

# Bounty & Soul brings Produce to the People during time of crisis

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BLACK MOUNTAIN - As thousands in the region lose their jobs due to COVID-19, economic hardship has caused a massive influx of people looking to community resources to fill the gap.

Bounty & Soul, a local nonprofit that provides access to fresh produce and wellness education for individuals and families from all across the Asheville region, has seen its participants more than triple in one week. Based out of Black Mountain, this grassroots organization is seeing its demand skyrocket and is in need of critical monetary and resource support.

This time of uncertainty has renewed the sense of urgency of its mission: Connecting people to food, education and each other.

"I feel like we were called to do this because not only do we give out food, but the type of food we're giving is crucial, especially in a time of crisis," stated Executive Director Ali Casparian.

Even amid social distancing, Bounty & Soul has continued to offer its pop-up markets – Produce to the People – in Black Mountain and Swannanoa, as curbside pick-up. Bags given out to participants are filled with a variety of fruits, vegetables and household staples, along with handwritten notes of encouragement and flowers to bring a sense of joy to those who are facing extremely difficult times.

With the guiding vision to have a just and sustainable food system, Bounty & Soul is also supporting local farmers, by purchasing normally donated produce. The organization believes in the necessity to see the local food economy survive this pandemic while continuing to nourish individuals and families of WNC with its bounty AND soul.

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