



**Food as a
Platform for
Neighborhood
Revitalization**

Introductions



CHRIS KABEL

Deputy Director
The Kresge Foundation
@KresgeHealth



MALINI RAM MORAGHAN

Principal
DAISA Enterprises
@DAISA_Stories



SHAWN MCLEAREN

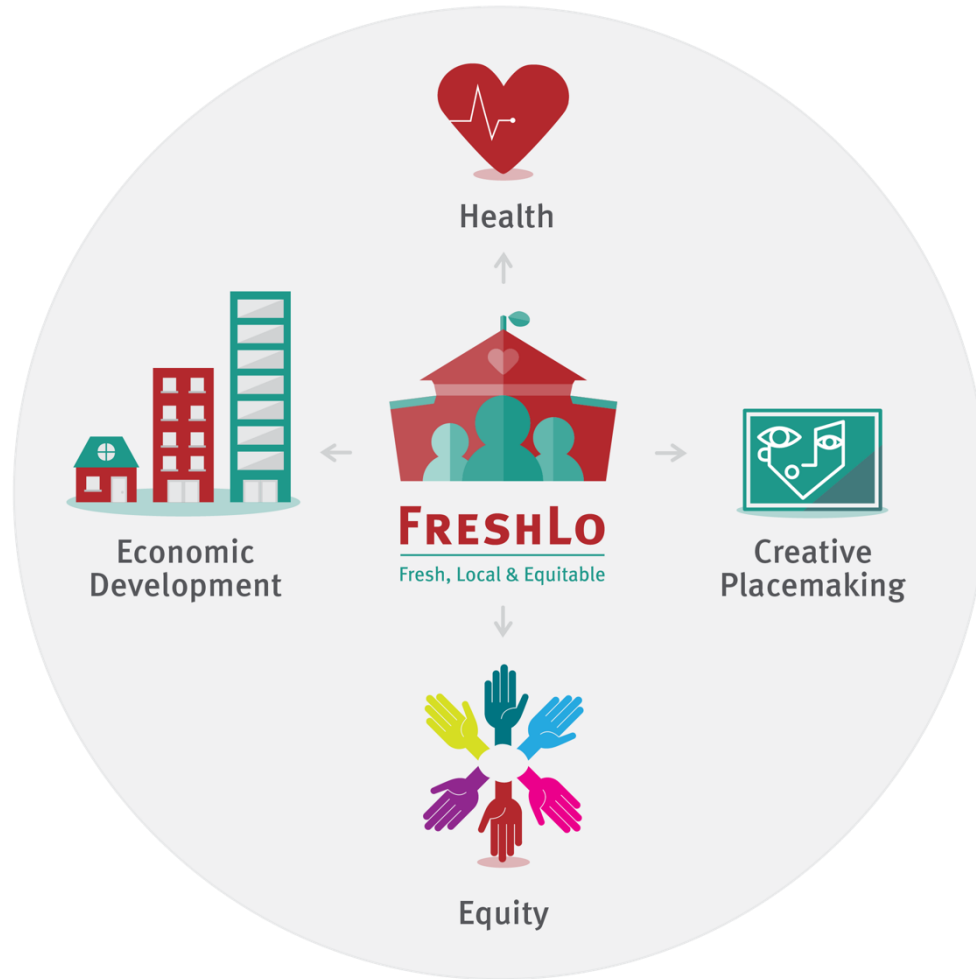
President
Placeful
@PlacefulNYC



J HACKETT

Executive Director
Green Opportunities
@GreenOpps

Core Values



FreshLo Grantee Community



