



Introducing People's Grocery

Thank you for expressing interest in learning about People's Grocery. This packet offers a quick introduction to our work.

People's Grocery is an organization at the forefront of the healthy foods and food access movements. We are pleased to have supportive friends and community members who share our interest in developing healthy neighborhoods and cities.

Since 2003, we have named and addressed systemic food and health challenges facing communities — and more people are turning their attention to this cause. From the schoolhouse to the White House, improving access to healthy food is resonating with the people.

For all questions and requests, please contact:

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People's Grocery: Our Programs

HEALTHY COOKING CLASS and COMMUNITY HANDS: In our 8-week cooking class (free for low-income West Oakland residents), students learn about nutrition, create recipes with fresh fruits and vegetables, and learn culinary basics. West Oakland graduates of the class have the opportunity to be trained as paid Community Health and Nutrition Demonstrators (HANDS), who offer cooking and nutrition demonstrations at hospitals, schools, public events, and other community-based gatherings.

URBAN AGRICULTURE: Through our three neighborhood gardens and greenhouse, we offer education programs for residents, manage a volunteer and internship program, and encourage partner collaboration. Our gardens target involvement from low-income residents and visits from community groups, businesses, and decisionmakers invested in healthy communities. Our current collaboration with City Slicker Farms, a local organization, includes workshops, internships, and creation of the West Oakland Healthy Eating Guide. **The California Hotel** is a low-income housing development in West Oakland where we manage a large greenhouse and garden. In 2010-2011, we are building deeper relationships with Hotel residents and will encourage resident leadership of garden projects.

GRUB BOX: Our food distribution program provides subsidized weekly produce boxes to West Oakland families facing financial challenges. Fresh fruits and vegetables are

grown in our urban gardens and supplemented through purchasing agreements with local farms. This program allows weekly contact and engagement opportunities with West Oakland residents. We provide recipes, give cooking demonstrations at pick up sites, and regularly survey recipients about their health improvements.

GROWING JUSTICE INSTITUTE: Our program that brings together leaders in the West Oakland food justice community with national leaders working to create better food and health outcomes in their neighborhoods. Participants exchange ideas and gain valuable training in community organizing, fundraising, and economic justice. The Institute builds a network of food justice leaders and activists equipped to support and connect their work in a way that helps keep the food justice conversation connected to community histories and voices.



LOCAL AND NATIONAL FOOD JUSTICE NETWORK DEVELOPMENT: Locally, People's Grocery participates in public health and economic re-development conversations, going beyond our programs to advocate for a holistic food system and economy. Nationally, we engage in strategic collaborations, peer learning, the establishment of a consistent voice in the conversation around food justice, and a concerted effort to highlight projects around the country working towards ending food deserts and creating better access to healthy foods.

Mission and Accomplishments

People's Grocery manages innovative food and health-focused programs that serve the West Oakland community. We are supported by a broad set of donors and are a popular point of reference in the national conversation about food access and nutrition systems change.

Fundamentally, People's Grocery is a health and wealth organization - our mission is to improve the health and economy of West Oakland through a local food system. We are engaging the conversation around wellness, socio-economic status, and social determinants of health through a food lens, and ensuring that diet and nutrition play a large part in the revitalization of communities.

Our Accomplishments

- **Enterprise Development:** People's Grocery has piloted two experimental food retail programs: the Mobile Market and the Grub Box, a modified Community-Supported Agriculture (CSA) program, which accepts food stamps. The Mobile Market was a powerful program bringing food to people throughout West Oakland but proved too reliant on constant grant funding. The Grub Box feeds 100 people each week and has proven to be a more sustainable model for connecting people with healthy food. We manage food production, purchase, packaging, distribution, and a successful food stamp marketing program.
- **Sustainable Urban Agriculture:** People's Grocery operates three urban gardens in Oakland that produce food for our Grub Box CSA, offer residents of a low-income housing project access to fresh produce, and serve as community gathering and public education spaces.
- **Community Outreach & Education:** Through our garden programs, allies and internship program, volunteerism and direct education efforts, we are reaching more than 2,500 people each year. Students in our cooking classes and recipients of our Grub Box consistently report improved health and improved quality of life.

