FOR IMMEDIATE RELEASE:
Get Fresh! Food access, food justice and collective action in Fort Greene & Clinton Hill
Release Party - March 15th, 2012 - Child Development Support Corporation (CDSC)

FORT GREENE & CLINTON HILL, BROOKLYN — The Myrtle Avenue Revitalization Project, LDC (MARP) has released a comprehensive Community Food Assessment (CFA) titled ***Get Fresh! Food access, food justice and collective action in Fort Greene & Clinton Hill***, a report researched and created in collaboration with local residents and food advocates. MARP will host a CFA release celebration on Thursday March 15th 5:30-7:30PM at Child Development Support Corporation where residents can learn more and find out how to get involved. The report serves as a "snapshot" of the local food environment in Fort Greene and Clinton Hill, and will inform community-led efforts to improve access to fresh food, create opportunities for nutritional awareness and education, and strengthen advocacy efforts. The Fort Greene-Clinton Hill Community Food Council Steering committee has chosen ten of the 29 recommendations for new projects identified in the report as priority projects for 2012. The event will also feature the **CDSC Hydroponic Farm**!

Learn more about the findings and find out how to get involved in these programs at the **Community Food Assessment Release Party** on Thursday March 15th 5:30-7:30PM at Child Development Support Services (352-358 Classon Avenue). Members of the Fort Greene-Clinton Hill Community Food Council (CFC) Steering Committee will be there to tell you about the projects, give you an opportunity to ask questions, and sign-up to take action! Among several findings, the report concludes that access to quality, affordable fresh food is limited; SNAP/EBT acceptance by higher-quality retailers is low; and residents are ready and eager to learn more about ways of improving their own nutrition. Members of the Fort Greene-Clinton Hill CFC utilized the results to identify gaps in available services, and to generate 29 recommendations for new projects, policies and advocacy efforts to bridge those gaps, all of which are listed in the full CFA report, which can be downloaded from MARP's website here.

The event will also feature the Child Development Support Corporation hydroponic farm! Come take a tour and enjoy some salad made fresh from the farm. Appetizers and Michael Allen desserts courtesy of Fresh Fanatic will also be available. Contact Kassy Nystrom to RSVP at kassy@myrtleavenue.org or 718-230-1689.

Beginning in January 2011, MARP spearheaded a Community Food Assessment (CFA) for Fort Greene & Clinton Hill with help from members of the Fort Greene-Clinton Hill Community Food Council (CFC) Steering Committee and a number of community volunteers. The purpose of this CFA was to understand the local food system, to identify both the opportunities for and barriers to accessing fresh, healthy food, to bring to light the specific issues facing various stakeholder groups, and to inform and create community-driven projects to improve our local food environment.

The CFC Steering Committee has chosen 10 projects to support in the next year; **1)** work with Families United for Racial and Economic Equity (FUREE) on "supermarket watch" projects **2)** identify barriers and encourage merchants to accept EBT/SNAP benefits who currently do not **3)** build a Pantry Coalition for pantry organizers **4)** continue our "Close the Loop" program that ensures donations coming from our community stay in our community **5)** promote and support efforts to grow your own food **6)** promote and support existing models within our community that work to improve access to healthy, affordable food **7)** host Healthy Supermarket tours **8)** develop a creative marketing campaign that encourages teens to buy and eat healthy snacks **9)** continue to share the findings described in the CFA **10)** engage in discussions to improve the NYC Food Retail Expansion to Support Health (FRESH) Policy Program and other relevant policies.

MARP's Myrtle Eats Fresh initiatives are supported by the New York Community Trust and Atlantic Philanthropies as part of the Community Experience Partnership, with additional support from Community Food Projects program of the National Institute of Food and Agriculture (USDA).

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