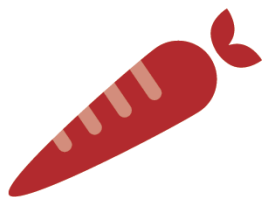
What It Looks Like



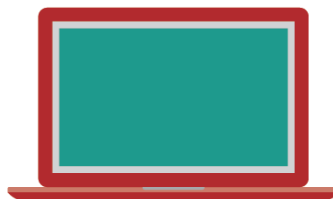
**Incubator
Kitchens**



**Public
Markets &
Retail**



**Farm to
Institution**

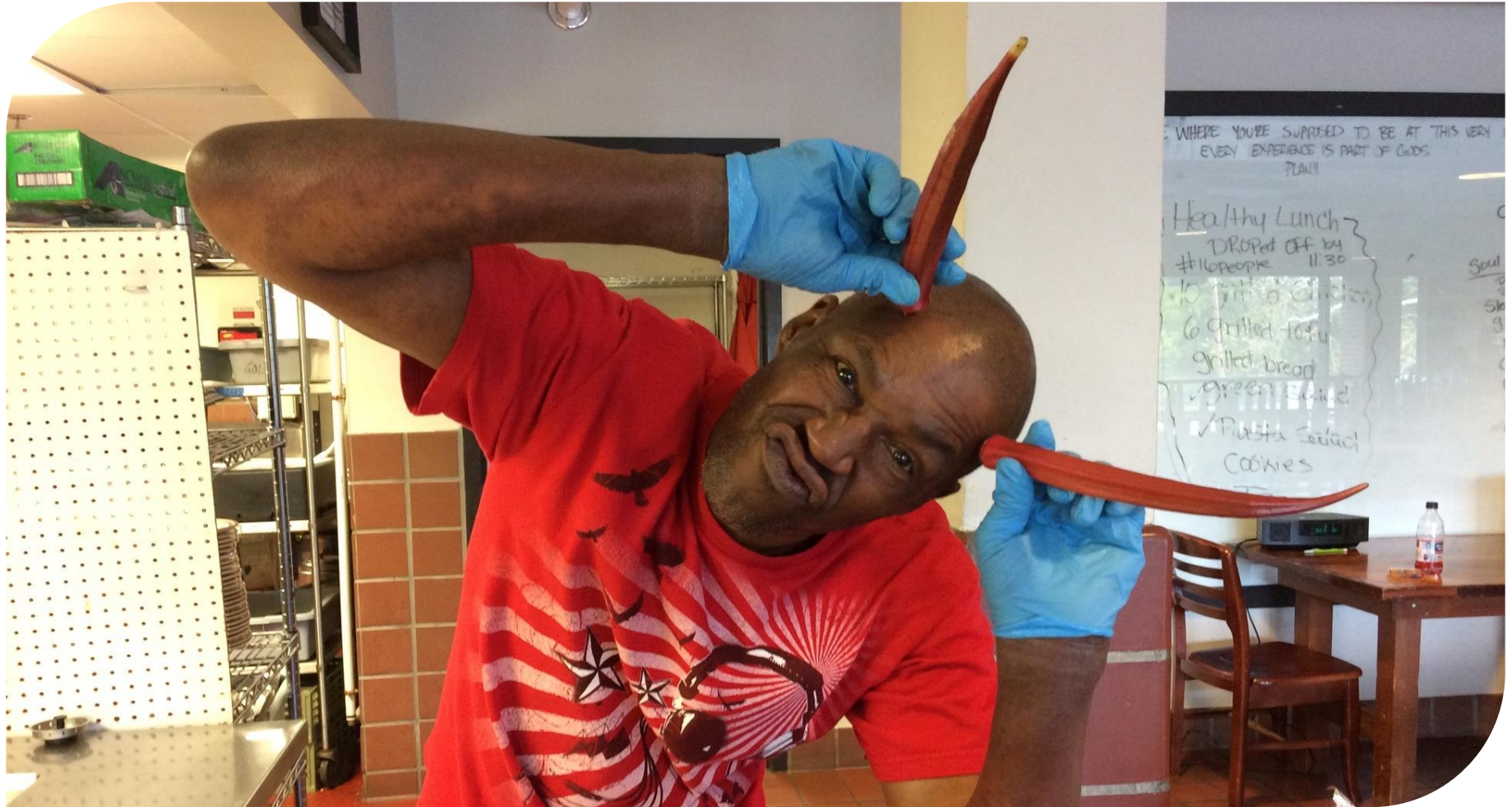


**Entrepreneurship
Training**



**Neighborhood
Identity**

Green Opportunities ASHVILLE, NC







La Marqueta Placeful, Inc. EAST HARLEM



placeful.

