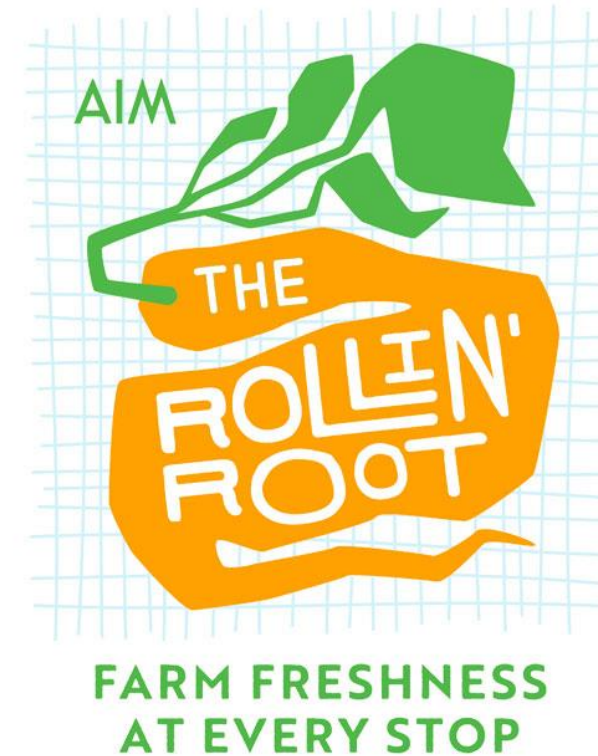


AIM's San Francisco Footprint & Equitable Farmer Supports

Welcome

- Welcome and introductions
- Introduction to AIM
- AIM's Programs
 - Rollin Root
 - Bounty Box
- AIM's SF Markets
- Racial Equity Fund
- Q&A



Today's Presenters



Andy Naja-Riese
Chief Executive Officer



Karimah Hay
Rollin' Root Manager

AIM's Mission

AIM's mission is to educate, inspire, and connect communities, responsible farmers, and producers as part of a healthy, Earth-friendly, equitable local and regional food system.



About AIM: Vision

We envision a responsible food and farming system that is environmentally beneficial, economically viable, and socially just.



AIM's Guiding Principles

1. Strengthen local and regional food systems.
2. Enhance opportunities for small to mid-size producers.
3. Promote short supply chains: from the producer to shopper.
4. Encourage responsible production of agriculture, food, and artisan products with an emphasis on organic and regenerative practices.
5. Promote integrity and transparency in our markets.
6. Provide education on the farm, in the classroom, at the market, and online.
7. Support and influence policy by advocating for a healthier, equitable food system.
8. Address food-related racial and economic inequalities among producers, shoppers, and communities.
9. Promote access to healthy, nutrient-dense foods among all people.
10. Commit to climate action.



Who We Are

501(c)(3) educational non-profit in operation for 39 years

Operate 9 Bay Area Certified Farmers Markets and the Rollin' Root mobile market

Represent 390+ farmers, fishers, ranchers, food purveyors, and artisans from 43+ California counties

Deliver *Diggin' education* programs in schools, on the farm, at markets, and online

Curate the *Bounty Box* produce program to promote farm-fresh nutrition access

Operate CalFresh/EBT, Market Match, WIC and Senior Farmers Market Nutrition Programs

Promote a viable and sustainable food system focused on food access and food equity



The Need

- In San Francisco, 1 in 4 residents at risk of food insecurity – largely affecting low-income households of color.
- Mobility and price are biggest barriers to accessing local foods.
- Aging population experiencing isolation and loneliness.
- Persistent inequities in food access by race/ethnicity and geography.

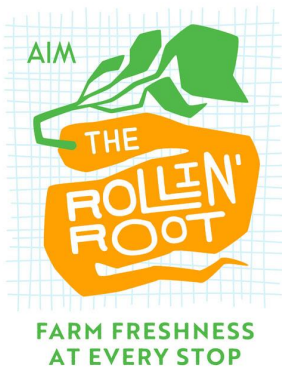


Our Mobile Farmers Market

The Rollin' Root is a food truck stocked with seasonal fruits, vegetables, and dairy products from the farmers' market.

Our goal is to increase equitable access to fresh, healthy food grown on local farms and to provide nutrition education in underserved communities.





The Rollin' Root

Mission

The Rollin' Root's mission is to increase equitable access to fresh, healthy food grown on local farms and to provide nutrition education in underserved communities.

