



FRESH
NEW LONDON



www.freshnewlondon.org

Mission

FRESH New London builds momentum for food system change, through local agriculture and youth empowerment. We use food to connect the community, encourage stewardship, inspire leadership and incite change.

Vision

We envision a robust, productive, equitable, healthful and sustainable local food system in New London, that was created with broad and diverse engagement.

- Healthy food is common & accessible!
- Resources & opportunities to participate are equally available
- People of color, low income families and youth are leaders
- Everyone is able to exercise self determination and power of our food choices
- Food is growing all over & for everyone!

Values

Cultural appreciation
Equity
Reallocation of resources
Environmental preservation
Sustainability
People over profit
Democratic decision making
Accountability
No Blame or Shame
Diversity

FRESH work is justice work!

Self Determination

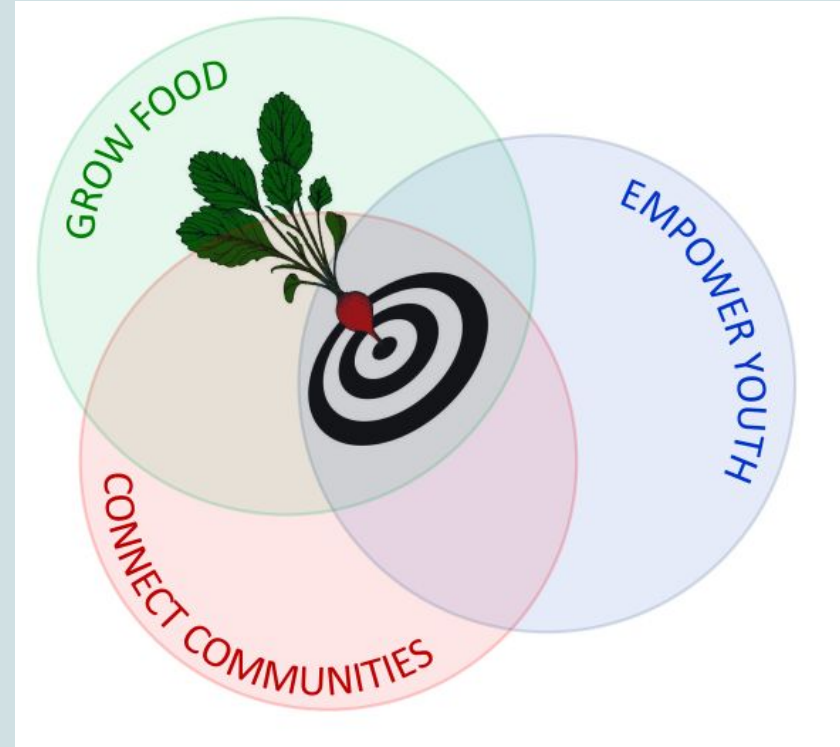
Food Sovereignty

Resilience

Power over land and resources

Choice/Control

**Celebration! - of culture,
relationships and successes**



Story of McDonald Park

2017



2023



Story of McDonald Park



To Our McDonald Park Neighbors From FRESH New London



Join us in reinvigorating your neighborhood's Urban Garden!

At FRESH New London, part of our vision is to transform the food landscape of New London and that can be done through food access.

There are available plots for your own garden and we would love if you joined us.

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Let us know if you have questions!

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DECEMBER 19, 2016

MCDONALD PARK COMMUNITY NEWSLETTER

Hello McDonald Park Community!

As most of you know, on December 1st, we had our big community meeting at AME Zion Church to begin visualizing the new McDonald Park based on YOUR feedback! We left with three amazing first-round designs, and lots of action steps moving forward!

This is what we've accomplished since then:

Funding: An anonymous donor recently donated \$5,000 to planning and construction at McDonald Park!

Additionally, FRESH just participated in our first ever crowdfunding campaign to raise money for a children's play and learning area in the new McDonald Park! We raised \$811 in donations from the public, and received an additional \$400 from SeedMoney.org!

This is just one of several grants applied for by the city and by FRESH to contribute to the McDonald Park project. We hope to have more good news for you soon.



Wellbeing Principles



Principle 1: Start with what matters to people: wellbeing.

→ By asking people, we discovered people wanted a variety of things out of their park

Principle 2: Design and implement with, not for

→ Year long design process by neighborhood leaders. Community building days

Principle 3: Heal and regenerate.

→ We acknowledge historical trauma in agriculture and land ownership. We lift and honor cultural foods and growing practices. We reclaim land and shift the balance of power.

Principle 4: Foster social connections and social capital.

→ Relationships are centered!

Principle 5: Span boundaries

→ In a city with few resources, you have to be innovative! It's been about survival.

→ All about joy! Not just "needs"

Principle 6: Build (on) assets and innovation.

→ Our people have power, strength and amazing ideas!

If we want to build food justice, we must honor the history that brought us here AND recognize that....

- ❖ People of color and low income families often feel powerless over these systems.
- ❖ Climate change and food insecurity are often invisible in communities facing other, more visible, types of violence.
- ❖ “Being healthy” and other personal change options can invoke shame and blame, or the general weight of “you should...”.
- ❖ Building power, self determination and agency - collectively- can heal us and build real movements.
- ❖ Connection is key! Connecting people to land, people to each other and people to culture. Inspiration not blame!
- ❖ Celebrate! Talk about successes; lift people of color in the work.
- ❖ The means are as important as the ends! Doing the internal work is just as important as the programs!

