Charlestown Store Joins Urban Farm in Building Community

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As Store Team Leader at Charlestown, DeeDee has been with Whole Foods Market for 20 years and embodies the company’s core value of caring for the local community. She is committed to strengthening Charlestown by building local relationships and enjoys seeing the direct, positive impacts of the store’s investments within the community. Through the relationship with Eastie Farm, DeeDee is excited to bring to life these core values as they relate to equal access for fresh and nutritious food for all members of her community: “Our goals are to help improve education and access for healthy foods, increase Team Member support and participation within the community we serve, and support the growth of a community partner whose mission is aligned with ours.”

Eastie Farm
eastiefarm.com

What began as an overgrown, abandoned lot is now a thriving urban oasis—a community gathering spot. Meet Eastie Farm, a grassroots effort to give East Boston a space for growing food and building community. Dedicated to improving food access and community resilience through the development of interactive urban agricultural spaces, the farm encourages residents of all ages and backgrounds to learn and take part in the production of healthy, locally grown and culturally relevant foods. Eastie Farm grows and shares organic, fresh food; follows eco-restorative practices; offers rainwater harvesting, food waste management and soil-healthy gardening workshops; and serves as an informal education space. The grant will fund more vegetable and leafy-green growing beds and provide a stipend to regular volunteers.

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