



NEWS & NOTES

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FOR IMMEDIATE RELEASE

FRIDAY, JULY 20, 2018

ROOTS FOR THE HOME TEAM TO PARTNER WITH BREWERS COMMUNITY FOUNDATION Innovative Program Nourishes Youth and Communities and will Bring Locally Grown Foods to Miller Park

MILWAUKEE – Roots for the Home Team and Brewers Community Foundation today announced a new partnership that will bring fresh, locally grown produce and salads to Miller Park. Grown by kids from urban areas of Milwaukee, the produce will be used to create tasty salads, which will be available to fans at Sunday afternoon games.

The healthy option will be available for purchase at the brand new “Salads” food cart located behind section 119 on the Field Level, starting July 22 when the Brewers host the Los Angeles Dodgers at 1:10 p.m. The young gardeners who grow the vegetables for the salads will be at Miller Park selling their garden goodies.

Roots for the Home Team works with urban youth garden programs to enhance the vital work they do to help shape kids’ lives. The program uses vegetables and herbs grown by youth in the area and supplements it with produce from local farmers. Participating members of the program develop and sell delicious, creative salads at sports venues. Roots for the Home Team began in 2012 at Target Field, home of the Minnesota Twins. The program was eager to grow new “roots” and selected the Milwaukee Brewers and Miller Park as its first expansion team.

The program is designed to seed youth success. Through access to unique opportunities beyond their neighborhoods, young people participating in Roots for the Home Team grow their sense of self and possibilities in their lives, while learning new levels of leadership, business skills and an entrepreneurial mindset. Through Roots, youth discover personal passions and how to put them toward a purpose and vocational success.

“We’re proud to partner with Roots for the Home Team as they share our common commitment to supporting healthy youth and families,” said Executive Director of Brewers Community Foundation Cecelia Gore. “We believe that this innovative program is a tremendous way to empower young people in our communities and enhance all of our futures.”

As the exclusive concessionaire of the Milwaukee Brewers, Delaware North (DN) Sportservice plays an instrumental role in bringing Roots for the Home Team to Miller Park. DN Sportservice will prepare the salads based on the recipes created by the young gardeners.

Participating Youth Garden Programs

Groundwork Milwaukee - Young Farmers Program

Groundwork Milwaukee’s Young Farmers program builds inter-generational communities around neighborhood-based food systems. Young Farmers teaches organic gardening practices to youth in three neighborhoods: Harambee, Metcalfe Park and Sherman Park. Young people at each site work cooperatively to grow produce and sell their harvest to residents in those neighborhoods. By doing so, Young Farmers increase access to healthy foods, meet neighbors and see themselves as important change agents for positive community transformations.

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ROOTS FOR THE HOME TEAM, continued

Groundwork's advanced Young Farmers Program recruits successful participants to work in four sites, to grow produce for the Riverwest Food Pantry. Young Farmers also get the opportunity to connect with members of Groundwork's urban farmers collective, where they gain hands-on experience working side by side with urban for-profit farms.

Learn-Earn-Grow

Learn-Earn-Grow Milwaukee (LEG MKE) is an urban agriculture experience for Milwaukee high school students to access new pathways into higher education while giving them a unique experiential way to learn food literacy: namely by growing, harvesting, selling and eating their own food. They come for the paid summer jobs, and stay for the fun, exercise and education.

LEG MKE gives high school students opportunities to raise produce while making regular visits to three college campuses throughout the summer, giving them access to college resources, professors and staff, as well as a vision of becoming a college student and having a future in their chosen career. They also engage in service learning with urban agriculture mentor/educators throughout the city, giving them a glimpse of how and why others have chosen their profession. Our graduates are trained in resume writing, job interviewing, workplace etiquette, conflict management, financial literacy and food literacy.

Brewers Community Foundation

Brewers Community Foundation harnesses the pride, passion and commitment of Brewers fans, players and other supporters to positively impact the lives of children and their families in Greater Milwaukee and Wisconsin. The Foundation's funding efforts strategically extend financial support to nonprofits that provide quality programming in the areas of health, education, recreation and basic needs, with a particular focus on low-income and disadvantaged youth and their families.