



FOR IMMEDIATE RELEASE
March 3, 2015

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GrowNYC Executive Director Marcel Van Ooyen to Speak at the 2015 TEDxManhattan Conference, “Changing the Way We Eat”

New York, NY – [GrowNYC's](#) Executive Director, Marcel Van Ooyen, is one of the featured speakers at the 2015 TEDxManhattan conference to take place at the TimesCenter on Saturday, March 7. The theme of the 2015 conference is “Changing the Way We Eat” and his talk will focus on **The 99% Problem** or how can we scale up local food distribution to take it from niche to mainstream.

“Currently 99% of the food we eat in New York City comes in through wholesale channels which are difficult to access for local, mid-sized family farms,” says Marcel Van Ooyen, “In a rich agricultural state like New York accessing fresh, healthy, local food should be easier. GrowNYC has been a leader in the Country at connecting local family farmers direct to consumers through farmers markets but that is not enough. We need to drastically increase institutions like hospitals and schools, grocery stores and restaurant’s access to fresh, regionally-grown produce to get more local food on people’s plates and put more money directly into the pockets of farmers. At TEDxManhattan, I will share how GrowNYC’s mission- driven wholesale distribution venture is laying the foundation to make a significant impact in reducing the 99% problem.”

The conference will be streamed live on the TEDxManhattan website and GrowNYC will be hosting a viewing party at [61 Local](#) in Carroll Gardens, Brooklyn. The viewing party is free and open to the public. For other more information on GrowNYC’s viewing party, please email lmcdonald@grownyc.org and for other viewing party locations visit www.tedxmanhattan.org.

Other TEDxManhattan include: restaurateur Danny Meyer of Union Square Hospitality Group, editor of *Food & Wine* magazine, Dana Cowin, President of Food Tank, Danielle Nierenberg and Executive Director and founder of the Real Food Challenge, Anim Steel, amongst others. For the full line-up please visit www.tedxmanhattan.org.

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About TEDx, x = independently organized event

In the spirit of ideas worth spreading, TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TEDTalks video and live speakers combine to spark deep discussion and connection in a small group. These local,

self-organized events are branded TEDx, where x = independently organized TED event. The TED Conference provides general guidance for the TEDx program, but individual TEDx events are self-organized. (Subject to certain rules and regulations.)

About TED

TED is a nonprofit organization devoted to Ideas Worth Spreading. Started as a four-day conference in California 30 years ago, TED has grown to support its mission with multiple initiatives. The two annual TED Conferences invite the world's leading thinkers and doers to speak for 18 minutes or less. Many of these talks are then made available, free, at TED.com. TED speakers have included Bill Gates, Jane Goodall, Elizabeth Gilbert, Sir Richard Branson, Nandan Nilekani, Philippe Starck, Ngozi Okonjo-Iweala, Sal Khan and Daniel Kahneman.

The annual TED Conference takes place each spring in Vancouver, British Columbia, along with the TEDActive simulcast event in nearby Whistler. The annual TEDGlobal conference was held in October 2014 in Rio de Janeiro, Brazil. TED's media initiatives include TED.com, where new TED Talks are posted daily; [the Open Translation Project](#), which provides subtitles and interactive transcripts as well as translations from volunteers worldwide; the educational initiative [TED-Ed](#). TED has established the annual TED Prize, where exceptional individuals with a wish to change the world get help translating their wishes into action; [TEDx](#), which supports individuals or groups in hosting local, self-organized TED-style events around the world, and the [TED Fellows](#) program, helping innovators from around the globe to amplify the impact of their remarkable projects and activities.

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GrowNYC is a 501c(3) nonprofit organization that helps residents make ours the most sustainable city in the world. Reaching millions every year, GrowNYC operates Greenmarket farmers markets, engages New Yorkers in recycling education and resources, builds and maintains green spaces and engages young people in hands-on education. Learn more at www.grownyc.org.