

**WESTSIDE SENIOR SUPPORTED
AGRICULTURE FOOD BAG
PROGRAM: Review and Recommendations**

February 2013

Office of New York City Council Member
Gale A. Brewer
District 6: Upper West Side and Clinton

Introduction

Since the release of NYC Council Speaker Christine Quinn's FoodWorks report in 2009, the City Council has worked towards making New York a healthier city. A longtime advocate of food sustainability, Council Member Brewer sponsored Local Law 50 of 2011 that encourages the sourcing of locally grown or processed foods by City agencies to the maximum extent possible. Since June 2010, Council Member Brewer has also co-sponsored the Upper West Side Aging Improvement District with the New York Academy of Medicine (NYAM) as part of the city's Age-friendly NYC initiative. Age-friendly NYC is a partnership between the City Council, the Office of the Mayor and The New York Academy of Medicine with the goal of making all parts of city life more inclusive to older adults.

Background—Grow Green Age Well Initiative

In March 2012, Council Member Brewer organized a symposium for senior centers and organizations on the Upper West Side. GrowNYC, an organization dedicated to bringing local produce to New Yorkers, shared various models for partnering with the office of Council Member Brewer to provide seniors access to fresh food. GrowNYC described a new program that they developed with the Isabella Geriatric Center: YUM Fresh Food for Northern Manhattan, which gave Washington Heights residents the opportunity to purchase fresh food at wholesale prices by choosing from a variety of different produce bag options. The YUM program was modeled on FoodShare Toronto's Good Food Bag, which has grown from delivering 47 bags to over 4,000 in less than 20 years.

In June 2012, Council Member Brewer unveiled her Grow Green Age Well Initiative, comprised of four main programs: **Wholesale for Whole Meals, Greenhouse to Goddard, Westside Senior Supported Agriculture (WSSA) Food Bag Program**, and the **2nd Annual Age-friendly West Side Grocery Guide**. (For an article on the unveiling of the Grow Green Age Well Initiative, see Appendix A). This report will focus on the WSSA Food Bag Program and its progress over the past several months.

Westside Senior Supported Agriculture (WSSA) Food Bag Program

The Westside Senior Supported Agriculture Food Bag Program is an initiative that uses GrowNYC's Greenmarket Co. wholesale program to match growers with consumers through customized produce delivery to senior centers, food banks, and Meals-on-Wheels. For its first year, the WSSA Food Bag Program focused on serving senior centers and organizations on the Upper West Side.

Council Member Brewer launched the WSSA Food Bag Program on August 23, 2012. The program continued on a bimonthly basis through the fall of 2012; the last delivery date was November 15, 2012 (the original final delivery date, November 1, had to be postponed due to Hurricane Sandy). Every two weeks program participants received a bag of fresh local produce with approximately six different fruit and vegetable items for the price of eight dollars. Unlike a typical Community Supported Agriculture (CSA) program, seniors did not need to pay for more than one week in advance and were not required to participate each week.

Before beginning the WSSA Food Bag Program, Council Member Brewer's office engaged local senior centers and organizations to determine how the type, weight, and packaging of the produce could meet the widely varying needs and abilities of seniors. Attention was also given to striking a balance between familiar produce and introducing new items, selecting produce with high levels of vitamins A and C (consistent with Department for the Aging senior nutrition guidelines), as well as keeping an eye on the overall sugar levels of the bag's contents in recognition of the high rate of diabetes in older adults. These discussions also led to the decision to only feature one option of mixed fruit and vegetables (as

opposed to a vegetable only bag, fruit only bag, and/or a variety of sizes and prices) for simplicity in communicating the program to potential participants, as well as easing logistics for packing and registration. Finally, without sufficient storage or refrigeration facilities, it was determined that the bags would have to be packed and distributed on the same day.



Sweet corn from Upstate Growers and Packers, a farmer-owned cooperative near Syracuse, NY

GrowNYC sends out a weekly Greenmarket Co. wholesale list of produce available from their partner farmers. (For a sample list, see Appendix B). The office of Council Member Brewer, with input from senior center staff and participating seniors, determined which items to include in the following week's Food Bag and submitted an order to GrowNYC with payment as cash on delivery. (For an example of a typical order, see Appendix C).

