Welcome to the Vortex!

Who is New Roots?
New Roots is a nonprofit that works with fresh food insecure communities to create sustainable systems for accessing the farm-fresh food we all need to be healthy and happy.

How do you do that?
Fresh Stop Markets — farm-fresh food markets that pop up at local churches, housing authorities, and community centers in fresh-food insecure neighborhoods. The food has been paid for in advance so that farmers don't face the same degree of risk as they do with a standard farmers’ market.

How do I get some produce?
If you haven't purchased a share, and you’re at a Fresh Stop Market, you can buy some produce from the “extras” table or purchase your share there. To order a share of seasonal produce call 502.509.6770 (if payment method is debit/credit for SNAP), or drop off cash to whatever location is listed under the Fresh Stop Market’s webpage at http://www.newroots.org.

How do I cook this stuff?
At our Fresh Stops, we have chefs handing out samples of recipes made using some of the produce you can find in your share. We also hand out papers with recipes on them, and have a blog called "Fresh Bites" on our website where we post recipes. We look forward to you sharing your special family recipes!

What is a share?
A share is a bounty of fresh, local, certified-organic seasonal produce purchased by Fresh Stop Market participants (shareholders). Depending on the Fresh Stop Market, a share is usually ten to twelve items from some combination of our 50 farmers.

What do I pay?
What you pay for a share depends on your family size and income. Families on WIC pay $6, families with limited resources pay $12, and all others pay $25. Refer to the "PayMint Scale" in your packet for a more detailed explanation.

Where are your locations?
Currently, we have Fresh Stop Markets in the Brandenburg Area, Castlewood, and East End in Lexington; New Albany, Old Louisville, Parkland, Russell, Shawnee, Shawnee Presbyterian Church, Shively, Smoketown, and Valley Station neighborhoods in the Louisville Metro Area. You can order one or more shares at any of our locations all the way up to the Friday before the Fresh Stop Market.

What are your social media handles?
On Snapchat, we are @NewRootsOrg. On Twitter, we are @NewRootsKY. On Instagram, we are @freshstopmarkets. On Youtube, we are “New Roots”. On Facebook, we are “New Roots, Inc.”