Community Partners

- Marin County Health and Human Services
- Marin Food Policy Council
- SF-Marin Food Bank
- Interfaith Sustainable Food Collaborative
- ExtraFood.org
- Marin Community Fridges
- Booker T. Washington Community Service Center
- One Treasure Island
- The Village
- San Francisco Food Security Task Force

Rollin' Root Operations





Marin Routes

Mondays

- **9am – 10am**
Main St. & Dillon Beach Rd.
(Tomales)
- **11am – 12pm**
Hog Island Oyster Co.
(Marshall)
- **12:30pm – 2pm**
Walnut Place
(Point Reyes, EAH Housing)

Thursdays

- **9am – 10am**
Martinelli House
(San Rafael, Mercy Housing)
- **11am – 12pm**
Marin Valley Mobile Country Club
(Novato, Senior Housing)
- **1pm – 2pm**
Market Day at Marin City Community Services District
(Marin City)
- **2:30pm – 3:30pm**
Maria B. Freitas Senior Community
(San Rafael, Mercy Housing)

Friday

- **10am – 10:30am**
Mackey Terrace
(Novato, EAH Housing))
- **11am – 11:30am**
Bennett House
(Fairfax, Mercy Housing)
- **12pm – 12:30pm**
Victory Village
(Fairfax, RCD Housing)
- **1pm – 2pm**
Marin Heath
(Greenbrae, County Hospital)

San Fransisco Route

Every Saturday

- **10:00am – 11:30am**
Visitacion Valley Greenway
- **12:30pm - 1:30pm**
Bayview
Calibird Pollinator Sanctuary - Oakdale Gate
- **2:30pm – 3:30pm**
New Liberation Community Church

Nutrition Education Lessons

CalFresh HEALTHY LIVING | **AIM** AGRICULTURAL INSTITUTE OF MARIN

核果、番茄與羅勒

這些都是夏季當道的蔬菜，不但美味可口，而且營養豐富，有益健康。熟透多汁的硬核水果和番茄，配上新鮮芳香的羅勒，滋味更無與倫比。

核果

- 顧名思義，「核果」指果實中間有核的水果。
- 這包括蜜桃、桃、李子、梅（布林），以及雜交品種如忍能頭（杏李，又稱蜜李）等。
- 核果含有豐富維他命C和維他命A，還有鈣和鎂等礦物質。
- 核果含有多種抗氧化物質如β-胡蘿蔔素，因此令果實色澤深紅、帶橙色。
- 購買核果時，宜選氣味芳香、果肉厚實者。
- 趣味冷知識：果皮的抗氧化物含量，比果肉更高！

番茄

- 不同品種的番茄形狀、大小各異，顏色也多姿多彩：黃、橙、紅、綠，甚至紫色都有。
- 番茄是吸收維他命C、維他命A、維他命K和鉀的上佳選擇。
- 番茄含有抗氧化物——茄紅素，有效促進心臟和眼睛健康。
- 為全面吸收當中營養，宜配以好脂肪食用，橄欖油便是一例。
- 選購番茄時，以果皮色澤鮮豔，觸感厚實為佳。
- 趣味冷知識：番茄是茄科植物，英文又稱 nightshade，全因它晚上開花！

羅勒

- 羅勒堪稱「營養發電機」，廣為傳統中醫藥及印度阿育吠陀醫學採用，有4,000年歷史。
- 它味道突出，帶有花香，無論搭配鹹點或者甜點都非常合適。
- 羅勒之所以香味濃郁，全因抗氧化物濃度甚高所致。
- 它的葉子呈鮮綠色，來自葉綠素，有益肝臟健康。
- 儲存小貼士：剪去莖部末梢，拿花束般放進水杯浸泡，並以膠袋套住葉片部分，置於桌面即可。如放進冰箱冷藏，會令葉子萎黃。

高林農藝研究所
致力支持農民、僱主食物相關及教育工作
<https://www.agriculturalinstitute.org>

本課程與農藝部輔助性營養援助項目USDA SNAP——平價營養提供者和雇主提供資金支持。請訪問 calfreshhealthyLiving.org 瞭解更多小貼士。

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Visit calfreshhealthyLiving.org for healthy tips.