This year the produce included in the WSSA Food Bag Program was grown and purchased from the following farms, in partnership with GrowNYC: Dagele Brothers Produce, a Black Dirt farmer whose lettuce is the best around; R&R Farms, a member of GrowNYC's New Farmer Development Project; Davenport Farms, known for their sweet corn and peppers; Toigo Orchards, a central PA grower that utilizes Integrated Pest Management in their orchard; Upstate Growers and Packers, a farmer-owned cooperative near Syracuse, NY; Common Thread Farm, Madison Co, NY; Sarah Nicolosi Farms, a family-owned farm in southern NJ; Trapani Farms, a family-owned orchard in Milton, NY; and S & S.O. Produce and Green Pasture Farms.

The WSSA Food Bag Program operated on a two week cycle. Seniors signed up on Monday or Tuesday of the first week between 10:00AM and 11:30AM in the lobby of Goddard Riverside Senior Center, 593 Columbus Avenue, New York, NY 10024, or at their own participating center. They paid eight dollars in cash, received a receipt, and picked up their produce a week later on the following Thursday. In addition to the produce, each Food Bag featured a Produce Guide created by Council Member Brewer's office with directions on how to store the food, recipes for both raw and cooked preparation, as well as information on the farms where the produce originated. (For an example of a Produce Guide, see Appendix D).

The majority of participants in the WSSA Food Bag Program were seniors (as per the intent of the Grow Green Age Well Initiative), however there was no minimum age requirement. Center staff and senior home attendants participated as well. In addition to age, participating seniors represented a range of lifestyles, from those with minimal cooking facilities to prepare their own meals to the avid cook. This range of participants led to a discussion on how to determine which items should be included in a Food Bag to ensure that all participants could enjoy the produce.



Council Member Brewer with WSSA Program participants

The eight dollar fee covered the cost of both the produce and supplies, including brown paper bags, plastic bags to enclose items with condensation, packing paper to protect delicate produce from bruising, and paper towels for lettuces and herbs. As more participants joined, the program was able to financially sustain itself and Council Member Brewer's office was reimbursed for the material and travel costs it initially subsidized.

On a typical Thursday morning "packing and pick-up day" around 11:00AM, GrowNYC delivered the Food Bag produce to

Goddard Riverside Senior Center. Staff and interns from the office of Council Member Brewer (the “Brew Crew”) along with community volunteers packed the bags in the Center's art room from approximately 11:00AM to 2:00PM.

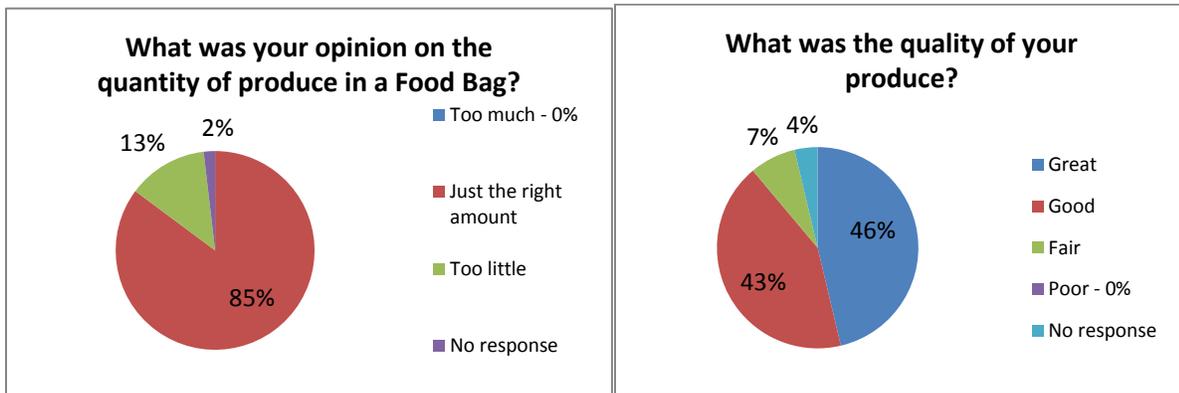
For those who registered at Goddard Riverside, pick-up occurred at the Center between 3:00PM and 4:30PM. All other sites, located between West 102 and West 72 Streets, arranged delivery according to their own needs. (For an FAQ created for WSSA Food Bag Program participants, see Appendix E). The director of the nearby St. Martin's Tower NORC, located at 65 West 90 Street, New York, NY 10025, picked up their orders with the assistance of a shopping cart; the other organizations coordinated with the office of Council Member Brewer for delivery directly to their sites.

