

**FOR IMMEDIATE RELEASE**

November 23, 2020

**CONTACT:**

Caitlin Honan

215-275-3435 ext. 5

caitlin@thecommonmarket.org



**Nonprofit The Common Market serves Texas communities facing food insecurity and local farms through partnership with the American Heart Association in Greater Houston**

*1,685 “Farm-Fresh” boxes have been delivered to 10 different community sites located within the City of Houston’s Complete Communities neighborhoods*

**HOUSTON, TX – November 23, 2020 –** The Common Market, a nonprofit food distributor that connects communities to a network of Texas-based sustainable family farms, will deliver 100 “Farm-Fresh” produce boxes to The Christian Outreach Center in Houston, TX on Tuesday, November 24 at 9 AM CDT.

“The American Heart Association is pleased to provide Texas Farm-Fresh boxes, along with bilingual nutrition and health education, to residents from Acres Homes — a neighborhood located within a food desert — just in time for Thanksgiving thanks to generous funding from Executives at Heart Challenge and provided resources from The Jacob & Betty Friedman Charitable Foundation Memorial Endowment Fund of the Houston Jewish Community Foundation,” says Verónica Sánchez, director of Community Impact with the American Heart Association.

The Christian Outreach Center represents just 1 of 10 different health and community-based organizations and neighborhoods that have been recipients of The Common Market’s Farm-Fresh Box Program—a safe, food access initiative that provides communities with individualized boxes of fruits and vegetables, all sourced from Texas farmers.

The Common Market began its partnership with The American Heart Association in Greater Houston in May 2020, with a goal of providing fresh foods and educational resources to individuals living within Houston’s Complete Communities areas, a collection of 10 underserved neighborhoods. Funding for the produce and distribution span various sources, including Northern Trust and other foundations, and local donors committed to providing healthy food access to disadvantaged communities.

Since May, The Common Market has distributed a total of 1,685 produce boxes to communities identified by AHA. The Common Market’s “Farm-Fresh” boxes contain 5-7 freshly harvested fruits and vegetables, including items like leafy greens, broccoli, mushrooms, radish, sweet potatoes and more. The partnership has directly supported 16 Texas -based family farms.

“Everyone deserves access to fresh, healthy food. During the COVID-19 pandemic, it’s more important than ever,” says The Common Market Texas Director, Margaret Smith. “Our Texas farmers have been

working day in and day out to grow this nutritious food for the community during this difficult year. We're thankful to help our neighbors brighten their tables with seasonal fruits and vegetables."

###

### **About The Common Market**

The Common Market is a national nonprofit with a mission to connect communities to good food from sustainable family farms. The organization builds the infrastructure to support local and regional food systems. The Common Market is particularly focused on health and wealth outcomes for the most vulnerable—low-income communities, communities of color, and children and seniors.

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