FOR IMMEDIATE RELEASE
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Media Advisory: Los Angeles Corner Store to Open a “Grown in LA” Farm Stand to Address Community Food Apartheid

Village Mart & Deli in El Sereno Improves Food Access by Connecting with Local Food Growers and Producers of Color

Los Angeles, California - April 11, 2022 - Village Mart & Deli is a community hub for El Sereno residents and commuters alike in the eastside of Los Angeles, where quality local grocery stores are scarce. The store has been a popular stop on Soto Street for 70 years, and the current owners were regular customers before taking over the store in 2018. For sister-brother duo Linda and Armando Mejia, buying the corner store and deli was a labor of love, but without prior food business experience they had to learn on the job with little external support. With a strong commitment to serving fresh and healthier food options in their hometown, they teamed up with the Los Angeles Food Policy Council’s Healthy Neighborhood Market Network (HNMN), a program aimed to ensure that Angelenos can access fresh produce within a half a mile of their residence.

With support from Orgain and the Economic Workforce Development Department at the City of Los Angeles, Village Mart & Deli is opening up the community’s first-ever farm stand that will be stocked with locally grown produce! To launch and celebrate this, they are teaming up with Prosperity Market, a pop-up Black farmers’ market and incubator for new food businesses. Prosperity Market will be popping up at Village Mart a week before the Farm Stand launch. Together, they are highlighting the importance of investing in local small food businesses to improve neighborhood access to food.

WHAT: Prosperity Market Pop-Up at Village Mart & Deli
WHEN: Saturday, April 16, 2022 11am – 3pm
WHERE: Village Mart & Deli 2200 N Soto St, Los Angeles, CA 90032
EVENTBRITE: www.eventbrite.com/e/prosperity-market-pop-up-at-village-mart-deli-tickets-317373601987

WHAT: Grand Opening of Village Mart & Deli Farm Stand
WHEN: Saturday, April 23, 2022 10am – 2pm
WHERE: Village Mart & Deli 2200 N Soto St, Los Angeles, CA 90032
EVENTBRITE: www.eventbrite.com/e/grand-opening-of-el-serenos-first-farm-stand-tickets-31886156077

For more information: https://www.goodfoodla.org/events

About the Los Angeles Food Policy Council (LAFPC). We work to ensure food is healthy, affordable, fair and sustainable for all. We are the largest Food Policy Council in the United States. LAFPC believes Good Food for All is possible and that all communities deserve access to good food, grown in a way that respects people and the planet. LAFPC works to create a local food system free from hunger, rooted in equity and access, supportive of farmers and food workers, and guided by principles of environmental stewardship and regeneration. We catalyze, coordinate and connect people across the Los Angeles region, including government, business and community groups working on food.

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