

## Epworth Farm Marketing Info

### Overview:

Epworth Farm is a 9,500 square foot property located in South LA and operated by Saint Mark United Methodist Church. Epworth Farm's mission is to increase the awareness and involvement in urban agriculture, promoting a culture of food sovereignty that will mitigate the burden of food insecurity in Black and Brown neighborhoods; to decrease the incidence of diet related diseases in the South Los Angeles by increasing the consumption of fruits in vegetables in participant households; and to foster connections and relationships within the local food system. Epworth Farm will build a functional farm with a farmstand that will operate twice per month, curate and implement educational workshops in gardening, health, and wellness for community members, and offer field trips and volunteer opportunities for community schools, organizations, and surrounding neighbors. We also hope to host worship gatherings on the farm.

### Vision:

Food insecurity is an increased issue in Los Angeles area, particularly in South LA. Large disparities in food access among Black and Brown contribute to poor health outcomes in these communities. The increase connection and participation to the production of food coupled with nutrition **education** will lead to the increase consumption for customers, volunteers, and community member. The development of Epworth Farm and related program provides an opportunity to increase its level of impact in community, particularly in the areas of **food justice** and sovereignty and mitigating health disparities in the African American community.

### Goals:

The three main goals for the Epworth Farm Project are: (1) to increase the awareness and involvement in urban agriculture, promoting a culture of **food sovereignty** that will mitigate the burden of food insecurity in black and brown neighborhoods. (2) to decrease the incidence of diet related diseases in the South Los Angeles by increasing the consumption of **fruits and vegetables** in participant households (3) to foster **connections and relationships** within the local food system. Community residents will directly benefit from outcome of activities.

Key Terms: Education; Food Access; Food Sovereignty; connections and relationships