



Hadley Store Partnership Aims to Create Region's First Teen-Run Market



Eric Wickenheisser | Hadley Store Hadley, MA

Eric has been a Team Member for 11 years and is currently an Associate Store Team Leader. The store's commitment is clear: **"Food is an amazing thing. It fuels our bodies and brings us together. We want everyone to be able to put the best fuel in their bodies and put smiles on people's faces."** By partnering with Roots Rising, Eric envisions opportunities for the store to help increase **access to better food and healthy food education**, boost Team Member engagement, and invest in the health of the community in new ways.

Roots Rising rootsrising.org

Roots Rising's mission is to empower youth and **build community through food** and farming. They lift up teens as **community changemakers** and strengthen the local food system through the transformational **power of meaningful work**. Roots Rising's two central initiatives are the Pittsfield Farmers Market and the Youth Crew program. Their goal is to increase the scale and impact of Youth Crews and integrate it into Pittsfield Farmers Market through the creation of Market Crew, which will require a high level of responsibility and offer **leadership opportunities**. This team will **create a vibrant market** that serves 10,000 shoppers a year and provides direct sales opportunities for local farmers and food producers. Whole Cities Foundation's support through the Community First Grant will fund this initiative.



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

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