



## Louisville Store Fuels Plant-Based Cooking Demos at Pop-up Markets



### Belinda Croft | Louisville Store Louisville, KY

Belinda has been a Team Member since 2011 and is currently a Cashier and Team Trainer. “As a Front-End Team Member, community partnership and service are an **extension** of what I do daily,” Belinda explains. “**I believe in healthy food** and the accessibility of **nutrient-dense food for all.**” New Roots, Inc. aims to do just that by creating year-round affordable access to healthy food. Its Fresh Stop Markets, pop-ups at local churches, businesses and community centers, also include **opportunities for volunteers** to teach cooking classes. Belinda has volunteered at the markets and hopes to teach on-site cooking classes soon, too. Beyond Team Member volunteer opportunities and financial support, she continues to explore additional ways the store can help New Roots **flourish.**

### New Roots [newroots.org](http://newroots.org)

New Roots’ mission is to **ignite community power** for fresh food access, and they are actively working to help make fresh food a basic human right in Kentucky and beyond. The organization’s main fresh, healthy food access work is Fresh Stop Markets, **sliding-scale fresh food markets** held biweekly in seven urban locations that don’t have farmers’ markets or grocery stores. These markets are nearly all volunteer driven and set up like farmers’ markets, with **healthy cooking demos** and recipe sharing. The cooking demos are centered on plant-based, no sugar added recipes. Because many participants are new to scratch cooking, these demonstrations play a critical role in fulfilling the organization’s mission. The Community First Grant will be utilized to support these cooking demos.



Whole Foods Market Team Members can nominate a local nonprofit increasing access to fresh, healthy food or nutrition education for a \$5,000 grant.

[WholeCitiesFoundation.org](http://WholeCitiesFoundation.org)