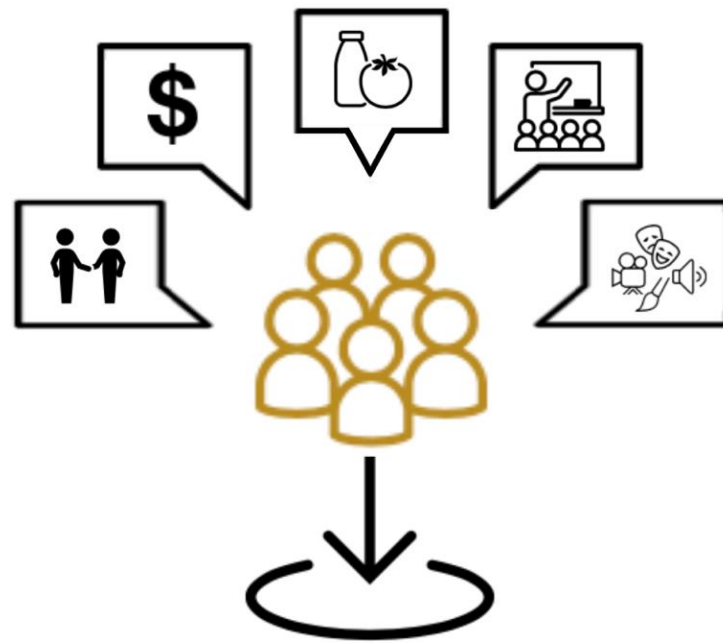
LA MARQUETA & THE PARK AVENUE COMMERCIAL CORRIDOR /

PHASE 1



about placeful.

placeful.



investing in community space through socially responsible partnerships in finance, agriculture, education & the arts

placeful.

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PHASE 1



EAST HARLEM

PARK AVE COMMERCIAL CORRIDOR

LA MARQUETA



placeful.

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PHASE 1



placeful.

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PHASE 1

1920s



1930s



1950s



1970s



1990s



2015 - 2018



placeful.

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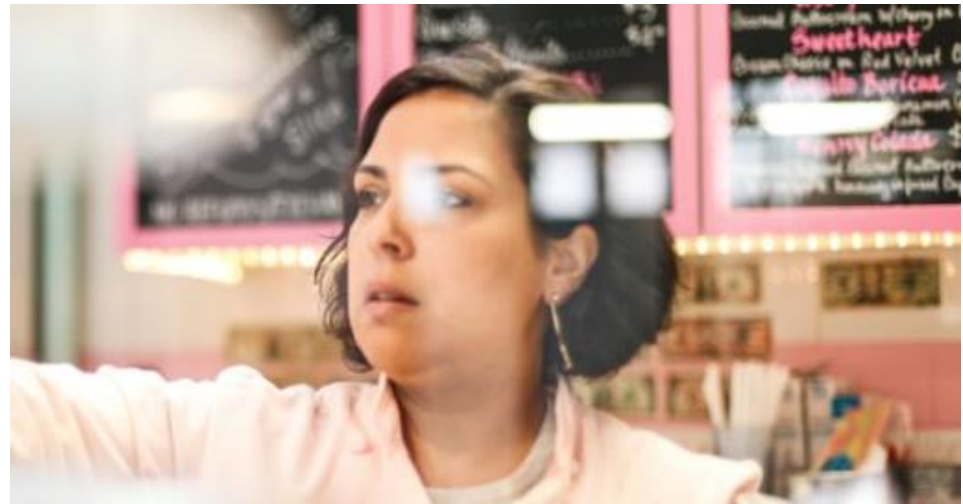
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placeful.

