

FOR IMMEDIATE RELEASE:

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A Fresh Approach to Valentine's Day

Alameda County Social Services Opens Second Farm Stand February 14

WHAT: Oakland, CA.— This Valentine's Day, clients, staff and neighbors of the Alameda County Social Services Agency's North Oakland office will start a new relationship with fresh produce.

Heartened by the warm reception to the Hayward office farm stand the Social Services Agency (SSA) has held Thursday mornings since December, the SSA will open its second farm stand this Friday at the corner of Thomas L. Berkley Way and San Pablo Avenue (see details below).

The sites were carefully chosen to provide SSA clients the opportunity to purchase wholesome, pesticide-free fruits and vegetables at the same locations where they sign up for and receive CalFresh benefits.

Behind the slogan of "Fresh Produce at 'Dirt' Cheap Prices" is the goal of making nutritious food available to low-income residents for whom fresh fruits and vegetables are either too far away or priced out of reach, noted Lori A. Cox, the Agency's director.

Like the Hayward farm stand, the North Oakland project is expected to draw a crowd comprising clients, staff, and people who live and work in the area.

"There is a senior assisted living facility directly across the street from our offices. When I went there to provide flyers and postcards advertising the farm stand, the residents were very excited about the prospect of having these offerings within steps of their front door," commented Sylvia Soublet, SSA's Director of Public Affairs.

Customers can expect to choose from an array of seasonal items such as apples, citrus fruits, greens, lettuce, sweet potatoes, onions, avocados, and broccoli.



Although February 14 is traditionally associated with sweets, Soublet pointed out that fresh produce can be sweet and romantic too.

"There are some great recipes for apples covered with chocolate or baked with cinnamon, for example," she said. "After all, it is still Valentine's Day."

WHEN: Fridays, starting February 14, 2014 (weather permitting)
10 a.m. to noon

WHO: Alameda County Social Services Agency and Dig Deep Farms and Produce (a project of the Alameda County Deputy Sheriffs' Activities League)

WHERE: Alameda County Social Services Agency, Thomas L. Berkley Self-Sufficiency Center
2000 San Pablo Avenue, Oakland, CA 94612 (next to front entrance)

Find out more at our [website](#) or  .