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
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
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!
(860) 574-9006 Info@FRESH-NewLondon.org
Wellbeing Principles

➔ 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!