Sector Leadership: People's Grocery has gained regional and national recognition as a leader in the food justice and community food systems movements, providing workshops and trainings in best practices at forums including the California Department of Health, Department of Agriculture, the Rooted in Community Conference, the Kellogg Foundation's Food & Society Conference, and the Center for Healthy Communities at the California Endowment.

Our Management Team

Nikki Henderson - Executive Director

Under Nikki Henderson's leadership, People's Grocery has launched a new strategic campaign strongly focusing on: revitalizing the economy of West Oakland through all aspects of the food system, from production to distribution; leveraging the power of local nutrition education and major health institutions to reduce obesity, diabetes, and other major health ailments in West Oakland.

Before People's Grocery, Nikki worked closely with Van Jones and Phaedra Ellis Lamkins at Green for All, towards creating a green economy strong enough to lift people out of poverty. She also worked for Slow Food USA, in Brooklyn, NY where President Josh Viertel came to regard her as an "extraordinary leader with a vision for how food and urban farming can be tools of empowerment". In 2010, Nikki was featured in ELLE Magazine as one of the five Gold Awardees.

Jumoke Hinton-Hodge - Program Director

Jumoke has worked as a community and youth development consultant in the Bay Area for the last two decades. For the past ten years, she has devoted her efforts to strengthening West Oakland. She co-founded the Parent Leadership and Engagement Academy Initiative (PLEA) and the West Oakland Education Task Force. Jumoke collaborated with California Tomorrow in the development of programs aimed at increasing parental competencies and ability to navigate the public school system. She co-facilitated diversity and youth development workshops with the Community Network of Youth Development, California Tomorrow and other statewide initiatives.

Jumoke represented District Three on the Oakland Children and Youth Planning and Oversight Committee from 2003 to 2005. She currently sits on the Oakland Unified School District Board of Education representing District 3 – which covers West Oakland. Her term will end January of 2013.

Jonathan Darr, Development Director

Jonathan Darr is a seasoned fundraiser and nonprofit leader with more than fifteen years of experience working for civil rights, arts, and community organizations. He has served as Executive Director of Young Audiences of Northern California, the Capitol Hill Association of Merchants and Professionals, and the Capitol Hill Arts Workshop. Prior to his work as an Executive Director, Jonathan served as Director of Member Services and Director of Stand for Children Day with Stand for Children and on the fundraising team at the National Organization for Women. He has served on the board of directors for BRAVA Theater: For Women in the Arts and the New College Alumni Association and has served on panels or given speeches for the National Organization for Women; Parents, Families, and Friends, of Lesbians and Gays, the Men's Rape Prevention Project and more.

See bios for the full staff and board at peoplesgrocery.org

Recent Media Highlights

People's Grocery utilizes several communication methods to build upon our brand and reputation. At the community level, People's Grocery develops culturally relevant outreach and multimedia formats, such as videos and social networking online, to raise awareness about our programs and impact in the community. People's Grocery staff and speak about the organization at a variety of community venues and events. Regular coverage in local and national press enables us to tell our story to tens of thousands of people.

Oakland Local: What Does Food Justice Mean To You? (8/10)



ENVIRONMENT FOOD DEVELOPMENT IDENTITY ARTS & EDUCATION JUST

What does food justice mean to you? People's Grocery asks vendors at Eat Real

Susan Mernit Mon, 30 Aug at 7:10am



Image from <http://www.youtube.com/watch?v=olesMnf3Lzc&feature=related>



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People's Grocery shot some video at the Eat Real Festival asking vendors and organizer what food justice meant to them--here's that footage, well worth a watch!

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Oakland Seen: Prestigious Kellogg Award (5/10)

People's Grocery receives prestigious award to fight racism with healthy food

By Aimee Allison | Published May 17, 2010



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Oakland made national headlines when the **Kellogg Foundation**, America's fifth largest grantmaker, awarded West Oakland's **People's Grocery** part of their \$75 Million fund to combat racism. As the **Washington Post** reports, the foundation is making a substantial financial commitment to fund projects that address institutional racism – work they fear has taken the back burner since the election of Barack Obama.

