PRESS RELEASE

Capital Roots Unveils New Veggie Mobile®
Partners Cut the Ribbon on another Decade of Service

(Troy, N.Y.)—Capital Roots, a local food access nonprofit, unveiled their brand new Veggie Mobile® during a press event and ribbon cutting at their Urban Grow Center on Tuesday, Aug. 13. The new vehicle, featuring a bio diesel heater, solar batteries and array, and an updated glass front cooler, was made possible by donations from supporters and partners and recently purchased to better serve the community.

Founded in 2007, this nationally-recognized mobile market program, sponsored annually by CDPHP, travels to city neighborhoods within Albany, Schenectady, Rensselaer, and southern Saratoga counties to provide fresh, affordable—and often local—produce directly to urban residents.

Capital Roots’ Chief Executive Officer Amy Klein welcomed regional partners, elected officials, volunteers and many others to the Urban Grow Center to celebrate the program’s milestone.

“Thirteen years ago we had an idea—‘what if we created a mobile produce market so families who live in our city’s neighborhoods and didn’t have easy access to full-service markets could conveniently purchase fresh food at low cost?’” said Amy Klein, Capital Roots’ Chief Executive Officer. “Since the very first day, seniors and moms, kids and families have been waiting for the arrival of the Veggie Mobile® at 37 stops in four counties each week, year-round. The program has helped to give fresh food a presence
again in our urban areas, areas that have over the decades lost so many opportunities to purchase fresh food.”

Dr. John D. Bennett, CDPHP president and Chief Executive Officer, told the audience how critical partnerships like this are to the Capital Region community. CDPHP has been sponsoring the Veggie Mobile® program since 2010.

“CDPHP firmly believes in the concept of ‘food as medicine,’ which is why we have proudly supported the Veggie Mobile® since the beginning,” Bennett said. “I applaud Capital Roots for its commitment to improving the health and quality of life in the communities it serves, and I look forward to our continued partnership.”

Mark Richardson, CEO of US Light Energy, additionally spoke. US Light Energy is a partial sponsor of the new vehicle having provided the solar array that will power coolers, fans, and registers inside the market.

“U.S. Light Energy is honored to be a part of Capital Roots’ Veggie Mobile® project. Capital Roots’ emphasis on locally produced, low cost, sustainable food aligns perfectly with our mission here at U.S. Light Energy to provide locally produced, low cost, sustainable energy,” Richardson said. “We could not be more proud of the Capital Roots team and their efforts to improve our Capital Region communities, and we look forward to continuing our support of their mission.”

Among other elected officials who attended, Richard Ball, New York State Commissioner of Agriculture and Markets, emphasized how critical the program and organization are for regional producers.

“New York State has incredible farmers producing some of the best food in the world and we have an amazing food system, but we need to make sure that all of us have access to that food system,” Ball said. “We work hard at the Department to help connect those dots—to link our farmers to new markets and expand access to food in our communities. I don’t think there’s a better example of this collective goal than the work Capital Roots is doing to provide access to these nutritious, local foods.”
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Capital Roots is a 44-year-old nonprofit organization that nourishes healthy communities with 55 Community Gardens, the Veggie Mobile®, Healthy Stores, the Produce Project, Squash Hunger and more. Capital Roots is headquartered at the Urban Grow Center, a regional food hub focused on urban agriculture and produce distribution to four counties, enabling Capital Roots to deliver local food and services to underserved neighborhoods and low-income families. Learn more at www.capitalroots.org.

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