On the first "packing and pick-up day," the logistics of distributing 62 Food Bags posed a challenge. Thirty-four of the bags stayed at Goddard for participants to collect on-site, leaving the remaining 28 bags for delivery. The “Brew Crew” delivered some of the approximately four pound Food Bags on foot, some by public transportation, and others by taxi. This method proved to be cumbersome and expensive, as well as unsustainable if the program continued to expand. To address this problem Council Member Brewer asked WSSA partner Goddard Riverside Senior Center for the use of one of its vans, and the Center administration generously agreed to provide a van as well as a driver from Goddard's Green Keepers Program. For the last few delivery cycles, the large number of bags necessitated two trips from Goddard, and the second loading period pushed the delivery time past the 4:00PM target. During the coming year, delivery logistics will need to be addressed, especially with any expansion of the delivery area or participating organizations.

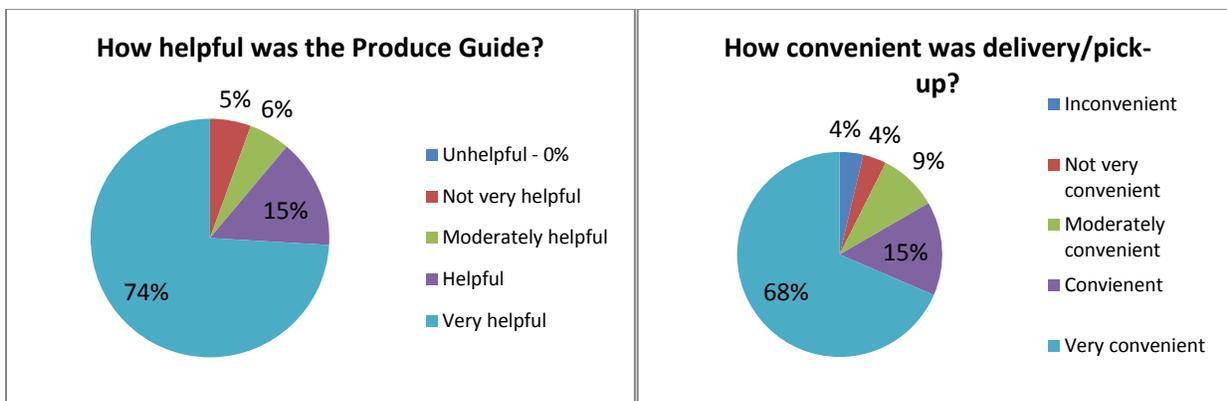
Throughout the course of the WSSA Food Bag Program, the number of individual participants and participating organizations grew significantly. During the first cycle, there were 62 orders from five organizations; by the last month there were approximately 110 orders from seven participating organizations in each cycle.

During the final ordering cycle (November 15), each Food Bag also included a survey asking participants to answer questions about their experience. Of the 102 Food Bags distributed, 54 responses were received, or approximately 53%. Of these, it was found that on average most seniors participated in more than one cycle, with the highest number participating in between four and all six cycles. The vast majority of seniors approved of both the quality and quantity of the produce. For a summary of results, see the graphs below.

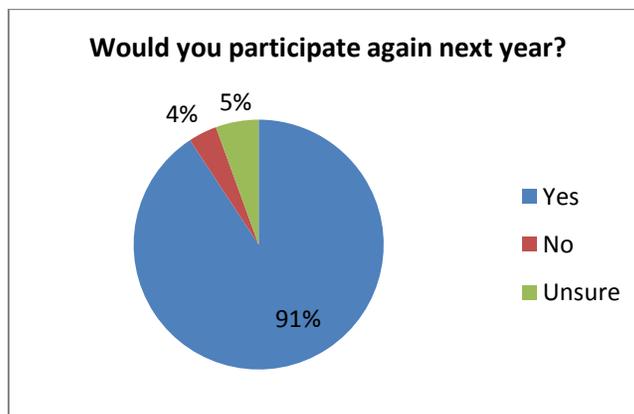




Most of the participants were satisfied with the Produce Guide and Food Bag pick-up process.



Most importantly, 91% of respondents want to participate again next year; 4% would not; 5% were unsure.



Many respondents offered suggestions on how to improve the WSSA Food Bag Program. Several are listed below:

- Delivery times need to be made more reliable. Sometimes seniors showed up at a pick-up location before the food had actually arrived.

