

FOR IMMEDIATE RELEASE

Contact: Jovanna David

713-520-0443

jovanna@recipe4success.org



Recipe for Success Foundation Breaks Ground on Hope Farms

Houston's New Urban Farming Project Will Provide Fresh Produce, Farmer Training, Nutrition Education and Community Gathering Space in Historic Sunnyside



April 22, 2016. HOUSTON, Texas- Today, **Recipe for Success Foundation** celebrated Earth Day 2016 by officially breaking ground on Hope Farms.

Located on seven acres in the heart of Houston's historic **Sunnyside** neighborhood, the new Hope Farms will use organic methods to generate significant food crops in the midst of one of the city's largest food deserts, while training military veterans to become successful agri-entrepreneurs.

Hope Farms is a critical component in achieving Recipe for Success Foundation's mission to change the way children understand, appreciate and eat their food and to mobilize the community to provide healthier diets for children.

Recipe for Success Founder Gracie Cavnar and team were joined nearly 100 people including a number of VIPs that have been instrumental in launching Hope Farms. Those who made remarks included:

- Wanda Adams of HoustonFirst and acting President of HoustonISD Board of Trustees
- Helen Bow, Assistant Vice President, Communications Wells Fargo
- Carl Salazar, Director of Veterans Affairs, City of Houston
- Jack Christie, Houston City Council Member at Large

Other attendees included Texas State Senator Rodney Ellis, State Representative Alma Adams, Houston City Council Members Dwight Boykin and Jerry Davis, representatives from the offices of US Congressman Al Green and Houston City Council Member David Robinson, President of Sunnyside Civic Club Tracy Stephens, former Houston City Council Member Steve Costello, Danya Albi of Boeing, Kelli King-Jackson of Simmons Foundation, Nancy Bailey of Coca-Cola and Recipe For Success Foundation Board Secretary and Hope Farms Committee Chair Glen Boudreaux. Other Recipe for Success founding Board members in attendance included Bob Cavnar, Amy Anton and chef Monica Pope.

Visitors got a sneak peak of the **Rolling Green Market** that will operate from Hope Farms and deliver significantly reduced priced fresh fruits and vegetables directly to families who live in the food insecure neighborhoods of Houston. The Rolling Green Market is an innovative solution to help overcome food insecurity and access issues. Through its mobile outreach and education efforts it will serve as a dynamic, unifying element to Recipe for Success Foundation's Seed-to-Plate Nutrition Education™ Program and the new Hope Farms.

Recipe for Success Foundation also took the opportunity to celebrate schools with winning participation in the 4th annual **VegOut! Challenge**. The **Annunciation Orthodox School** in the Museum District and **Cedar Brook Elementary in Spring Branch ISD** received the coveted

Principal's Prize for the highest percentage of participating students, staff and teachers. They were each rewarded with a shared meal provided by one of the VegOut! 2016 sponsors: **SNAP Kitchen** or **Chipotle**.

The first annual **Chipotle Award** was given to a school randomly selected from those that met an elevated threshold for VegOut! participation, dedication and spirit. The Award provides the winning campus with a grant to cover costs of becoming a **Recipe for Success Foundation Affiliate Partner**, trained and licensed to teach the Foundation's signature Seed-to-Plate Nutrition Education™. **Houston Independent School District's Travis Elementary School won the Chipotle Award** and Recipe for Success will begin training and certifying their faculty this summer, so that the Seed-to-Plate Nutrition Education™ program can commence on campus in the fall.

HI-RES PHOTOS AVAILABLE [HERE](#) FOR YOUR FREE & UNRESTRICTED USE!

More About Hope Farms:

At Hope Farms, the Recipe for Success Foundation's professional team will:

- Train new urban farmers, incubate new micro farm businesses and provide jobs and internships for youth;
- Operate an on-site farm stand and Rolling Green Market to distribute produce to the neighborhood and throughout Houston;
- Host field trips, cooking and gardening classes for children and adults

Hope Farms will focus on recruiting U.S. Veterans as farmer trainees. In addition to sustainable horticulture, their training will include college courses in financial literacy, accounting, banking and business planning to create and support new entrepreneurs as they establish and grow their own enterprises.

Hope Farms will also host field trips for students to observe and participate in planting, cultivation, harvesting and preparation of fresh food and operate a full schedule of community events to celebrate local food and shared meals. Regular onsite programming will empower children and families with healthy cooking and gardening classes, and give youth access to micro business learning opportunities such as food production, marketing, sales and distribution.

About Recipe For Success Foundation

Celebrating its tenth anniversary year, Recipe for Success Foundation is a non-profit 501C3 that focuses on combating childhood obesity by changing the way our children understand, appreciate and eat their food and by educating and mobilizing the community to provide healthier diets for children, with programs that have empowered more than 30,000 children in Houston and beyond with the knowledge and skills they need to lead healthier lives. The Foundation works to create a culture where nutritious food is shared, appreciated, and celebrated. Through its award-winning efforts like the nationally-offered Seed-to-Plate Nutrition Education™ in schools, Eat It! Food Adventures children's cookbooks, farmers markIDS DAYS and the VegOut! 30-Day Challenge, and the Hope Farms urban agriculture project in Houston, the Foundation works to make healthy food appealing and available to everyone. For more information call 713-520-0443 or see www.recipe4success.org

###