

MY WHY

GROW WHERE YOU ARE PLANTED



Don't give them a fish, teach them to fish

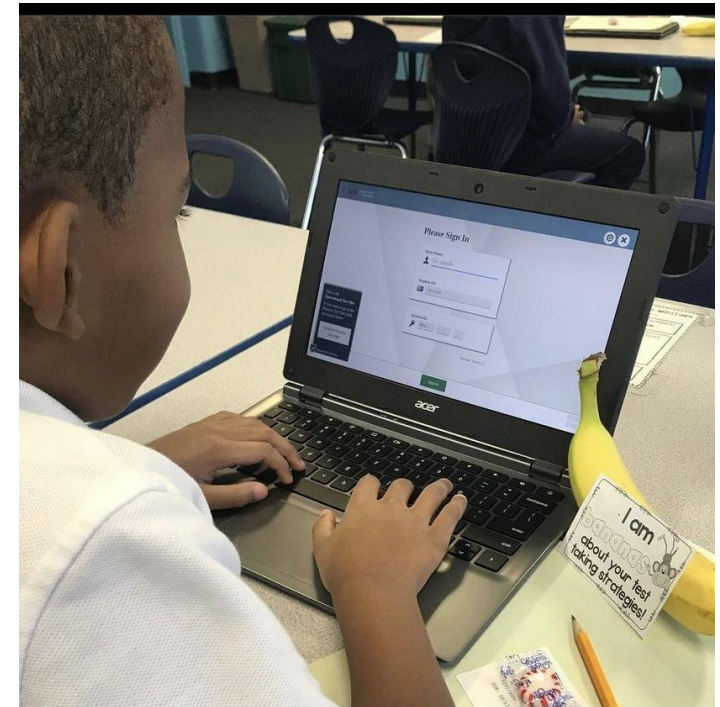
Our mission is to equip underserved children with the knowledge & the training to properly feed themselves for a lifetime.

❖ Our goals are to:

- 1) Improve food equity
- 2) Reduce food insecurity by increasing access to nutritious foods through farmer's markets
- 3) Educate children about the benefits of proper nutrition.
- 4) Provide hands-on experience in traditional farming, raised bed farming & hydroponics.
- 5) Provide experience in growing, harvesting and marketing produce in their neighborhood.
- 6) Sponsor/mentor program with USDA , City of Cincinnati/ Hamilton County to help young adults of color purchase land and create an Agriculture business, experience or program
- 7) Create a SUSTAINABLE produce source in the West End

WHY

- 1) Academic outcome is determined by brain function which is determined by lifestyle habits and environment
- 2) Health outcomes are determined by proper nutrition or lack thereof & access to care
- 3) The diseases & conditions most prevalent in populations living in concentrated poverty zip codes are preventable through proper nutrition and lifestyle habits (exercise & sleep)
- 4) Lack of knowledge on food, food science & experiential learning
- 5) Lack of HOME EC classes
- 6) Land ownership and long term financial security



WEST END

Betts-Longworth Historic District Community Garden Hayes Porter West End Community Garden



SNAP, EBT
Monthly markets



Produce Perks
Year round



Pay what you can afford
Locally grown



SUSTAINABLE FOOD SOURCE

Extend Growing Season
Expand West End Gardens
Teach Agriculture
Freight Farm - grow, feed, sell, repeat



OPPORTUNITIES & CHALLENGES

Focus on Food Deserts & IRS opportunity zones

Start in West End, then Price Hill, and beyond

Permanent structure at Laurel Park

App for seniors to order from market & golf cart to deliver

Goal for markets to become biweekly

80% poverty means 80 % of residents need assistance - opportunity is to improve the life and health of 80% of their community

Educational packets for market attendees

Partner with clinic for medical screenings

How to REACH the community members who need it most

Market must be bi-weekly to be truly impactful (intake must be often for impact on health)

Sponsors/ Partners budgets limited due to COVID

Manpower

Increase the awareness of those unaffected by lack of Food Equity in the area.. What they don't know hurts us all.

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