



WHO IS JUST ROOTS?



Just Roots is an equity-focused organization and community farm with a goal to change the food system.

Our mission is to create equitable access to healthy, local food in Western Massachusetts, and to work toward just, vibrant, and sustainable farm and food systems everywhere.

Just Roots developed and operates one of the largest SNAP-enrolled, low-income Community Supported Agriculture (CSA) farm share programs in Massachusetts. We are a leader in Food is Medicine work in the state, and partner with healthcare organizations to connect food insecure patients throughout Massachusetts with food from our farm and other local farms.

FRANKLIN COUNTY CSA

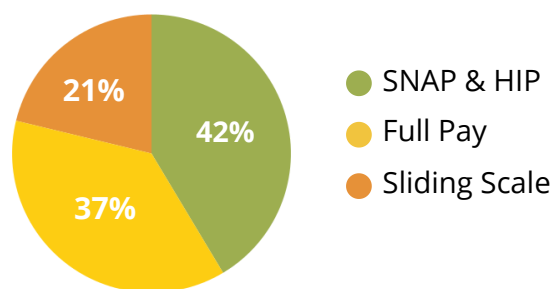
Founded in 2013, Just Roots' **Franklin County CSA** program provides farm-fresh produce year-round to over **250 families throughout the greater Franklin County area**. Our CSA is focused on reducing barriers to accessing fresh, local food, and creating a space where all feel welcome.

Reducing Financial Barriers: Approximately two-thirds of Just Roots' Franklin County CSA members each year are low-income. CSA members can pay with SNAP & HIP at a fully subsidized rate, on a self-selected sliding scale with some level of subsidy, or at full cost.

Reducing Physical Barriers: Distribution methods include on-farm pick-ups, a downtown pick-up location, and home deliveries for Greenfield public housing residents as well as members who cannot easily leave their homes.

Nutrition Education: CSA members receive the Just Roots Veggie Guide as well as seasonal recipes through regular newsletters. Distributions include cooking demonstrations featuring fun, simple recipes.

2022 Summer CSA Payment by Tier



"The farm share helped my children expand their diet. They began to eat a wider variety of foods and enjoy seeing what is coming in. Thank you—it is truly appreciated!" - CSA member

FOOD IS MEDICINE

OUR FARM

Just Roots stewards **61 acres of town land in Greenfield, MA**, which include a diverse vegetable farm, a community garden, a home base for other farms and community organizations, and an outdoor center for inclusive education and engagement.

In 2022, Just Roots

- Grew 7 acres of vegetables, flowers, & herbs for the Franklin County CSA and other community outlets
- Hosted 48 virtual and on-farm events and interactive learning opportunities
- Provided growing space for 50+ community gardeners
- Provided growing and incubation space for a native trees nursery, a compost business run by formerly incarcerated men, a livestock farm, and 2 medicinal herb farms



Launched in 2020, Just Roots' **Farm to Family program** provides CSA shares year-round to low-income, food insecure MassHealth patients across the state. Just Roots offers this program in collaboration with the Boston Children's, Mass General Brigham, and Atrius Accountable Care Organizations. Patients are referred to Farm to Family via their healthcare provider and receive home deliveries of local produce and proteins, cookware, and nutrition supports. Food is provided and delivered by Just Roots and our farm partners.

In 2023, Farm to Family will

- Serve **450** food insecure MassHealth patients in 7 counties: Franklin, Hampden, Hampshire, Middlesex, Plymouth, Worcester, and Bristol
- Provide home delivery of fresh, local produce and local sustainably-grown and raised proteins
- Provide high-quality kitchen cookware kits to every participating household
- Include monthly online cooking classes, accompanied by home delivery of recipe ingredients
- Provide over \$1 million to MA farms to purchase and distribute local produce and protein for the program



• Everyone's Farm to Everyone's Table •

OUR IMPACT

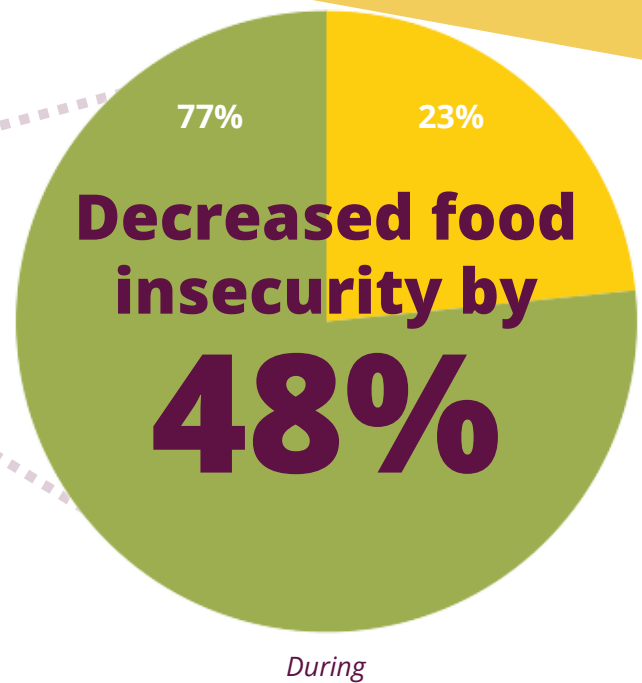
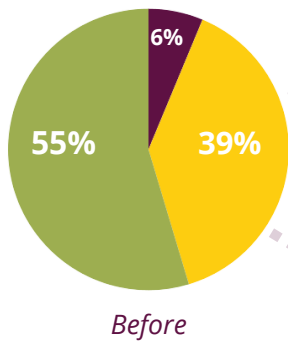
Just Roots has over a decade of experience offering CSA programs for low-income families. Our low-income CSA model is the base for both our Franklin County CSA and Farm to Family programs. From 2017-2019, we collaborated with public health researchers to study the impact of our CSA model. The findings were published in two peer-reviewed journals in 2019 and revealed that **our CSA model improved health, decreased food insecurity, and decreased healthcare costs.**

We've continued to track the impacts of our CSA programs; recent data are presented below.

IMPACT ON FOOD INSECURITY

Participants worried about food security before and during the Farm to Family program

- Never worried
- Sometimes worried
- Always worried



63% of Franklin County CSA participants receive a subsidy and are able to pay for their CSA with SNAP or on a sliding scale



"I can't say enough how this program is encouraging me to cook earlier and healthier for my family." – Cooking workshop participant



"I am a single mom of 5 and can't go out to shop as much as I used to. This helped me and the kids out so much. I appreciate everyone's participation to make this happen." – Franklin County CSA home delivery recipient

IMPACTS ON DIET AND BEHAVIOR