- The Produce Guide was appreciated, but because many seniors lack a stovetop or oven, the guide should feature more recipes for microwave preparation.
- Certain products were less appreciated than others; 50% of the responses focused on the content of the Food Bags.
- Aside from personal preferences, participants were more resistant to items that seemed difficult to prepare such as cilantro and parsley.
- Respondents liked many of the products but felt that some items, like corn, became repetitive.
- Sign-up could be more convenient, especially for seniors who have problems with mobility, perhaps door-to-door, or by phone.

For selected quotes from survey respondents, see the list below. (For two letters Council Member Brewer received from WSSA Food Bag Program participants, see Appendix F):

“Introduced me to vegetables that I have never eaten. It was a very positive experience.”-D.D.

“This is a wonderful program made even better by the recipes provided along with the produce. Can't wait for next year!!” –S.G.

“Produce Guide is terrific. Enjoyed the assortment. It is a great system. Very reasonable.” –L.T.

“I really enjoyed it. It made dinners fun. Please continue the program. The food was so fresh and the selection great.” –J.R.

“The carrots were delicious!! The Boston lettuce was so delicate and flavorful. All the veggies were tasteful and the apples were very good. Sweet corn very good!! I thank Gale Brewer and all the farmers who participated.”-N.I.

A large portion of the WSSA Food Bag Program’s success was due to the work of volunteers and interns in the office of Council Member Brewer, in particular during the first few cycles of the program. Interns and volunteers staffed sign-up for the program, packed the bags and then distributed them to participating seniors. Interns who participated in the program on a regular basis included Matthew Solomon, Nicola Scalise, Sara Brenko and Diala Quashie. In addition, senior volunteers assisted from Bloomingdale Aging in Place, including Patricia Cusick and Susan Oyama. (For a picture of volunteers packing that appeared in the *West Side Spirit* see Appendix G). Larry Wood, Goddard's Family Council Organizer, also generously volunteered to drive a van one afternoon when a last-minute scheduling conflict prevented the Green Keepers from assisting with the regular delivery.



BAiP volunteer Patricia Cusick packs apples and peppers.

One of the surprising and promising aspects of the WSSA Food Bag Program was the way that it grew throughout the course of the cycles. One organization, Bloomingdale Aging in Place (BAiP), joined the program following the first cycle after its President, David Reich, learned about the initiative. Soon after, BAIp grew to become one of the organizations with the largest registration. Because BAIp is not a senior center with professional staff, but rather a neighborhood association, the ordering process and distribution of the Food Bags was done entirely by a cadre of dedicated BAIp volunteer members. At the other centers included in the WSSA Food Bag Program, staff from the organization would assist in the ordering process and the distribution of the bags. The program can be labor-intensive and time-consuming and the work of these volunteers was essential in order to prepare BAIp’s order of approximately thirty bags each cycle. BAIp also benefited from the

cooperation of the management of the St. Luke's-Roosevelt Addiction Institute's residence on West 102 Street. The institute made its dining room available for the collection of orders and distribution of Food Bags by the BAiP volunteers.

Follow-up

The first year's results provided a strong foundation for further growth. Highlights include: 1. In spite of minimal outreach (posting fliers at the centers, word of mouth), each week saw an increase in the number of participating seniors, who expressed a high degree of satisfaction; 2. Participating organizations-particularly Goddard Riverside Senior Center-were invaluable partners with shared goals and available resources; 3. The program design of offering one type of bag at a low fixed price made it easy for seniors to understand, afford, and participate in the program.

If the WSSA Food Bag Program is to grow while maintaining a high standard of quality and customer satisfaction, the process of packing and delivering the Food Bags must be reviewed, as should produce selection. On average, five volunteer packers worked from 11:00 AM to 4:30 PM; if the program expands in 2013, the workforce may need to double, and a larger staging space may be needed. Participating organizations will need to provide additional vans for delivery, or arrange to pick up Food Bags for their own centers. Also, soliciting feedback from customers on the content of the Food Bags and its use should be done more frequently than just once at the completion of the program to ensure improved satisfaction with taste, seasonality, variety, and preparation.



Shula Warren and Basia Rosenbaum of Council Member Brewer's office organize the Food Bag packing area.

Given the anticipated need for a larger volunteer force to assist in packing and distribution, new institutional partnerships may provide a good solution. A possible option is collaborating with the Midtown Community Court and the Center for Court Innovation, which coordinate community outreach projects with quality-of-life offenders.

Finally, with the experiences of the pilot year and lessons learned, in 2013 the program can begin earlier in the summer growing season, providing participants with expanded seasonal produce, especially fruit, and an increased number of delivery cycles into the fall. In addition, the program will be more widely advertised and,

based on this year's result, is expected to attract significantly larger participation.

