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FOR IMMEDIATE RELEASE

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API Forward Movement Launches Rebrand of Roots Food Hub to Food Roots

(Los Angeles, CA) - Asian Pacific Islander Forward Movement (APIFM), a Los Angeles public health community-based organization, today unveiled the new brand of its food hub program: Food Roots. The mission of Food Roots is to connect local and sustainably grown Asian specialty foods to communities and businesses in the greater Los Angeles area while supporting Asian American small farms and other farmers of color in California.

“The new Food Roots brand is a culmination of our team’s efforts to deepen the accessibility and sustainability of this work,” said Scott Chan, APIFM Program Director. “We’ve been supporting local farmers and bringing their produce to Los Angeles communities since 2012. With the Food Roots vision and plan, we have a clear path for growing our farmer network, consumer base, and the community impact of this local food system.”

Formerly called Roots Food Hub, Food Roots started in 2012 as a volunteer-run Community-Supported Agriculture (CSA) project, where volunteers and farmers worked together to bring bags of sustainably grown, local Asian produce to a small subscriber base of individuals and families. The project, managed by APIFM Program Manager Kyle Tsukahira, has expanded since then from 12 to over 100 subscribers across 10 CSA drop-off sites, and now also supplies produce on a wholesale basis to local corner stores, restaurants, and community centers. The corner store distribution work occurs in partnership with Leadership for Urban Renewal Network, Inc. and Los Angeles Food Policy Council as part of the the Community Markets Purchasing Real and Affordable (COMPRA) Foods project, which distributes fresh produce to small stores in “food desert” neighborhoods of Los Angeles.

With the support of the W.K. Kellogg Foundation, APIFM worked with national food hub experts from the Wallace Center at Winrock International to produce a business and food safety plan for Food Roots in 2017. The new Food Roots brand was produced in collaboration with Giant Robot Media, with funds from Whole Cities Foundation.

Read more about Food Roots at <http://foodroots.co>.

About API Forward Movement

APIFM cultivates healthy, long-lasting, and vibrant Asian and Pacific Islander communities through grassroots organizing. Our programs focus on healthy food access and nutrition education, active living and community-informed transportation, culturally-responsive community health work, and environmental justice. We are working towards a world where Asian and Pacific Islander communities--and all communities of color--have full power to access good health and a healthy environment. APIFM is a division of the nonprofit Special Service for Groups, Inc. Learn more at www.apifm.org.