MVP and Capital Roots: A Growing Partnership

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TeamMVP support and program sponsorships help the non-profit’s programs grow and thrive.

Capital Roots is a 501(c)(3) non-profit that is dedicated to reducing the impact of poor nutrition on public health in the Capital Region through a variety of programs including community gardens, a Veggie Mobile®, an urban farm, inner-city nutrition education, and urban greening projects. MVP has been closely involved with two programs—the Produce Project, which employs at-risk students from Troy High School to operate a year-round urban farm and sell their harvest at markets, and the Healthy Stores initiative to make fresh, nutritious produce available at urban convenience stores where families shop every day.

TeamMVP Shows Love for the Produce Project

The Produce Project is a multi-faceted program that seeks to provide education and job training and grow students’ nutrition/life skills, networking opportunities, and entrepreneurship and leadership abilities. In exchange for a stipend and a food share for their families, students are employed to operate a three-acre, urban farm under supervision of Capital Roots staff and alongside mentors and volunteers—like the ones from TeamMVP. On August 25, a group of coworker volunteers worked alongside about a dozen students from the Produce Project to prepare garden beds, weed, mow, and engage with the students on the farm. “It was a truly valuable experience with an incredible organization,” said Team Captain Meghan Leary of our Clinical Account Management Team.

Want to Get Involved?

Another team of coworkers will be spending the day volunteering with the Produce Project on Wednesday, September 21 with Team Captain Jen Regan of our Customer & Member Experience Team. Come spend an afternoon in cooler fall temperatures working alongside the impressive youth who keep this farm running each and every day! Click here to learn more or contact Jen Regan to join TeamMVP. “I started volunteering for them this year and have been impressed with the breadth of services that they provide in the Capital Region,” says Jen. “I encourage anyone who has an interest in food access/nutrition issues to spend the day with me getting to know this wonderful organization.”

Supporting Increased Access to Fresh, Healthy Food

On a corporate level, MVP has sponsored the Healthy Stores initiative since 2011 and there are now 18 participating locations across the Capital Region. The program limits mark up by working with store owners to level the playing field for a healthy lifestyle, and works with local farmers to supply the convenience stores—making it a win-win! Learn more about the Healthy Stores program. We also provided warm winter coats, hats, gloves, and wool socks for teens working in the Produce Project greenhouses during last year’s cold winter months, and sponsor the Produce Market that sells food grown by the Produce Project directly to consumers at the Capital Roots site in Troy (pictured at right).

 Says Amy Klein, Capital Roots Executive Director: “Capital Roots enjoys a dynamic partnership with MVP. Through sponsorship of our Healthy Stores program, MVP has made it possible to expand this important program into new communities, thereby increasing access to fresh, affordable food in urban neighborhoods. MVP employees have also put their muscles to work volunteering at our Urban Farm where the Produce Project, our job training program for underprivileged youth, works year-round. We are so grateful to the MVP employees who get their hands dirty and MVP’s leadership for making healthy possible for families in our region.”

Learn more about Capital Roots or our employee volunteerism program.