The end of Council Member Brewer's term in her current office, December 2013 (due to term limits), poses a challenge to the program's sustainability. Without direct administration by the Council Member's office, management and staffing will have to be absorbed by another office or participating non-profit organization. Fundraising may be needed for a staff member to manage the program, coordinate volunteers, and maintain product and delivery standards, if the cost of their time cannot be absorbed by their organization.

These challenges must also be considered by institutions looking to start a similar Food Bag program. As designed by the office of Council Member Brewer, the WSSA Food Bag Program was able to sustain itself with staff from the Council Member's office, volunteer packers, and Goddard providing packing space and transportation. However, the costs of a staff member to run the program, space for the

packing process, and transportation could impact the price structure of the program if new expenses were incurred to cover these services and resources.

Despite these challenges, Council Member Brewer looks forward to the second year of the Grow Green Age Well Initiative and expanding the number of seniors and organizations participating in the WSSA Food Bag Program throughout the Upper West Side. In addition, Age-friendly NYC plans to share the Food Bag model with other communities interested in improving access to fresh, affordable food for older adults.

Acknowledgements

New York City Council Member Gale A. Brewer would like to thank Basia Rosenbaum, who organized the March 2012 symposium for Upper West Side senior centers and organizations and also was the lead researcher and author of this report. The program would not have been possible without the support and counsel of GrowNYC staff particularly Brian Goldblatt, Olivia Blanchflower, and Nathan Forster and its Executive Director, Marcel Van Ooyen; the hard work of local farmers (and their delicious produce); program oversight and administration by Brewer Chief of Staff Shula Warren and intern Matthew Solomon; and the many contributions by "Brew Crew" staff Gabrielle Vallese, William Colegrove, Jesse Bodine and Rosalba Rodriguez. Council Member Brewer would particularly like to thank Susan Macaluso and Doris Colon of Goddard Riverside Senior Center for hosting Brewer staff, interns and volunteers as they packed and distributed the Food Bags and generously arranged for a van and the assistance of Green Keepers crew members on deliveries; David Reich of Bloomingdale Aging in Place (BAiP); the New York Academy of Medicine (NYAM) for their collaboration in creating the Upper West Side Aging Improvement District; and the New York City Department for the Aging. Additionally, Council Member Brewer would like to acknowledge participating senior centers and NORCs and their wonderful staff who played an essential role in program logistics—Goddard Riverside, West Side NORC, Project FIND Hamilton Senior Center, JASA's St. Martin's NORC, DOROT, Bloomingdale Aging in Place, and NCJW Council Lifetime Learning.

Appendix A



Homebound Seniors Get Deliveries From Greenmarkets Under New Program

July 6, 2012 11:41am | By Emily Frost, DNAinfo Reporter/Producer

UPPER WEST SIDE — Fresh fruit and vegetables from Upper West Side Greenmarkets will make their way onto the plates of 400 homebound seniors living uptown as part of a new program from City Meals on Wheels, Councilwoman Gale Brewer's office and the city's Department for the Aging.

"I'm very partial to seniors," Brewer said during an announcement Sunday of her "Grow Green, Age Well" campaign, which aims to bring healthier food to seniors in the neighborhood.

As part of the initiative, City Meals on Wheels and other organizations will buy the produce from farmers at wholesale prices and deliver them to the homes of area seniors, senior centers and food banks.

Brewer persuaded the Department for the Aging to bypass its requirement that senior center menus be approved six months in advance, clearing the way for groups to substitute fresh, local produce on their menus instead, and thus start purchasing produce this summer, when more of it is in season.

Among the centers that have signed on to the plan are the Hargrave Senior Center on West 71st Street and the and Goddard Riverside Community Center on Columbus Avenue, organizers said.

"[The initiative] is local, healthy, organic and more cost effective," said Brewer, who added that the new program will not cost taxpayers any additional money.

Anne Cunningham, a senior who lives on the Upper West Side, said she'd take advantage of the program, which offers fresh food boxes for about \$8 every two weeks.

"I plan to participate. It will be really wonderful to get the deliveries, particularly when it's hot," she said.

Brewer's office also announced its "2012-2013 Age-Friendly West Side Grocery Guide," which outlines which grocery stores in the neighborhood are friendly to older West Siders, offering them a glass of water, delivery, or assistance reaching up to a high shelf, among other things.

One of the stores on the list is Fairway, at West 84th and Broadway, whose representative Solomon Juxton Smith attended the unveiling to promote the grocery's store's accessibility to seniors.

