



FOR IMMEDIATE RELEASE
June 30, 2015

Contact: Laura McDonald
Communications Specialist (212) 341-2258

All of the Produce, None of the Hassle: GrowNYC's Fresh Food Box Brings Affordable Produce to Busy New Yorkers

New York, NY—GrowNYC's Fresh Food Box summer season begins the week of July 6th at 19 locations throughout Brooklyn, Queens, Manhattan and the Bronx. From July through November, residents and community members of all income levels have the opportunity to sign up for a bag of farm-fresh, seasonal produce for the incredible price of \$12 using cash, credit, debit, SNAP and Health Bucks. Fresh Food Box is the newest initiative by GrowNYC to increase healthy food access in the city's most underserved neighborhoods while helping to preserve our regional farmland.

Now entering its third season, the Fresh Food Box began with just three locations. During the 2014 season, the program distributed approximately 180,000 pounds of produce at 15 sites to 1,250 New York families each week.

"Fresh Food Box is one of the most affordable ways for New Yorkers to access fresh, healthy produce and is a win-win for both the customers and the farmers," says GrowNYC Executive Director, Marcel Van Ooyen. "We are thrilled that so many New Yorkers have enjoyed receiving their weekly produce and that the program continues to grow in popularity from season to season."

To participate, customers pre-order bags one week in advance on the designated distribution day. The next week, they can pick up their Fresh Food Box containing 7-9 seasonal fruits and vegetables, along with healthy recipes and tips on how to store and prepare the produce. All of the produce comes from family farms selling through GrowNYC's own wholesale food hub and distribution arm, [Greenmarket, Co.](#) The power of bulk purchasing allows for the incredibly low price while mid-size family farmers still receive a fair price for their products ensuring they will be able to continue supplying the residents of New York City with fresh, healthy, local food for years to come.

Open to the public, all are welcomed and encouraged to find a nearby Fresh Food Box site for an affordable and convenient way to eat healthy, seasonal foods. For more information please visit www.grownyc.org/foodbox.

Fresh Food Box

Various locations in Manhattan, Brooklyn, the Bronx, and Queens
July through November
Check locations for distribution times – Pre-order Required

Greenmarket is a program of GrowNYC
51 Chambers Street, Suite 1231 • New York, NY 10007 • (212) 788-7476 • www.grownyc.org

QUEENS

Adventureland Child Care
32-04 31st Avenue
July 24th – November 20th
Fridays, 3:30 pm – 6:30 pm
Community Partner: Farm to Preschool

Jacob Riis Neighborhood Settlement
1025 41st Avenue
July 8th – November 25th
Wednesdays, 3:30 pm – 6:30 pm
Community Partner: Jacob Riis Neighborhood Settlement

BRONX

Claremont Neighborhood Center
489 East 169th Street
July 8th – November 25th
Wednesdays, 3:30 pm – 6:30 pm
Community Partner: Bronx Lebanon Hospital

Bronxworks
1130 Grand Concourse
July 8th – November 25th
Wednesdays, 3:30 pm – 6:30 pm
Community Partner: Bronxworks

BROOKLYN

Inner Force Tots Learning Center
1181 East New York Avenue
July 10th – November 20th
Fridays, 3:00 pm – 6:00 pm
Community Partner: Farm to Preschool

St. Marks Head Start and UPK
2017 Beverley Road
July 7th – November 24th
Tuesdays, 1:30 pm – 4:30 pm
Community Partner: Farm to Preschool

Bishop Sexton Head Start
933 Herkimer Street
July 8th – November 25th
Wednesdays, 1:30 pm – 4:30 pm

Greenmarket is a program of GrowNYC

51 Chambers Street, Suite 1231 • New York, NY 10007 • (212) 788-7476 • www.grownyc.org

Community Partner: Farm to Preschool

ACE Head Start

1419-23 Broadway

July 8th – November 25th

Wednesdays, 1:00 pm – 4:00 pm

Community Partner: Farm to Preschool

Halsey Community Garden

462 Halsey Street

July 11th – November 21st

Saturdays, 11:30 am – 2:30 pm

Community Partner: Halsey Street Community Garden

MANHATTAN

East Harlem Bilingual Head Start

440-46 East 116th Street

July 8th – November 25th

Wednesdays, 1:00 pm – 4:00 pm

Community Partner: Farm to Preschool

Nicholas Cardell Day Care Center

84 Vermilyea Avenue

July 8th – November 25th

Wednesdays, 2:30 pm – 6:00 pm

Community Partner: Farm to Preschool

Stanley Isaacs Neighborhood Center

415 East 93rd Street

July 7th – November 24th

Tuesdays, 3:30 pm – 6:30 pm

Community Partner: Farm to Preschool

Hudson Guild Children’s Center

459 West 26th Street

July 8th – November 25th

Tuesdays, 2:30 pm – 6:00 pm

Community Partner: Farm to Preschool

#####END#####

GrowNYC is a 501c(3) nonprofit organization that works to make New York City more sustainable, and improve the lives of all New Yorkers. Reaching two million New Yorkers 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.

#####

Greenmarket is a program of GrowNYC

51 Chambers Street, Suite 1231 • New York, NY 10007 • (212) 788-7476 • www.grownyc.org