



Your Winter 2017 Newsletter

# The Food Literacy Project

*Transforming youth and their communities  
through food, farming and the land.*

## The Food Literacy Project Takes Root at Iroquois Farm

Thanks to 60 generous donors, both online and off, and to all those who shared our story, we raised \$40,000 to transform a vacant former public housing complex in south Louisville into a vibrant hub of fresh food, education and community engagement.

Because of our supporters, youth and families have already begun to enjoy life-changing field-to-fork experiences at Iroquois Farm.

We started a monthly BreakFEST series at Iroquois Farm this spring, where neighbors and community members of all ages engage with the project and enjoy hands-on learning activities. Over 150 residents participated, making healthy breakfasts such as carrot Bunny Waffles and beet Purple Pancakes together, planting seeds and harvesting healthy foods.

Farm-based education programs kicked off at Iroquois Farm this fall. Students from adjacent Hazelwood Elementary (who can literally see the farm from their classroom windows) walked over for a field study. Portland, Wellington and Kennedy students also enjoyed the field-to-fork experience at our new urban farm site.

(Story continued on next page)





Students in our academic-year Youth Community Agriculture Program (YCAP) at Iroquois High School also built a relationship with Iroquois Farm and helped bring the vision for our outdoor classroom to fruition. As part of our first full year of YCAP at the school, students met weekly to explore food and farming issues, cook healthy recipes, and engage with their local food system. In October, students harvested sweet potatoes planted by our Summer YCAP Crew and constructed a cob oven at Iroquois Farm with earthen materials: clay, sand, and straw.



25 young people from 12 different countries offered unique knowledge and excitement around planting, harvesting, and building at Iroquois Farm. One student recalled his background growing food in the Congo, "We grew potatoes just like this on our farm!" The hard work and passion of both summer and academic-year YCAP participants have created new resources at Iroquois Farm, enriching the opportunity for other young people to discover the power of growing, cooking, and eating wholesome foods!



Follow our growth at Iroquois Farm via social media: Facebook, Instagram, and Twitter, and join us for monthly BreakFESTs, volunteer work days, and other learning opportunities.

## Perennial Society Garden Party

On October 5th, more than 70 people gathered to celebrate our Perennial Society members. We unveiled a new perennial herb garden, situated right next to our outdoor kitchen at Oxmoor Farm, to honor this loyal group of supporters, who, by making a sustaining 5-year pledge, are ensuring youth and families have positive experiences with healthy food and farming for years to come. The night was complete with music by Bendingo Fletcher, delicious eats from Chefs Patrick Roney, Michael Hargrove, Dan Thomas and Damaris Phillips, and a harvest moon!

The Perennial Society was launched in 2016 to celebrate the Food Literacy Project's 10th anniversary. Like perennial plants that come back every year, Perennial Society donors pledge financial support every year for 5 years. **Since 2016, over 40 community-minded individuals have joined the Perennial Society, increasing the impact and sustainability of the Food Literacy Project's work.**

You can cultivate change in our community and help the Food Literacy Project start off each year on firm financial footing by joining the Perennial Society. Make your annual pledge of any amount over the next 5 years by contacting Amy Tolliver at 502-491-0072, or at [www.foodliteracyproject.org/donate/perennial-society/](http://www.foodliteracyproject.org/donate/perennial-society/).



## The Orange Fork Award in Health

In September, the Food Literacy Project accepted the IdeaFestival's Orange Fork Award in the health category. The Orange Fork Award recognizes organizations that embody the spirit of promoting a sustainable food system.

We are so grateful for this recognition from the Louisville community and Mayor Greg Fischer, to propel our mission of transforming youth and their communities through food, farming, and the land.