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Calabacín, Moras, y Almendras

Este plato es la manera perfecta de refrescarse del calor en el verano. El equilibrio perfecto entre dulce, salado, nuez y ácido, este es un gran acompañamiento para tu proteína favorita cocida o como plato independiente.

Sobre el Calabacín...

- ¿Sabías que podemos "comernos" nuestra agua? Los calabacines tienen un alto contenido de agua, lo que nos mantiene hidratados, llenos y saciados por más tiempo.
- Los calabacines son ricos en fibra, lo que promueve un microbioma intestinal saludable. - Rico en vitamina B6 el cual promueve un nivel saludable de azúcar en la sangre.
- Contiene importantes antioxidantes y vitamina C, que protegen contra el daño celular.
- ¡Los calabacines son igualmente deliciosos crudos y cocidos! Cortar en rodajas y asar con aceite de oliva, sal y pimienta, cortar en rodajas finas para disfrutarlas crudas con tomates y hierbas, o cortar en rodajas finas y usar como sustituto de los fideos de pasta tradicionales con su pesto o salsa roja favorita.

Sobre las Moras...

- ¡Solo una taza de moras contiene la mitad del valor diario recomendado de vitamina C!
- Las moras cuentan con un contenido de fibra más alto que casi cualquier fruta, lo que promueve una digestión saludable, reduce el colesterol y reduce la inflamación.
- Contiene vitamina K, que ayuda a fortalecer la densidad ósea.
- Las moras deben su color púrpura intenso a sus altas cantidades de polifenoles, que promueven la salud del cerebro, la salud intestinal y el flujo sanguíneo.
- Busque moras que sean voluminosas, de color profundo y fragantes.

Sobre las Almendras...

- Las nueces son un alimento especial que contiene proteínas, grasas y fibra, lo que las hace especialmente saciantes y saludables.
- Las almendras son ricas en vitaminas y minerales como magnesio, manganeso y vitamina E, lo que promueve la salud del corazón y la energía estable.
- Debido a que son ricas en antioxidantes, las almendras ayudan con el daño celular, el colesterol saludable y la presión arterial saludable.
- Las almendras están llenas de fibra, lo que promueve niveles saludables de azúcar en la sangre.
- Disfrútelos crudos o áselos usted mismo y téngalos a mano como refrigerio! Ace las almendras crudas en una bandeja para hornear a 325°F durante 20 minutos, revolviendo a la mitad.

Agricultural Institute of Marin
Compromiso para los agricultores, el acceso a los alimentos y la educación
<https://www.agriculturalinstitute.org>

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Visit calfreshhealthyLiving.org for healthy tips.

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Zucchini, Blackberries, & Almonds

Late-summer zucchini and blackberries are at their peak and only become sweeter with time. Paired with beautiful California almonds, not much is needed for these ingredients to shine.

About Zucchini...

- Did you know we can "eat" our water? Zucchini have a high water content, keeping us hydrated, full, and satiated for longer.
- Zucchini are rich in fiber, promoting a healthy gut microbiome.
- Rich in vitamin B6 which promotes healthy blood sugar.
- Contains important antioxidants & vitamin C, protecting against cellular damage.
- Zucchini are equally delicious raw and cooked! Slice into rounds and roast with olive oil, salt, and pepper, slice thin to enjoy raw with tomatoes and herbs, or slice thin and use as a substitute for traditional pasta noodles with your favorite pesto or red sauce.

About Blackberries...

- Just one cup of blackberries contains half the daily recommended value of vitamin C!
- Blackberries boast higher fiber content than almost any fruit, promoting healthy digestion, cholesterol, and reduced inflammation.
- Contains vitamin K, which helps strengthen bone density.
- Blackberries owe their deep purple color to their high amounts of polyphenols, which promote brain health, gut health, and blood flow.
- Look for blackberries that are plump, deep in color, and fragrant.

About Almonds...

- Nuts are a special food that contains protein, fat, and fiber, making them especially satiating and nutrient-dense.
- Almonds are rich in vitamins and minerals like magnesium, manganese, and vitamin E, promoting heart health and stable energy.
- Because they are rich in antioxidants, almond help with cellular damage, healthy cholesterol, and healthy blood pressure.
- Almonds are packed with fiber, promoting healthy blood sugar levels
- Enjoy raw or roast them yourself and keep on hand as a snack! Roast raw almonds on a baking sheet at 325 for 20 minutes, tossing halfway through.

