



Media contact: Ali Casparian, Founder and Executive Director, ali@bountyandsoul.org, 828-419-0533

For Immediate Release

Bounty & Soul Announces Grant Award of \$100,000 to Launch Farmers Market Truck for Improved Food Access and Nutrition Education in Western North Carolina.

Asheville, NC – August 29, 2023 - Bounty & Soul, a leading nonprofit organization dedicated to improving food and health equity in Western North Carolina, is pleased to announce a grant award from the Glass Foundation for \$100,000 over two years to launch a transformative initiative: the Farmers Market Truck. The Farmers Market Truck aims to facilitate place-based delivery of Bounty & Soul initiatives, including Produce to the People™, Farmers Alliance™, Rooted in Health™, and Rooted in Health Kids. Farmers Alliance™ will be central to this endeavor, supporting local farms and growers by sourcing fresh foods from local producers and providing experiences for school age groups on the farms where food is grown. Together, through an asset-based learning process, Bounty & Soul along with community-based organizations will collaborate to co-create experiences that enhance healthy food access, nutrition education, and healthy meal preparation skills among children, families, and communities.

The Farmers Market Truck will be available to serve communities where children and families already learn and gather. Bounty & Soul recognizes that meeting the fundamental need for food for all household members directly improves the quality of life and educational outcomes for children.

Bounty & Soul's Produce to the People™ initiative has been a driving force in improving food and health equity in the region for the past decade. Presently, over 850 families participate in three markets a week and take home nutritious produce. Two of the markets are held in Black Mountain, and another works alongside the Latinx community in Swannanoa.

The new, custom-built Farmers Market Truck will feature refrigeration, storage areas for produce and shelf-stable foods, and a prep area for recipe samples. This innovation will enable the delivery of healthy foods that are not easily distributed through traditional food pantries. Bounty & Soul hopes that this new initiative will lead to greater investments in community-level local food system experiences and will increase healthy food access for families and children.

Lara Glass, President of the Glass Foundation, shares her support for this innovative investment: “The Glass Foundation is excited to fund this initiative for Bounty & Soul. The Farmers Market Truck will be a catalyst for increasing healthy local food access and farm-based learning experiences with children and families across our region.”

Bounty & Soul was founded in 2014. The mission of the organization is “Together we connect, share, and celebrate nutritious food, education, and community.” For more information, please visit www.bountyandsoul.org.

The Glass Foundation is based in Asheville, NC and was created in 2000 by Kenneth E. and Nancy J. Glass. The Foundation strives to help Western North Carolina thrive as a whole community educationally, environmentally, and culturally and offer a distinctive quality of life.

Photos: The Farmers Truck displaying the Bounty & Soul logo. A student service-learning group participating on a local farm.

Bounty & Soul, 999 Old US Hwy 70W, Black Mountain, NC 28711