A small amount of the produce will also come from the greenhouse at P.S. 333, where student volunteers will tend the garden this summer and donate the lettuce to seniors at Goddard Riverside.

Next year, P.S. 333 students will visit the senior center and seniors will be invited to visit the school, Brewer said.

Appendix B

Greenmarket Co. Product List for Tuesday, 10/16 delivery
 Please contact Brian by Thursday 10/11 with orders
bgoldblatt@grownyc.org or 646-352-2888

Farm	Fruit	Cost
TF	Apples - Empire, XFCY, Loose Pack 80-100 ct	\$ 36.00
TF	Apples - Empire, XFCY, 8/5# Tote Bags	\$ 46.00
TF	Apples - Golden Delicious, XFCY, Loose Pack 80-100 ct	\$ 36.00
TF	Apples - Golden Delicious, XFCY, 8/5# Tote Bags	\$ 46.00
TF	Apples - Red Delicious, XFCY, Loose Pack 80-100 ct	\$ 36.00
TF	Apples - Red Delicious, XFCY, 8/5# Tote Bags	\$ 46.00
TO	Pears - Bosc, Loose Bushel Pack	\$ 44.00

Farm	Vegetables	Cost
DBP	Beets - Bagged, 25 lbs	\$ 18.00
DBP	Beets - Bunched, 12 ct	\$ 18.00
DF	Broccoli - Crowns, Iced, 22 lbs	\$ 26.00
DBP	Broccoli, 14 ct	\$ 19.00
DBP	Brussel Sprouts - Large, Stalk	\$ 9.00
DBP	Cabbage - Green, 50 lbs	\$ 16.00
DBP	Cabbage - Red, 50 lbs	\$ 20.00
DBP	Cabbage - Savoy, 50 lbs	\$ 20.00
DBP	Carrots - Bunched, 12 ct	\$ 20.00
GF	Cauliflower - Cheddar, Bushel	\$ 34.00
GF	Cauliflower - Romanesco, Bushel	\$ 36.00
GF	Cauliflower - White, Bushel	\$ 31.00
DBP	Celery, 24 ct	\$ 24.00
DBP	Cilantro - Bunched, 24 ct	\$ 22.00
DBP	Collard Greens - Bunched, 12 ct	\$ 16.00
GF	Collard Greens - Bunched, Bushel	\$ 22.00
DBP	Dill - Bunched, 24 ct	\$ 26.00
SNF	Eggplant - Black, Fancy, 40 lbs	\$ 15.00
SNF	Eggplant - Dominican, 35 lbs	\$ 16.00
DBP	Fennel - Bunched, 24 ct	\$ 24.00
DBP	Kale - Bunched, 12 ct	\$ 16.00
GF	Kale - Red Russian	\$ 24.00
GF	Kale - Red, Bunched, Bushel	\$ 22.00
DBP	Kolrabi - Bunched, 14 ct	\$ 18.00
DBP	Lettuce - Boston, Chicory, Escarole, Green Leaf, Iceberg, Red Leaf, Romaine - Vacuum Cooled, 24 ct	\$ 18.00
DBP	Onion - Cipollini, Red, 10 lbs	\$ 18.00

Appendix C

Greenmarket Co., a program of GrowNYC

51 Chambers Street, Room 1225
 NY 10007

Make checks payable to GrowNYC
 Tax ID# 13-2765465

Sales Order

Date	S.O. No.
10/18/2012	30132

Name / Address
Office of Council Member Gail A. Brewer Attn: Shulamit Warren 250 Broadway, Ste 1744 New York, NY 10007

Ship To
MUST ARRIVE BY 11AM Goddard Riverside Community Center Attn: Shula 593 Columbus Ave New York, NY 10007

Terms	Ship Date
COD	10/18/2012

Item	Description	Ordered	Rate	Amount
DB	Potatoes - Red Fingerling, 50lbs	1	22.00	22.00
DB	Potatoes - Yellow Fingerling, 50lbs	2	22.00	44.00
RR	Winter Squash - Sweet Dumpling, 40 lbs	3	22.00	66.00
DF	Sweet Corn - Bi-Color, Hudson Valley, 50 ear/bag	7	21.00	147.00
DB	Lettuce - Red Leaf, Vacuum Cooled, 24 ct	5	18.00	90.00
DB	Carrots - Bunched, 12 ct	8	20.00	160.00
TF	Apples - Golden Delicious, XFCY, 88-100 ct	3	36.00	108.00
TO	Pears - Bosc, Loose Bushel Pack	4	44.00	176.00
			Total	\$813.00