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Champions for Farmers, Food Access, and Education
<https://www.agriculturalinstitute.org>

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Get inspired with recipe videos from The Rollin' Root

Learn how to prepare healthy, seasonal dishes like Summer Kale Salad and Baked Tomatoes. Cook alongside The Rollin' Root's Nutrition Educator and discover new ways to use fruits and vegetables available from The Rollin' Root.

Scan the code or go to bit.ly/30FQKxK to watch now!

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This material was funded by USDA's Supplemental Nutrition Assistance Program-Education. This institution is an equal opportunity provider. Visit calfreshhealthyLiving.org for healthy tips.



Jacey, New Liberation
Community Garden

Rollin' Root SF Ambassadors



Miss Phyllis, New Liberation
Community Garden



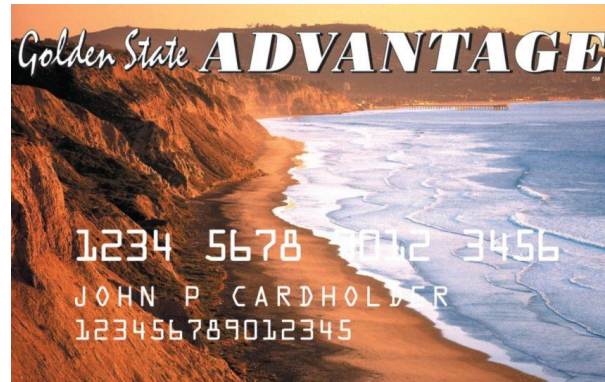
Clara, Viz Valley



Jessica, Viz Valley



Tonie, Bayview



Nutrition Benefit Programs Stretch Food Dollars



San Francisco Farmers Markets

**Clement St (Richmond), Sunday
9 am – 2 pm, Year-Round**



**Stonestown Galleria, Sunday
9 am – 1 pm, Year-Round**



EBT & Market Match

Clement St (Richmond)

- In 2022:
 - Distributed \$152,988 in EBT/CalFresh
 - Distributed \$108,039 in Market Match (up to \$10/day)
 - 200 transactions/day

Stonestown

- In 2022:
 - Distributed \$162,469 in EBT/CalFresh
 - Distributed \$138,642 in Market Match (up to \$10/day)
 - 254 transactions/day

Equitable Farmer Supports

Racial Equity Fund



BIPOC Incubator Booth



Bounty Box – SF HSA



Coming Soon - A New Culturally Responsive Communications Strategy

- After additional analysis and one-on-one interviews with participants, we are planning to:
 - Move away from a stock or mass email approach to communications
 - Avoid savior mentality or approach
 - Prioritize needs + timelines of community
 - Resist transactional nature of relationship
 - Acknowledge that Rollin' Root's immediate goal may not be mutual in priority or urgency
 - Do not ask for how communities can advance AIM's mission without offering benefits to them
 - Do not devalue others' time, skills, vantage, expertise (value it accordingly)

Conclusion

- The Rollin' Root has created meaningful change in the systems and environment of nutrition access for Bay Area older adults and families.
- The Rollin' Root is increasing AIM's capacity to connect farmers with older adult communities, teaching important nutrition lessons in the process of supporting farms.
- AIM anticipates continued growth of this program, increasing the number of participants over time, with outcomes that show an increase in consumption of fruits and vegetables.

Contact Info

Andy Naja-Riese

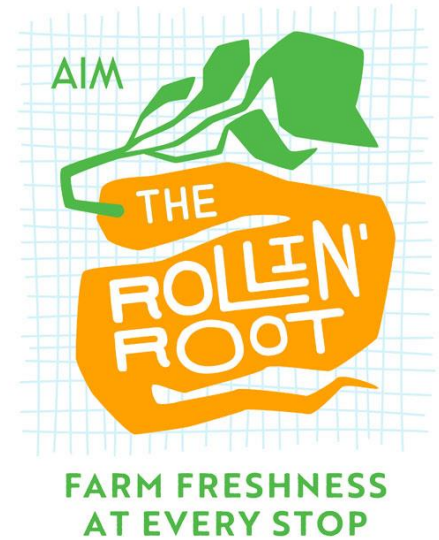
CEO, Agricultural Institute of Marin

andy@agriculturalinstitute.org

Karimah Hay

Rollin' Root Manager

karimah@agriculturalinstitute.org



www.agriculturalinstitute.org

www.rollinroot.org



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