

# Welcome to the Vortex!



## Who is New Roots?

New Roots is a nonprofit, grassroots organization igniting community power for fresh food access!

## How do you do that?

Fresh Stop Markets – farm-fresh food markets that pop up at local churches, community centers, and justice minded local businesses in fresh-food insecure neighborhoods. The food has been paid for in advance so that farmers don't face the same degree of risk as they do with a traditional farmers' market.

## How do I get some produce?

To order a share of seasonal produce, call 502.509.6770 (ext. 0 for new shareholders, or 1 for repeat shareholders.) Call us to use your SNAP Benefits, debit, or credit cards. Credit and debit orders may be placed at [www.newroots.shop](http://www.newroots.shop), and cash orders can be placed at our world headquarters on Portland Avenue. You must purchase your share by the Friday before the next week's Markets. If you haven't pre-ordered a share, you can always buy some produce from the "extras" table! Extra full shares MAY be available for purchase at the Markets -- but they will go fast, so be there when the market opens to increase your chances.

## How do I cook this stuff?

At our Fresh Stop Markets, we have volunteer chefs preparing samples of recipes made using some of the produce you can find in your share. We also provide Veggie Tip Sheets and the Beet Beat newsletter with recipes. You can find more recipes on our 'Fresh Bite' blog on our website. We look forward to you sharing your special family recipes!

## What is a share?

A share is a bounty of 10 varieties of fresh, local, certified-organic seasonal produce from our fifty farmers, purchased by Fresh Stop Market participants (shareholders).

## What do I pay?

What you pay for a share depends on your family size and income. Families on WIC pay \$6, families with limited resources pay \$12, those with higher income pay \$25. You can also choose to pay \$40, the retail price of the produce—this puts more money in the pot so everyone can eat. Refer to the "PayMint Scale" in your packet for a more detailed explanation. Everyone gets the same amount of food per share, no matter their level of resources, and everyone is welcome!

## Where are your locations?

Currently, we have Fresh Stop Markets in the Brandenburg Area; Castlewood and East End in Lexington; New Albany and Jeffersonville in southern Indiana; and in Louisville at Old Louisville, Parkland, Russell, Hikes Point (Gendler Grapevine FSM@the J), Smoketown, and Sun Valley neighborhoods. We are thrilled to announce three new 2018 markets in the Louisville area: Berrytown, Chickasaw, and Portland! Check our website (listed at the bottom of this page) for more specific dates and times for each of our locations.

## What are your social media handles?

On Snapchat, we are @NewRootsOrg. On Twitter, we are @NewRootsKY. On Instagram, we are @freshstopmarkets. On Youtube, we are "New Roots". On Facebook, we are "New Roots, Inc." Follow us for updates, recipes, and fresh vegetable puns that can't be beet!

**newroots**

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