United Fresh Start Foundation Community Innovation Grants Program Application Period Now Open

WASHINGTON, D.C. (October 1, 2019) – The United Fresh Start Foundation’s 2020 Community Innovation Grants Program application period is now open. The program funds initiatives that aim to increase children’s access, selection, and consumption of fresh produce whether at home, on weekends, during the summer, while out to eat, or outside the traditional school day.

The 2020 program is focused on supporting visionary initiatives and research from organizations including not-for-profit 501 (c) 3 organizations, schools, universities, small businesses, and others with innovative projects that align with our mission.

“We’re proud of the investment we’ve been able to make in communities over the last three years, granting $100,000 in projects that get fresh produce to kids,” said Phil Muir, President & CEO, Muir Copper Canyon Farms and Chairman, United Fresh Start Foundation. “This year’s Community Innovation Grants Program takes our investment one step further by focusing on the need for innovation and new strategies to increase the consumption of fresh fruits and vegetables for children and their families.”

“With only 1 in 10 Americans consuming the recommended servings of fruits and vegetables, we are seeking new strategies that not only secures access, but also ensures that, once available, children and parents are choosing and ultimately consuming fresh produce,” said United Fresh President & CEO Tom Stenzel. “This program complements the work we do in schools and enables us to nurture an environment where kids have access to produce everywhere they live, learn and play.”

A total of $50,000 in funds through the Community Innovation Grants Program will be awarded this cycle. A minimum of five grants will be awarded, in amounts warranted by applicants. Applications will be accepted through December 1, 2019 and recipients will be announced at the 2020 FreshStart Conference, January 14-16 in Tucson, AZ. Organizations interested in applying for one of the 2020 grants may submit their application online at www.unitedfreshstart.org.

For more information about the Community Innovation Grants Program, contact Mollie Van Lieu, United Fresh’s Senior Director, Nutrition Policy, at 202-303-3403.

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About the United Fresh Start Foundation
The United Fresh Start Foundation is a 501 (c)(3) not-for-profit organization focused exclusively on increasing children’s access to fresh fruits and vegetables. Affiliated with the United Fresh Produce Association, the Foundation is committed to helping today’s kids achieve the public health goal to make half their plate fruits and vegetables in order to live longer and healthier lives. The Foundation works to create an environment in which kids have easy access to high-quality, great-tasting and affordable fresh fruits and vegetables, whenever and wherever they are choosing snacks or a meal. More information at: www.unitedfreshstart.org.