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**Recipe for Success Foundation  
Announces New Scholarship for Veterans**

*Awards will provide a yearlong training program designed to empower a new battalion of urban agripreneurs*

**November 11, 2016. HOUSTON, TEXAS** - Recipe for Success Foundation, a nonprofit focused on combating childhood obesity, celebrated Veteran's Day with the announcement of a new workforce development scholarship for U.S Veterans interested in pursuing a career in urban agriculture.

The scholarship provides a twelve-month *Hope Farmer Training Program*, which includes full-time wages, hands-on classes in horticulture, the business of growing and distribution of produce, as well as college level coursework in financial literacy, accounting, banking and business planning. Members of the Houston business community will mentor the trainees, who will also benefit from specially curated course work at Houston Community College and University of Houston in a well-rounded workforce development program designed to foster entrepreneurship.

Two U.S. Veterans will be awarded the scholarship in early 2017—with one space reserved for a woman. The Foundation will gradually increase the number of annual awards to Veterans to a total of eight by 2019. Applications for the scholarship are being accepted here: <http://recipe4success.org/programs/hope-farms.html> through December 31, 2016.

Houston is home to one of the largest veteran populations in the country, and the *Hope Farmer Training Program* is a unique tool for empowerment and change. Research shows that Veterans who suffer from post-traumatic stress respond well to working in agriculture. Recipe for Success Foundation has built a coalition of support for the program with the Mission Continues, the Lone Star Veterans Association, Mental Health America – Veteran Outreach, Houston's Department of Veteran Affairs and Goodwill Veteran Employment Services among others. By transforming retired warriors into a battalion of new urban *agripreneurs*, the Foundation seeks to help solve the problem of equitable access to affordable, fresh produce in the city's poorest neighborhoods.

*"We are particularly excited to provide the space for Vets to continue to serve their community in an environment that is conducive to their recovery from post-war stress,"* says Gracie Cavnar-founder of Recipe for Success Foundation, which developed and operates Hope Farms.

Located on seven acres in the heart of Houston's historic African-American neighborhood of Sunnyside, Hope Farms is designed to generate significant food crops in the midst of one of the city's largest food deserts. Besides the agricultural enterprise, Hope Farms will be a community gathering place, offering a farm stand, regularly scheduled cooking and gardening classes, programs that foster engagement in performing and visual arts and special events celebrating the harvest and shared meals.

## **Groundbreaking at Recipe for Success Foundation's Hope Farms – page 2/2**

Since the groundbreaking on Earth Day 2016, hundreds of veterans led by The Mission Continues have volunteered their time to build raised beds and growing infrastructure at Hope Farms. The first crops were planted in November.

Hope Farms is a critical component in achieving Recipe for Success Foundation's mission to combat childhood obesity by changing the way children understand, appreciate and eat their food and mobilizing the community to provide healthier diets for children. At peak production, Hope Farms is expected to generate 190,000 pounds of produce annually. A business plan the Foundation crafted to steer the enterprise to self-sustainability within three years calls for selling 50% of the produce to premium buyers, including local chefs to help underwrite the capacity to sell 50% of the crops at or below cost the cost to grow them to Hope Farm's Sunnyside neighbors and any family on SNAP and WICS who might not otherwise be able to afford fresh produce. A Rolling Green Market, funded by the USDA will deliver Hope Farm produce to Houstonians marooned in other inner city food deserts across the city.

An impressive collection of corporations and philanthropists have underwritten the Foundation's development of Hope Farms, including a \$200,000 seed grant from Wells Fargo and significant contributions from Aetna Foundation, Boeing Foundation, Cavnar Foundation, Cigna Foundation, Clay Development, Clif Bar Foundation, Coca Cola Foundation, the Patterson Family, Riviana Foods, Simmons Foundation, Wal-Mart Foundation and Vibrant.

Hope Farms is located at 10401 Scott Street, Houston, TX 77051 (along Sims Bayou at the corner of Airport & Scott St)

##INTERVIEWS, HIGH RES PHOTOS AND FILM AVAILABLE##

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### **About Recipe For Success Foundation**

Entering its second decade, 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](http://www.recipe4success.org)