PRESS RELEASE

Capital Roots Responds to Surge in Demand During Covid-19 Pandemic

Organization sees double and triple digit increases across nearly every food access program

(Troy, N.Y.) — Capital Roots, a community leader in providing fresh food access services, education, and green spaces to residents of urban environments across the Capital Region, has seen a surge in demand for its services during the past three months. The surge includes a 500 percent increase in use of the organization’s Urban Grow Center Produce Market and a 40 percent increase in use of the Veggie Mobile® and Veggie Mobile® Sprout.

Through a rapid reorganization in March in response to the emerging pandemic, the local nonprofit was able to focus its efforts on ensuring everyone can get fresh produce without putting themselves at risk. Many Capital Roots constituents are elderly, displaced, or sick and fall into a higher risk category for contracting and being affected by Covid-19.

Key numbers (March – May 2020):

Mobile Markets (Veggie Mobile and Veggie Sprout)

- Usage increased 40 percent over same period last year
- SNAP/EBT sales increased 112 percent

Urban Grow Center Market

- Usage increased 500 percent over same period last year
- SNAP/EBT sales have increased 95 percent

Community Gardens
• Gardens are 99 percent occupied with only 11 plots open

Squash Hunger Program

• Distributions are up 36 percent
• Received 1,000 percent more donations from wholesale produce partners

Healthy Stores Initiative

• 50 percent increase in average store orders

Virtual Veggie Mobile

• 200 percent increase in individuals utilizing the online market

Food Hub

• Purchases increased by 45 percent across 25 regional producers

“As an organization, we really hit the ground running, and we’ve been able to keep up with increased demand across the Capital Region as food security becomes a paramount concern for those most in need,” said Amy Klein, Capital Roots CEO. “We are grateful for the ongoing support of the community as we continue to provide these vital services.”

# # #

Capital Roots is a 45-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.

594 River Street • Troy, New York 12180
518.274.8685 • Fax 518.272.2744 • info@capitalroots.org • www.capitalroots.org