

**FOR IMMEDIATE RELEASE**

February 21, 2021

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**The Common Market Texas working with World Central Kitchen's winter storm activation, provide food for families in need and help keep local farmers afloat**

*The activation will include the distribution of more than 10,000 "Farm-Fresh Boxes," to various community sites throughout the Houston, Texas region*

**HOUSTON, TX – February 21, 2021** – Extreme winter weather left millions of Texans without power, heat, running water or access to fresh food last week. World Central Kitchen, a nonprofit that uses the power of food to heal communities and strengthen economies in times of crisis and beyond, is working with The Common Market Texas to connect underserved communities with boxes of fresh, Texas-grown fruits and vegetables.

21 community distributions will span from Monday, February 21, 2021 through the following Thursday. Partnering community organizations, schools, churches, and clinics will offer the boxes of produce for free to members of the community.

"We are so proud to be feeding thousands of families this week through our partnering community sites, meeting individuals where they are to restore a bit of normalcy during this challenging time," says Margaret Smith, director of The Common Market Texas.

The activation offers significant support to Texas farms, many of which saw crop losses and infrastructure damage caused by the storms. Fresh Life Organic of Rosharon, TX, a farmer partner of The Common Market, reports that they lost 60-70% of their crops in the field, among other damages.

"It means everything," Jeremy Peaches, founder of Fresh Life Organic, says of working with The Common Market, especially during this time. The farm's sweet potatoes made it into this week's produce boxes. "[Knowing the process], from seed, to warehouse, to peoples' plates — sometimes, it's overwhelming."

The Common Market is currently sourcing from more than 10 Texas farmers, helping them clear fields to replant and begin the recovery process.

"Texas farmers are tough, and we stand together to help our neighbors," continues Smith. "We are grateful to World Central Kitchen. Together, we are bringing relief to often-overlooked communities as well as a boost to our local economy."

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For more information about The Common Market, visit [www.thecommonmarket.org](http://www.thecommonmarket.org).

### **About The Common Market**

The Common Market is a national nonprofit with a mission to connect the good food from sustainable family farms to communities. The organization builds the infrastructure to support local and regional food systems. The Common Market is particularly focused on improving economic opportunity and health outcomes for the most vulnerable— low-income communities, communities of color, and children and seniors. The national organization was founded 12 years ago and expanded to Houston, TX, opening The Common Market Texas in 2018. The Texas chapter operates healthy food distribution across Greater Houston, Central, and South Texas and currently partners with over 40 Texas farmers and ranchers.