new roots
fresh food is a basic human right.

1. New Roots is a non-profit organization igniting community power for fresh food access. Fresh Stop Markets (FSM)—New Roots' main initiative—are run by volunteer leaders in a grassroots food justice movement that operates from the belief that <u>fresh food is a basic human right</u>. New Roots helps to orchestrate the markets in tandem with our community leaders.

2. <u>FSMs are volunteer, community-driven</u> farm-fresh food markets that pop up bi-weekly at local churches, community centers, and businesses in fresh food insecure neighborhoods.

3. "Shareholders" are not just "customers." They are the volunteer leaders that run and sustain each and every FSM.

4. Shareholders commit to pay ahead of time, on a sliding scale, <u>for ten varieties of seasonal, local, organic produce</u> that can then be picked up at a given time and day, at one of the 17 different Kentucky and southern Indiana Markets. Twelve are here in the Louisville Metro Area, three in Lexington, one in Brandenburg, and one in Hazard.

5. By committing to pay ahead of time, shareholders pool their resources together in a form of <u>cooperative economics</u>, building enough buying power to purchase at wholesale prices from the farmers.

6. The shareholders' financial commitment ensures that farmers don't face the same degree of risk as with traditional farmers' markets. <u>The sliding scale means food is affordable and everyone is included.</u>

7. WIC families pay $6, those with limited resources pay $12, others pay $25, and those who would like to invest in the community pay $40. Everyone gets the same ten varieties of seasonal, organic, delicious local produce.

8. At every Market a volunteer chef hosts a cooking demonstration, offering samples and recipes for the very same vegetables and fruits that shareholders bring home.

9. <u>There is a diverse, family reunion atmosphere at each FSM.</u>

10. In the off season, Food Justice Workshops and the Fresh Stop Training Institute (FSTI) organize Fresh Stop Market leaders to unite around the pursuit of a healthy, just food system for all.

fresh stop market