Phone #
212-788-3562

**WESTSIDE SENIOR SUPPORTED AGRICULTURE
(WSSA) FOOD BAG PROGRAM**

Sponsored by the Office of Council Member Gale A. Brewer, as part of the
West Side Age Friendly District

October 18, 2012 Produce Guide

Sweet Corn, Carrots, Red Leaf Lettuce, Empire and Golden Apples,
Sweet Dumpling Squash, Red and Yellow Fingerling Potatoes

<p>Sweet Corn (DF) <u>To Store:</u> Husk and place in refrigerator <u>To Eat:</u> 1. Slice raw kernels off husk and combine with diced tomatoes, chopped herbs, and 1 tsp olive oil. Salt and pepper to taste. 2. Place in a pot of boiling water for 4 minutes, eat from the cob or sliced off the cob.</p>	<p>Carrots (DBP) <u>To Store:</u> Refrigerator <u>To Eat:</u> 1. Simply: Eat raw or roast. 2. Carrot Soup: In pot, melt 2 tbsp butter or olive oil. Add 1 sliced onion and ½ sprig of thyme, cooking over medium-low heat until soft, about 10 minutes. Peel and thinly slice ¾ lb carrots, add 1 tsp salt and cook for five minutes. Add 3 cups vegetable or meat broth. Bring to a boil, turn heat to low and simmer until the carrots are tender, about 30 minutes. Puree if desired. Freezes well.</p>
<p>Red Leaf Lettuce (DBP) <u>To Store:</u> Refrigerator, wrapped in lightly damp paper towel <u>To Eat:</u> Use in salads, sandwich wrap.</p>	<p>Empire and Golden Apples (TF) <u>To Store:</u> Refrigerator <u>To Eat:</u> 1. Eat raw. 2. Roasted Apples: Core and quarter apples, tossing with blend of cinnamon and sugar/sugar substitute. Roast on lined cookie sheet at 375 until softened, checking after 10 minutes. Can enjoy like applesauce or as topping over yogurt, cooked oatmeal or ice cream.</p>
<p>Red, Yellow Fingerling Potatoes (DBP) <u>To Store:</u> cool, dry, dark place <u>To Eat:</u> No need to peel. 1. Boil until tender. Halve and while warm, dress with olive oil, lemon juice, chopped herbs (dill, parsley, basil), salt (or pickled capers) and pepper. 2. Slice lengthwise, toss in olive oil, salt and pepper, add chopped fresh herbs (rosemary, thyme). Roast in oven on 375 for 30 minutes, flipping halfway through baking.</p>	<p>Sweet Dumpling Squash (RRF) <u>To Store:</u> cool, dry, dark place <u>To Eat:</u> 1. Roast whole or halved. If whole, pierce with knife in several places to allow steam to escape. Bake on foil lined sheet for approx. 60 minutes in 350 degree oven, turning every 20 minutes to brown evenly. When soft, remove squash from oven and allow to cool. Cut in half, remove seeds, pith and enjoy! Halved: Cut lengthwise, remove seeds, and season with salt and pepper. Place squash on baking sheet and roast 30 minutes on 375 degree oven, checking until easily pierced by knife. Halves are great for stuffing with rice, couscous and other fillings.</p>

This week's produce was purchased from the following farms, in partnership with GrowNYC: Dagele Brothers Produce (DBP), a Black Dirt farmer; R&R(RRF) Farms, a member of GrowNYC's New Farmer Development Project; Davenport Farms (DF), known for their sweet corn and peppers; and Trapani Farms (TF), a family-owned orchard in Milton, NY.

Next ordering dates for our November 1, 2012 delivery (the last for the program this season) are October 22 and 23, 2012. Thank you for your support and participation!

Appendix E

WESTSIDE SENIOR SUPPORTED AGRICULTURE (WSSA) FOOD BAG PROGRAM Sponsored by the Office of Council Member Gale A. Brewer FREQUENTLY ASKED QUESTIONS

What is the WSSA food bag program?

WSSA is a program within Council Member Brewer's *Grow Green, Age Well* Initiative that provides older adults with affordable, fresh produce grown on local farms. The program is the first in the borough to offer local fresh food to seniors from Goddard Riverside Community Center, JASA, Project FIND, Council Lifetime Learning and West Side NORCs as well as the attendants who accompany them to their programs.

