas stations, mini-marts, fast food restaurants and even grocery stores but there is still limited access to affordable, nutritious foods in these communities. This is why we prefer to say '*fresh food insecure*' instead of just 'food insecure'.

'THE VORTEX'

We've been told many times that once you've been around "the people from New Roots" enough times – you can't help but get sucked in. Some might call that infectious enthusiasm!

WHAT WE DO: FRESH STOP MARKETS

A new approach for fighting food injustice in America

FRESH STOP MARKETS are “pop up” farm-fresh food markets set up at local churches and community centers in *fresh food insecure* neighborhoods. The food has been paid for in advance so that farmers don’t face the same degree of risk as they do with a standard farmers’ market.

People in the community describe Fresh Stop Markets as welcoming and happy – like a family reunion where all five senses are engaged and there is lots of laughter, food and fun!

When it comes to creating the perfect Fresh Stop Market experience there are three key ingredients – people, produce and place. *Let’s start with what matters most...*

THE PEOPLE!

Many different people come together to make a Fresh Stop Market happen:

SHAREHOLDERS

People from a *fresh food insecure* community that pay based on a sliding scale with higher income residents (from in or out of the community) helping to subsidize families with limited resources. We’ve found that the ‘sweet spot’ for a Fresh Stop Market is 75% of shareholders paying \$12/share and 25% shareholders paying \$25 or \$40/share. We are also able to offer families on WIC \$6 shares (through the Makeba Lee Fund). New Roots accepts cash, debit/credit and SNAP Benefits.

Based on our experience so far, 40 is the lowest amount of shareholders a Fresh Stop Market should sustain and beyond 90 becomes too much. Somewhere between 65-75 is optimal. Each “share” feeds two to four people depending on the Fresh Stop Market location.

LEADERS/LIAISONS

Volunteers from *fresh food insecure* communities (and their allies) that go through New Roots leadership development programs (FSTI) so that they can help create and sustain Fresh Stop Markets and achieve their personal leadership goals. *We look to our leaders to embody and role model New Roots’ six values.*

FRESH STOP MARKET TEAMS

New Roots consults and serves as a resource for teams from all of the Fresh Stop Markets. The teams are made of up of LEADERS/LIAISONS:

- 1. Farmer Liaison Team***
- 2. Transportation Leader***
- 3. Communication Team***
- 4. Chef Liaison Team***
- 5. Fresh Stop Market Organizing (DAY OF)***
- 6. Check in Leader (also DAY OF)***
- 7. Site Leader***

ALLIES & PARTNERS

Farmers, chefs, Pastors/churches, community centers, neighborhood institutions, other non-profits and individuals from both inside and outside of the community can all contribute to making a Fresh Stop Market the best possible experience.

WHAT WE DO: FRESH STOP MARKETS

A new approach for fighting food injustice in America

The next special ingredient for making a Fresh Stop Market a success is **THE PRODUCE.**

Although we know ahead of time what food and how much each shareholder will get, we never bag the food ahead of time. Instead, we beautifully display all of the food in the most inviting and informative way with signs sharing where the food came from and how much to take. This way shareholders can come and “shop” for their food. It’s a lot more fun and engaging this way for everyone!



WHAT WE DO: FRESH STOP MARKETS

A new approach for fighting food injustice in America

The final ingredient for making a Fresh Stop Market a success is **THE PLACE.**

In our experience, churches are ideal for setting up a Fresh Stop Market given the community outreach work that they do and their role as a ‘food community’ where people gather together and break bread. Community Centers are also another good option.

For the Summer/Fall season, Fresh Stop Markets are **outside in green space** with plenty of room for displaying the vegetables, hosting cooking demonstrations, eating and socializing. In the winter months most locations will need to move indoors.



So there you have it – when it comes to creating the best possible Fresh Stop Market the three special ingredients are PEOPLE, PRODUCE & PLACE.

WHAT WE DO: *Leadership Development*

Unlocking the potential in all of us

Leadership development, skills-building and food education are all a big part of creating food systems that not only work – but are also durable. This is why New Roots provides *Food Justice* classes and leads the *Fresh Stop Training Institute (FSTI)* where our leaders learn all they need to create and sustain their own Fresh Stop Markets. We hope to add even more to the New Roots U curriculum soon!

Food Justice Classes

Learn the importance and benefits of eating locally grown, farm-fresh food; understand how the local food system works and how to drive transformational change.

FSTI – Fresh Stop Training Institute

A pay-it-forward coaching program focused on developing neighborhood leaders who create, implement, and sustain their own solutions for increasing *fresh food security* in their communities.

Sessions cover topics such as price negotiation, ordering, forecasting, community organizing, Microsoft Office/Google Drive, and food stamp certification.

WHAT WE DO: MAKEBA LEE FUND

The creation of the Makeba Lee Fund is a story of our values in action!

Legal restrictions prevent mothers from using their WIC funds to purchase New Roots produce; however, thanks to the Makeba Lee Fund, anyone dependent on WIC is eligible to purchase their shares for only six dollars apiece.

This fund was inspired by tragedy and is fueled by generosity.

Makeba Lee was a 24-year-old mother of one who lost her life in a West Louisville shooting on May 17, 2012. Her grandfather, Ed White, ***is also one of our shareholders*** and with help from him and Lee's mother, Ms. Aja Nkrumah, New Roots created a fund in her honor to support mothers served by the [Special Supplemental Nutrition Program for Women, Infants, and Children \(WIC\)](#). With a generous grant from [Women 4 Women](#), the Makeba Lee Fund was born. Thanks to the fund, for just six dollars, a mother on WIC can purchase farm-fresh, healthy food from New Roots for an *entire growing season*.

Fresh food IS a human right and food IS love.

THANK YOU FOR
JOINING US IN
**UNITING
COMMUNITIES TO
SPREAD FOOD JUSTICE!**