Who We Are:

Our mission is to improve access to healthy, affordable, cooked foods in low-income neighborhoods. This year we are launching a food truck that will serve on-the-go meals made with ingredients sourced from local farms. The truck will target neighborhoods in the Greater Boston Area with limited access to high quality foods and with high rates of diabetes and obesity.

We are committed to hiring young adults in the communities we serve to help operate the truck and lead food education marketing campaigns.

Our Work Matters:

Accessing healthy, affordable foods in low-income neighborhoods can be difficult. Years of economic disinvestment, followed by the unwillingness of supermarkets to locate in these areas, have made the availability of quality foods limited. Corner stores, fast food chains and pizza joints have become the most widely available food options. It’s therefore no surprise that obesity and diabetes disproportionately affect residents of low-income urban neighborhoods. In Boston, Fresh Food Generation will primarily serve Roxbury, Dorchester and Mattapan. These neighborhoods have obesity and diabetes rates that are 2-3 times higher than other Boston neighborhoods.

Co-Founders:

Cassandria Campbell grew up in Roxbury where she currently lives. She developed the idea for Fresh Food Generation because she wanted to find healthier food options without having to travel outside of her neighborhood. She became a food justice advocate while working as a teen at The Food Project - a nationally recognized model for youth development and sustainable agriculture. Upon graduating from Swarthmore College, she returned to the organization to be the Youth Development Coordinator in which she lead a 60 youth summer program and coordinated a yearlong leadership program. In 2011, she received a Masters degree in City Planning from MIT and continues to work in the field of community and economic development.

Jackson Renshaw became passionate about food justice as a teenager while working with The Food Project. He decided to pursue his degree in Ecological Agriculture at The University of Vermont because he felt the smartest way to feed people was to grow food. He continued to work as the Roxbury Youth Programs Coordinator at The Food Project to lead an intensive six and a half week summer program between school terms. When Cassandria approached him with the idea, he immediately agreed to help create Fresh Food Generation. He currently works as a Truck Manager at Bon Me preparing, cooking, and selling food.