## Supporter Spotlight

Jenny Kute and Craig Oeswein got to know the Food Literacy Project's work at Iroquois Farm, just behind their store on Taylor Blvd. "Everything about Iroquois Farm has been a blessing: to us as business owners, to the neighbors, and to the community at large," says Jenny. Save-A-Lot has provided healthy snacks for volunteer events at Iroquois Farm, fresh produce for BreakFEST events, and offered a match to fund the #IFYouBuildIt campaign. Here's why they are invested in our work: "When we opened our store 12 years ago, we took something vacant and made it vibrant. We feel like the Food Literacy Project at Iroquois Farm is doing the same thing - taking a vacant piece of land and turning it into a vibrant part of the neighborhood." **We are grateful for the support of Jenny, Craig, and the Taylor Blvd. Save-A-Lot!**



Farmers Andrew Hockenberry and Amara McCarthy have been hard at work in their first season at Iroquois Farm. Amara and Andrew came to know the Food Literacy Project's work and community involvement at Oxmoor Farm, as former managers of Field Day Farm. Working the land at Iroquois Farm, they have uncovered its history as a former housing complex. Andrew noted that early on, "We became farmers/ anthropologists, finding marbles, small toys, pieces of old pipe, faucet handles..." Their vegetable production creates a dynamic environment for our programming and also aims to provide fresh food to local hospitals and other insititutions. They are thrilled that their farm "allows the Food Literacy Project to have more hands-on-learning resources ready and available within a close proximity to established programs like the ones at Hazelwood Elementary and Iroquois High School." Farmers Andrew and Amara can be reached at [iroquoisfarm@gmail.com](mailto:iroquoisfarm@gmail.com). **The Food Literacy Project is grateful for your effort and partnership!**





## With Gratitude for Martha “Mushroom” Geier

Martha “Mushroom” Geier began volunteering with the Food Literacy Project in 2010 when she retired from the Louisville Free Public Library. Since then, she has played nearly every role that exists in the organization: **planting in our Youth Learning Garden; serving on the Board of Directors for six years, including three years as President; recruiting and orienting new board members; facilitating Field-to-Fork programs with youth on the farm; stewarding donors through events, personal phone calls, and written communications; facilitating focus groups with current and prospective partners; planning and executing the first annual Garden Party; and much more.** Food Literacy Project board and staff are grateful to Martha for sharing her time and talents with us over the past 6 years. Even as she transitions off the board, we are looking forward to her continued involvement in other ways.



## New Faces on the Farm!

**Luckett Davidson**, a coach, illustrator, and former owner of a restaurant and catering business, believes strongly in a variety of healthy, well-prepared food choices for everyone in our community. She believes that the Food Literacy Project is on the way to changing the world, one kid and one carrot at a time. Luckett’s background in the world of social justice and organization development has brought her to this work.



**Charlie Crawford**, originally from Memphis, TN, serves as a member of the investment team at Chrysalis Ventures, and is pleased to bring his private equity and finance experience to his role as Treasurer of the Food Literacy Project’s board. Charlie’s passion for inspiring healthy habits from an early age originally inspired his involvement with the organization.



**Dee Dee “Dandelion” Flynn**, a recent graduate of Centre College, has joined the Food Literacy Project as the Philanthropy Coordinator AmeriCorps VISTA. Her favorite day at work thus far has been building a cob oven at Iroquois Farm with students from Iroquois High School. She is excited to be a part of farm-based education!

With a strong affinity for trying new foods and for the community of Louisville, **Ryan “Rye” Anderson** feels right at home as the Community Engagement Coordinator AmeriCorps VISTA with the Food Literacy Project. Ryan finds reward in observing people from different backgrounds come together to exercise their support and enthusiasm for the food literacy philosophy.



## Mark Your Calendar!

The giving season is here! Celebrated on the Tuesday following Thanksgiving, **#GivingTuesday** marks the start of end-of-year giving and is a global day of giving fueled by the power of social media. Our goal is to raise \$6,400 to cover the cost of produce shares for 100 Field-to-Fork Club families in 2018. Keep an eye on our social media and donate on our website at [www.foodliteracyproject.org](http://www.foodliteracyproject.org).

**Black Friday. Cyber Monday.**

**#GIVINGTUESDAY™**

**November 28, 2017**