



Allentown Store Partnership Fuels Thriving Agricultural Community



Sharon Ettinger | Allentown Store Allentown, PA

Sharon is a Store Support Team Member, but before joining Whole Foods Market a few years ago, she spent 20 years in community nonprofit management. So, she understands how **building meaningful community partnerships** can not only benefit the participating organizations but also have a **ripple effect** and touch many people throughout the region. Sharon supports Community Action Committee of Lehigh Valley's Seed Farm because: "As a Lehigh Valley native, I am aware of the rapid disappearance of farmland and open spaces that used to be the predominant feature of our landscape. With population growth and decreasing land available for farming, it is encouraging to have a program based in Lehigh County that will **help train future farmers.**" She is excited to help **grow the local food economy.**

Community Action Committee of Lehigh Valley shfbiv.org/theseedfarm

Started by the Community Action Committee of Lehigh Valley, the Seed Farm is an innovative approach to food access that **combines education and business development** by providing practical experience through training for the next generation of farmers. To increase a new farmer's chance for success, The Seed Farm provides valuable, **hands-on experience** and helps develop **practical skills** aspiring farmers will need to own and/or manage a diversified vegetable farm. The Seed Farm also offers the **opportunity to launch sustainable farm businesses** on their 42-acre site in Emmaus. In addition, the nonprofit works to promote access to fresh and nutritious food by expanding its reach throughout Lehigh Valley. Whole Cities Foundation is honored to partner with The Seed Farm as it **grows the next generation** of farmers and the local food economy.



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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