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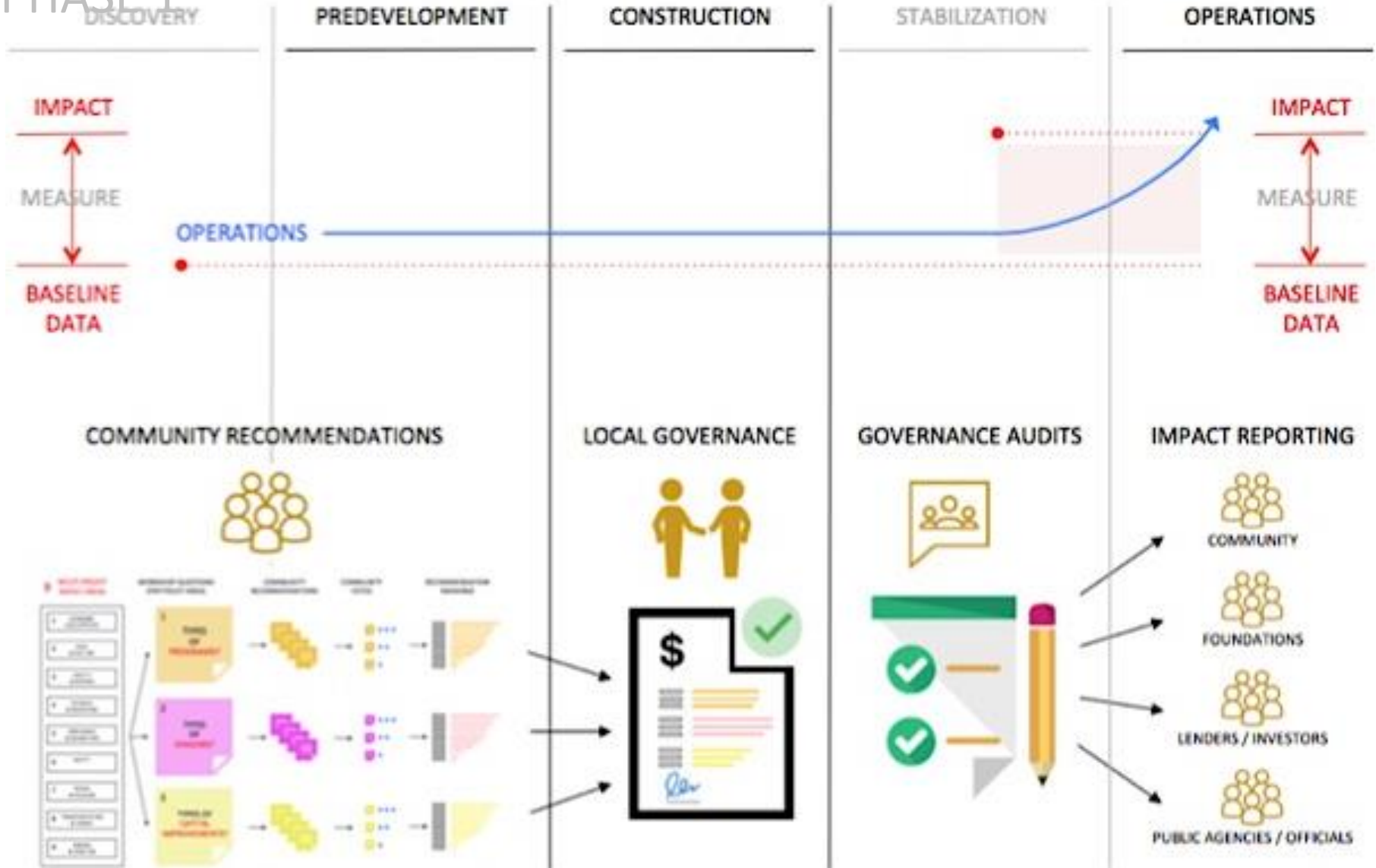
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placeful.

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FreshLo Partners Gather in Memphis, TN



THE KRESGE FOUNDATION



FRESHLO
Fresh, Local & Equitable

Elijah's Promise, NEW BRUNSWICK, NJ



McComb-Veazey Neighborhood Coterie

LAFAYETTE, LA



Sankofa Community Development Corporation

NEW ORLEANS, LA



Sankofa Community Development Corporation

NEW ORLEANS, LA



Asian Economic Development Association

ST. PAUL, MN



Asian Economic Development Association

ST. PAUL, MN



Riverstone Health Foundation

BILLINGS, MT



Partnership for Community Action

Albuquerque, NM



QUESTIONS?



Thank you for joining us!



kresge.org/freshlo

[#FreshLo](https://twitter.com/FreshLo)