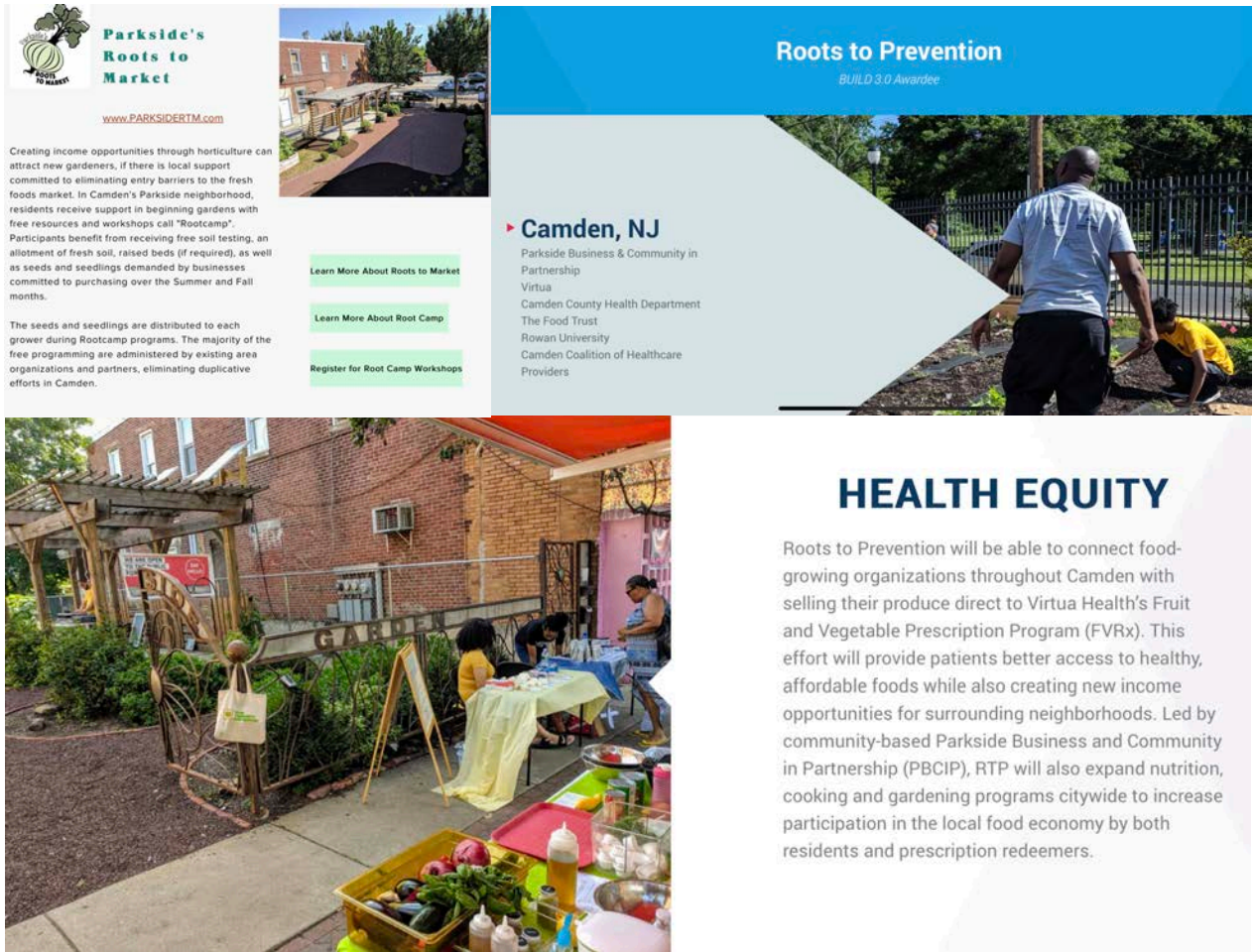


NPO OF THE WEEK!



Parkside's Roots to Market
www.PARKSIDERTM.com

Creating income opportunities through horticulture can attract new gardeners, if there is local support committed to eliminating entry barriers to the fresh foods market. In Camden's Parkside neighborhood, residents receive support in beginning gardens with free resources and workshops call "Rootcamp". Participants benefit from receiving free soil testing, an allotment of fresh soil, raised beds (if required), as well as seeds and seedlings demanded by businesses committed to purchasing over the Summer and Fall months.

The seeds and seedlings are distributed to each grower during Rootcamp programs. The majority of the free programming are administered by existing area organizations and partners, eliminating duplicative efforts in Camden.

[Learn More About Roots to Market](#)

[Learn More About Root Camp](#)

[Register for Root Camp Workshops](#)

Roots to Prevention

BUILD 3.0 Awardee

Camden, NJ

Parkside Business & Community in Partnership
Virtua
Camden County Health Department
The Food Trust
Rowan University
Camden Coalition of Healthcare Providers

HEALTH EQUITY

Roots to Prevention will be able to connect food-growing organizations throughout Camden with selling their produce direct to Virtua Health's Fruit and Vegetable Prescription Program (FVRx). This effort will provide patients better access to healthy, affordable foods while also creating new income opportunities for surrounding neighborhoods. Led by community-based Parkside Business and Community in Partnership (PBCIP), RTP will also expand nutrition, cooking and gardening programs citywide to increase participation in the local food economy by both residents and prescription redeemers.

PBCIP/ROOTS TO PREVENTION

June 9, 2020

We at the Nonprofit Development Center of Southern New Jersey are so proud to feature our NPO "Best Collaborative Effort of the Year" – Roots to Prevention – allowing Camden urban gardens to supply Virtua Health patients with locally grown produce.

Established as a true grass roots collaborative effort, Roots to Prevention brings homegrown produce from the gardens of Camden communities to the patients in Virtua's Fruit and Vegetable Prescription Program (FVRx). This extremely thoughtful partnership allows the Virtua health system to supplement their patients' supply of fruits and vegetables from neighborhood gardens which promotes economic development in Camden City and revitalizes vacant lots.

This collaborative effort is led by Parkside Business and Community in Partnership (PBCIP) and the BUILD Health Challenge. PBCIP believes that by investing in community gardeners throughout Camden City, it can revitalize the local food economy while also uniting the local and healthcare communities.

Please join us in congratulating PBCIP and all those who participate in Roots to Prevention on their collaborative efforts in South Jersey communities!