

Local food access for all? Ask the community

Karyn Moskowitz
Executive Director, New Roots Fresh Stop Project
Louisville, Kentucky



**Local Food, Local Farmers,
Local Families**



Problem:

Many residents of the inner city of Louisville and beyond do not have access to fruits and vegetables but do face an abundance of inexpensive, high calorie fast and processed foods or subpar quality produce.



Typical Solutions (usually from people outside of the community)

“Education”

Community/School Gardens

Taxpayer-subsidized grocery store

Top down, expensive
university/government/corporate
sponsored



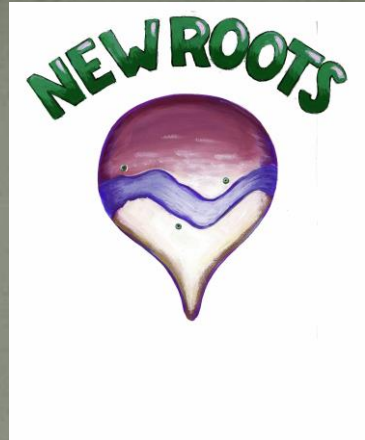
The Epiphany...

The Community wants to be heard not saved.

They have the answer:

Cooperative Economics

Photo (~1974) courtesy Wedge Community Foods, MN



A labor of
love, trust &
relationships
(with a little
bit of pit bull
tenacity)



Community-driven fruit and vegetable flash mobs where families pool their SNAP Benefits and cash on a sliding scale ahead of time



Farmers
love
Fresh
Stop

Impact



2014: 5 Fresh Stops in Louisville with ~650 shareholder families and ~\$60,000 farm impact for produce alone

2015: 5 new Fresh Stops with 2 outside Louisville



New Roots Inc.

4509 W. Market St. Louisville, KY 40212

www.newrootsproduce.org

Ph#: (502) 509-6770 • E: info@newrootsproduce.org

DEA No. KA0000000000

PATIENT NAME	PATIENT ADDRESS	DATE PRESCRIBED
PATIENT PHONE	PATIENT EMAIL	____/____/____



Refills (circle one) 0 1 2 3

(Signature)

Prescribing
farm-fresh
food and
community
for the
promotion
of healthy
lifestyles

Fresh Stop Training Institute



The
Future
Is
Feisty



Investment

Yearly Budget:

2014: \$165K

2015: \$239K

An investment of <
\$250/family/year to
transform lives