Local food access for all? Ask the community

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Louisville, Kentucky
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
Prescribing farm-fresh food and community for the promotion of healthy lifestyles.

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The Future Is Feisty
Investment

Yearly Budget:
2014: $165K
2015: $239K

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