



## Tallahassee Store Partners with Farm Alliance to Strengthen Local Food System



### Dolly Fields | Tallahassee Store Tallahassee, FL

Dolly, an Associate Store Team Leader, has been a Team Member for six years. “**My heart is in my community**, its growth and ability to thrive,” she explains. “A strong, healthy community relies on the commitment we have to our neighbors and our locale.” She loves **connecting people with food** and with the source of their food and believes there is **great satisfaction** in knowing who your farmer is and where your dollars go when you buy your food. That’s why she works with Red Hills Small Farm Alliance, which supports small regional farms and maintains an online farmers market. Dolly believes the Community First Grant will help **tap into the organization’s full potential**.

### Red Hills Small Farm Alliance [redhillsfarmalliance.com](http://redhillsfarmalliance.com)

Red Hills Small Farm Alliance’s mission is three-fold: economic stability for small farms; professional farmer development and consumer education; and healthy food access for all. They administer an online market, Red Hills Online Market, where local farms and producers list their available products weekly. Their operation creates an efficient and **sustainable market for small local farmers**, which in turn makes fresh, high-quality **locally grown produce** more steadily **available to the community**. The alliance is eligible to take SNAP payments and will be using 2019 Community First Grant funds to cover costs associated with the program including the annual fees for SNAP recipients, delivery fees for home-bound consumers, and marketing costs to communicate to these specific populations and the broader community.



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)