How much does the WSSA food bag program cost?

Each food bag costs only \$8. Cash only please.

Are EBT's, credit cards, debit cards, and checks accepted?

CASH ONLY is accepted. You will receive a receipt.

When do I pay?

You pay \$8 when you order.

Do I need to pay for more than one delivery at a time?

No, unlike other food bag programs, the Westside Senior Supported Agriculture Food Bag program requires only one order at a time.

Will I need proof of purchase to pick up my food?

Yes, bring the receipt you received when you paid for your order.

How much food will I receive?

Each bag will contain 5-6 varieties of produce, depending on what is in season, such as tomatoes, spinach, corn, carrots, apples, squash, peaches, and more...

When do I place my order and when is the food delivered?

The fresh produce is ordered and delivered within a two-week period. You sign up on Monday or Tuesday of the first week and receive your food a week later, on the following Thursday.

What are the exact dates of the orders?

Order Date	Delivery Date
Monday, August 13 or Tuesday, August 14	Thursday, August 23
Monday, August 27 or Tuesday, August 28	Thursday, September 6
Monday, September 10 or Tuesday, September 11	Thursday, September 20
Monday, September 24 or Tuesday, September 25	Thursday, October 4
Tuesday, October 9 or Wednesday, October 10 (COLUMBUS DAY OBSERVED MONDAY)	Thursday, October 18
Monday, October 22 or Tuesday, October 23	Thursday, November 1

Where is the produce grown?

All the produce is grown and purchased from the following farms, in partnership with GrowNYC: Dagele Brothers Produce (DBP), a Black Dirt farmer whose lettuces are the best around; R&R(RRF) Farms, a member of GrowNYC's New Farmer Development Project; Davenport Farms (DF), known for their sweet corn and peppers; and Toigo Orchards (TO), a central PA grower that utilizes Integrated Pest Management in their orchard, as well as two Pennsylvania farms, S & S.O. Produce and Green Pasture Farms.

How will I know how to store and prepare the food?

Each bag will contain a guide outlining the contents of the bag, and basic recipes requiring little preparation.

Which organizations are running this program?

The food bag program is organized by Council Member Gale A. Brewer's office, in partnership with various Upper West Side senior centers, community centers, GrowNYC, and community organizations.

Where and when can I place my order?

Sign up at your local participating senior center or organization. Sign up for the first period on Monday, August 13 or Tuesday, August 14 from 10 AM – 11:30 AM.

Appendix F

Dear Gail Brewer,

"You're The Top" (Cole Porter - "Anything Goes").

Thursday
Sept. 26, 2012

I just picked up my first WSSA food bag today (at Hamilton Center, W. 73rd St.) and I'm ecstatic with its contents. It was like Halloween and Christmas together - "What'd I get, what'd I get?"

What gorgeous produce, all grown and selected by beautiful farmers and lovingly packed for us by the WSSA "elves". Just the kind of produce I eat, but never so fresh - the green peppers and cherry tomatoes are so firm, and the Romane lettuce head alone will last me two weeks... huge!

I wasn't quite sure what the paisley bunch was till the Hamilton Center attendant pointed to the bright fuschia-colored instruction sheet attached to the food bag; it lists the bag's contents and even recipe and cooking suggestions. Wow, Shala Warren has covered all the details in supervising this program.

Well, "Nobody Does It Better" (Marrin Hamlich - "The Spy Who 'oved Me"; James Bond) than Council Member Gail A. Brewer.

Dear Council Member Gale A. Brewer,

Mon. 10.22.12

The "taste" of dignity from your sponsorship of the West Side Senior Supported Agriculture Bag Program is delicious!

What a well planned, thoughtfully conducted, healthy act of kindness.

Thank you.

Carolyn Baker

P.S. Related Congratulations for your well deserved Westie Award.

P.S. Just signed up for my second "Bag". I started late. I'd thank the farmers too, but I'm lousy on the computer!

Appendix G

cityArts **WEST SIDE** **SPIRIT** **EVERY THURSDAY**
SINCE 1983
INSIDE: LIGHTNING STRIKES 7.R
SAVINGS INSIDE: \$25 OFF AT MITCHELL'S BEVERAGES
MITCHELL'S EYE (SEE PAGE 25)
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Compiled by Nora Bosworth, Megan Bungeoth and Alicia Bynum

GREEN GROCER Matthew Solomon and Susan Oyama pack produce for the West Side Senior Supported Food Bag program at Goddard Riverside Center.