



Chattanooga Store Helps Local Farm Amplify Their impact



Madison Franklin | Chattanooga Store Chattanooga, TN

At the Chattanooga Store, community outreach is an underpinning of the culture. Madison, a Cashier and T.I.M.E. liaison, explains, “We are very passionate about **upholding Whole Foods Market’s core values**, one of which is: We care about our community and the environment. We have a desire to **strengthen our community** through partnerships and give back whenever we can.” She believes that everyone should have access to healthy food, regardless of his or her geographic location or income. By volunteering with fellow Team Members at Crabtree Farms, she has been able to **contribute** in the nonprofit’s efforts to increase local food equality. She hopes to create more opportunities for Team Member involvement and help **build new pathways** for Whole Foods Market customers to contribute, too.

Crabtree Farms of Chattanooga crabtreefarms.org

Founded in 1998, Crabtree Farms is a community-focused, 22-acre sustainable farm and agriculture resource that distributes fresh, healthy foods in a variety of ways. The farm—which grows more than 500 varieties of crops—**provides year-round produce** for two farmers’ markets, local restaurants, Community Supported Agriculture (CSAs) boxes and weekly donations to charities. Crabtree Farms also educates children and families on the benefits of local food and healthy eating by **hosting workshops and community events**. Crabtree Farms demonstrated that sustainable agriculture is an **economically viable option** in Chattanooga. Now, they have entered a growth phase; they are expanding growing space and markets, increasing production and expanding the role of customer choice/market demand in yearly crop planning. Whole Cities Foundation is proud to support their mission.



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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