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Oakland Local: Highland Hospital Partnership (3/10)



ENVIRONMENT FOOD DEVELOPMENT IDENTITY ARTS & EDUCATION JUSTICE

Highland Hospital & People's Grocery partner on affordable produce, grub box

Published on Thursday, February 25, 2010

Last updated on 04:42PM, Thursday, March 11, 2010



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ELLE Magazine: ELLE Gold Awards 2010: 5 at 25 (4/10)

ELLE Gold Awards 2010: 5 at 25

In ELLE's 25th anniversary year, Corrie Pikul talks to five young environmentalists who, only a quarter of a century old, are already gold stars

By Corrie Pikul | April 21, 2010 11:00 a.m.

Feeding the Masses: Nikki Henderson

Nikki Henderson, who has an MA from UCLA in African-American studies and economic justice, was a rising star in clean-energy circles, where she worked closely with Green for All's founder, Van Jones, known as the "Martin Luther King Jr. of the green jobs movement." But she says that her "heart and soul were always in food justice," so in January she became executive director of the People's Grocery in West Oakland, California, a kind of Whole Foods for the everyman. Among its goals: to provide fresh, good food to people of all income levels. "People tend not to make the connection between food and health care," Henderson says, "but if we can show on a local level how integrated they are, maybe we can change the national conversation—and the food system."

Next: Dewonking Climate Change

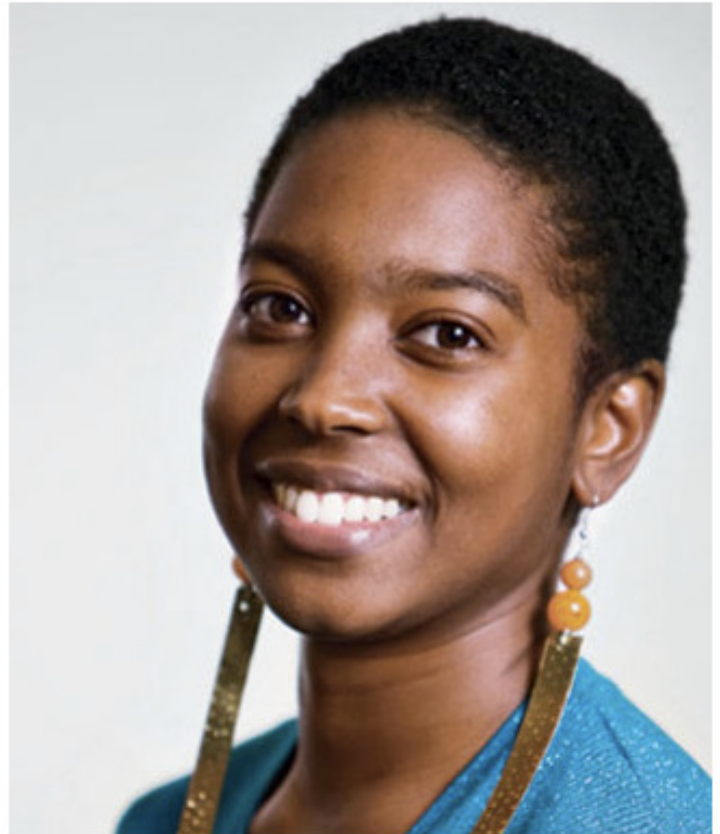


Photo: Courtesy of Henderson

Oprah's Angel Network: Online Article (2/09)

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Basic Rights Stories

The Quest for Food Justice

 United States February 2009

Across America, community activists and gardeners are leading a movement against "food injustice." The problem—a lack of access to healthy food—plagues poorer cities crowded with fast food chains and liquor stores. In these urban areas, locating a grocery store, let alone an organic grocery store, can be as tough as getting a finicky toddler to try asparagus.

West Oakland, Calif., typifies the situation. A community of roughly 30,000 people, at one point the city had 53 liquor stores, 13 fast food restaurants and no grocery stores. Its residents struggle with higher rates of obesity, diabetes and heart disease. Upset by the inequity, social activists Brahm Ahmadi and Malaika Edwards founded People's Grocery in 2003 with the hopes of creating an oasis in what was otherwise a food desert.



www.peoplesgrocery.org