

**FOR IMMEDIATE RELEASE:**

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## **Grand Opening for Organic Produce Stand - “Dirt” Cheap**

*Alameda County Social Services Agency Introduces Organic Farm Stand to Clients, Staff and Public*

**WHAT:** Hayward, CA.— Organic produce – once out of reach for many recipients of public assistance due to price and location – may appear at more holiday dinners this year thanks to a new Farm Stand that the Alameda County Social Services Agency (SSA) is offering to its clients, staff and the public.

Beginning with a Grand Opening this Thursday, December 19, 2013 at 10 a.m., the Farm Stand will begin operating outside of SSA’s Hayward office, also known as the Eden Area Multi-Service Center. CalFresh recipients will be able to use their EBT cards to purchase healthy organic fruits vegetables and other offerings. Cash and credit cards will also be accepted. (See details below for time and location.)

“We recognize that many of our clients live in food deserts and have little or no access to fresh fruits and vegetables. For the vast majority of the people we serve, organic produce has been priced out of reach,” said Lori A. Cox, the Agency’s director. “We are thrilled to offer our clients, staff and the public the opportunity to purchase organic produce at reasonable prices right outside our doors.”

She added that two additional locations are scheduled to open in late January and February at SSA’s Eastmont and North Oakland Self Sufficiency Centers.

**WHO:** The County’s Board of Supervisors recently approved a service agreement with [Dig Deep Farms and Produce](#), a workforce program of the Alameda County Deputy Sheriffs Activities League (DSAL). The goal of this pilot project is to provide job training and employment to CalWORKs participants, while also making organic fruits and vegetables available to recipients of public assistance.

**WHEN:** Every Thursday, starting December 19, 2013  
10:00 a.m. to 2:00 p.m.

**WHERE:** Alameda County Social Services Agency  
Eden Area Multi-Service Center  
24100 Amador Street  
Hayward, CA 94544