

# **Planting Justice Executive Summary**

## **Impact 100 East Bay**

### **Mission**

Founded in 2009, Planting Justice is a food justice and reentry nonprofit based in East Oakland. Our mission is to empower youth and adults impacted by mass incarceration and other social inequities with the skills and resources to cultivate food sovereignty, economic justice, and community healing. We grow community power through living-wage green jobs, workforce development, and educational programs rooted in regenerative agriculture.

### **Project**

Planting Justice seeks support from Impact 100 East Bay to launch and sustain the Mobile Farmers Market Truck Program—a neighborhood-based food distribution initiative delivering fresh, organic produce and value-added goods to communities deeply impacted by food apartheid in Richmond, West Oakland, and East Oakland. This pilot program will bring sliding-scale produce access (including EBT/SNAP) to 10–14 locations weekly, with an estimated reach of 100–200 families per site. It builds on our successful healthy smoothie distribution program and El Sobrante Farmers Market operations.

This \$100,000 grant will fund a full-time Mobile Market Manager over two years, who will oversee distribution logistics, train youth interns and reentry participants, and ensure the truck's regular presence in historically excluded neighborhoods. Produce will be supplied by PJ's 4-acre Mother Farm orchard and our soon-to-open Aquaponics Farm & Training Center, which will grow over 180,000 pounds of food annually. During this start up period, we will also be establishing relationships to get low/no cost produce donations as well, from our farmers market vendors and from other organizations. Goods will be processed in PJ's Good Table Commercial Kitchen, launching in Fall 2025.

### **Community Transformation**

This project transforms local food access by directly connecting underserved neighborhoods with healthy, affordable, and culturally relevant food options—grown and distributed by community members themselves. It replaces extractive charity models with a regenerative system of mutual aid and economic opportunity. Most staff and youth interns operating the truck are directly impacted by mass incarceration and other social inequities and are rooted in the communities being served, making this a project of neighbors feeding neighbors. In addition to reducing food insecurity, the program promotes workforce development, environmental stewardship, and collective healing. By year two, the program will be fully supported by our produce program and will expand PJ's capacity to train, employ, and nourish hundreds more East Bay residents.