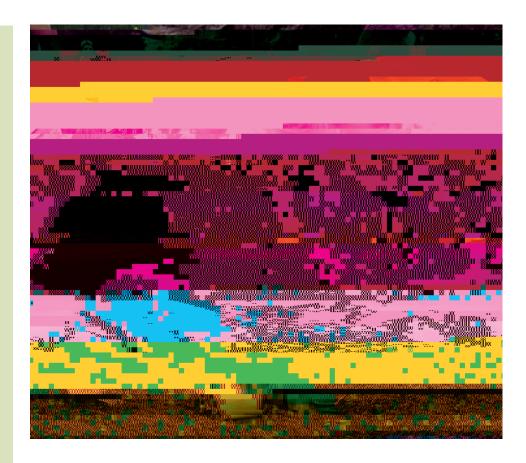
African Alliance of Rhode Island

\$37,000

2016

A value-added producer grant to support a feasibility study and marketing plan for ethnic African products made with "bitter ball" a



AARI manages five community garden sites in Providence, Rhode Island. The farmers are generally women refugees. They are not able to meet the demand for their produce. Each week, they sell out at the farmers market, and have restaurants and other customers waiting for them to scale up. The organization is hoping to secure additional parcels of land to support their scaling next season.

At the markets, the organization conducts health screenings and cooking demos. These successful programs engage shoppers with agricultural education.

GOALS of COMMUNITY RELATIONS:

"Goal one is to build trust. Goal two is to bring the community together so we talk to each other and say hello to one another, and get to build the vitality of the community. Goal three is to introduce fresh vegetables: seven, eight different types of African vegetables. We explain how to grow them, how to prepare them."

- Julius Knowles, AARI President

MARKETS

Crops are sold at a summer and winter farmers' market, and a pop up market that they piloted in 2018. They also sell value-added relish made from a traditional African crop called "bitter ball" or "garden egg," which