



YOUR COMMUNITY, YOUR FOOD, YOUR MARKET

Irma Hernández
Campus Monterrey

- ✓ Encourage people to grow their own food.
- ✓ Modify our consumer habit
- ✓ Reconstruct Knowledge about How we can Grow food.

Community
market

Economics



**THE GROWING
ROOTS**

YOUR COMMUNITY, YOUR FOOD, YOUR MARKET

Cooperative
Cafe

Social

Growing
vegetables

Community

MOOD BOARD



mfc deals

monadnock FOOD CO-OP
APRIL 15 - 28, 2015

-  **\$3.49**
ORGANIC Broccoli Sprouts per bunch
-  **\$1.49**
ORGANIC Eggplant per lb
-  **\$2.99**
ORGANIC Grape Tomatoes per pint
-  **\$5.99**
ORGANIC Valencia Oranges 10 lb
-  **\$3.99 / 4.99**
RAWR Smoothie Made In House 12 oz / 16 oz

FRESH & LOCAL RAWR Smoothie

Bring the spring and fall season to a fully stocked season. The RAWR is a delicious way to maintain your wellness while nourishing your body with all the antioxidants found in pineapple, kale, mangoes and berries. All and their remarkable when you bring your own cup you get a huge discount for the price of a smoothie. So bring your own reusable 14 oz cup and get the sale price of the 12oz RAWR smoothie - a great deal for Earth Month!





YOUR COMMUNITY, YOUR FOOD, YOUR MARKET

Returning to our roots (PAST)

Every food beginning with a
hidden seed or root. (NOW)

The roots give life to all the tree (FUTURE)



THE GROWING ROOTS

YOUR COMMUNITY, YOUR FOOD, YOUR MARKET



Orange



Green



Yellow



Dark red



Light yellow



Gray

Arial Black

Eraserdust

PERSONAS

PERLA



Age: 20-30

The buy in :
Local markets
Organic shops
Grow her own food

Middle
Middle High
Eco friendly
Plant Lover
Look for their
health
Like to Share
Live in the
neighborhood

MARIEL



Age: 60-70

The buy in :
Local markets
Community Street markets
Grow her own food

MEMBER



MARIEL

Age: 60-70

Maribel is a member of the **growing root**. Some days she is at the gardens taking care of the plants and sharing "know hows" with their younger partners.

The place she loves more is the garden but she enjoys being in the café and the market showing people the benefits of growing their own food.

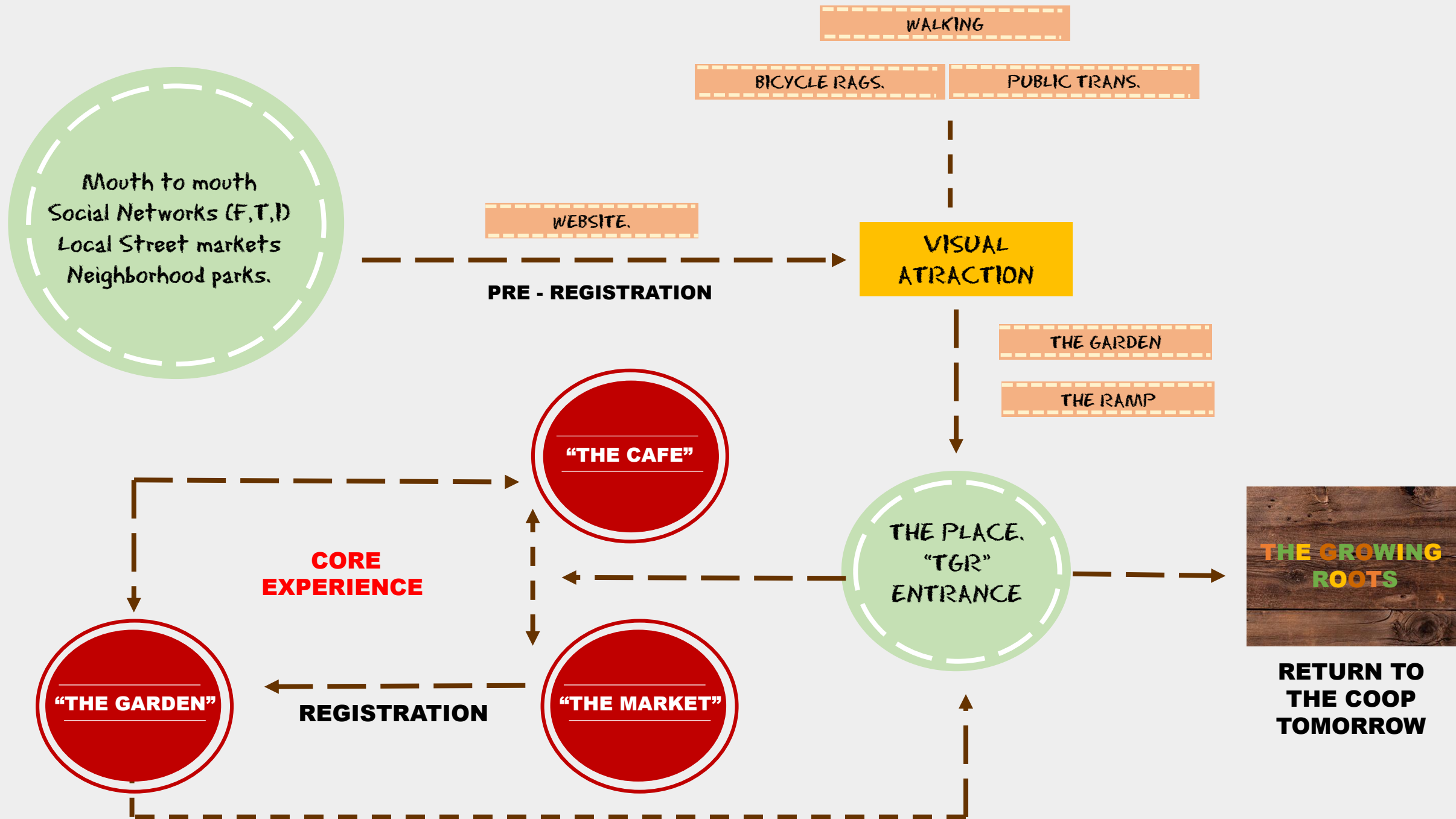
MEMBERSHIP

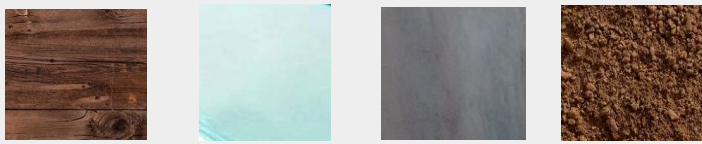
- ✓ At the Gardens (Growing)
- ✓ At the Market
- ✓ At the cafe



MEMBER

- ✓ \$100 fee p/y
- ✓ Can buy at the market
- ✓ Get a discount at the cafe





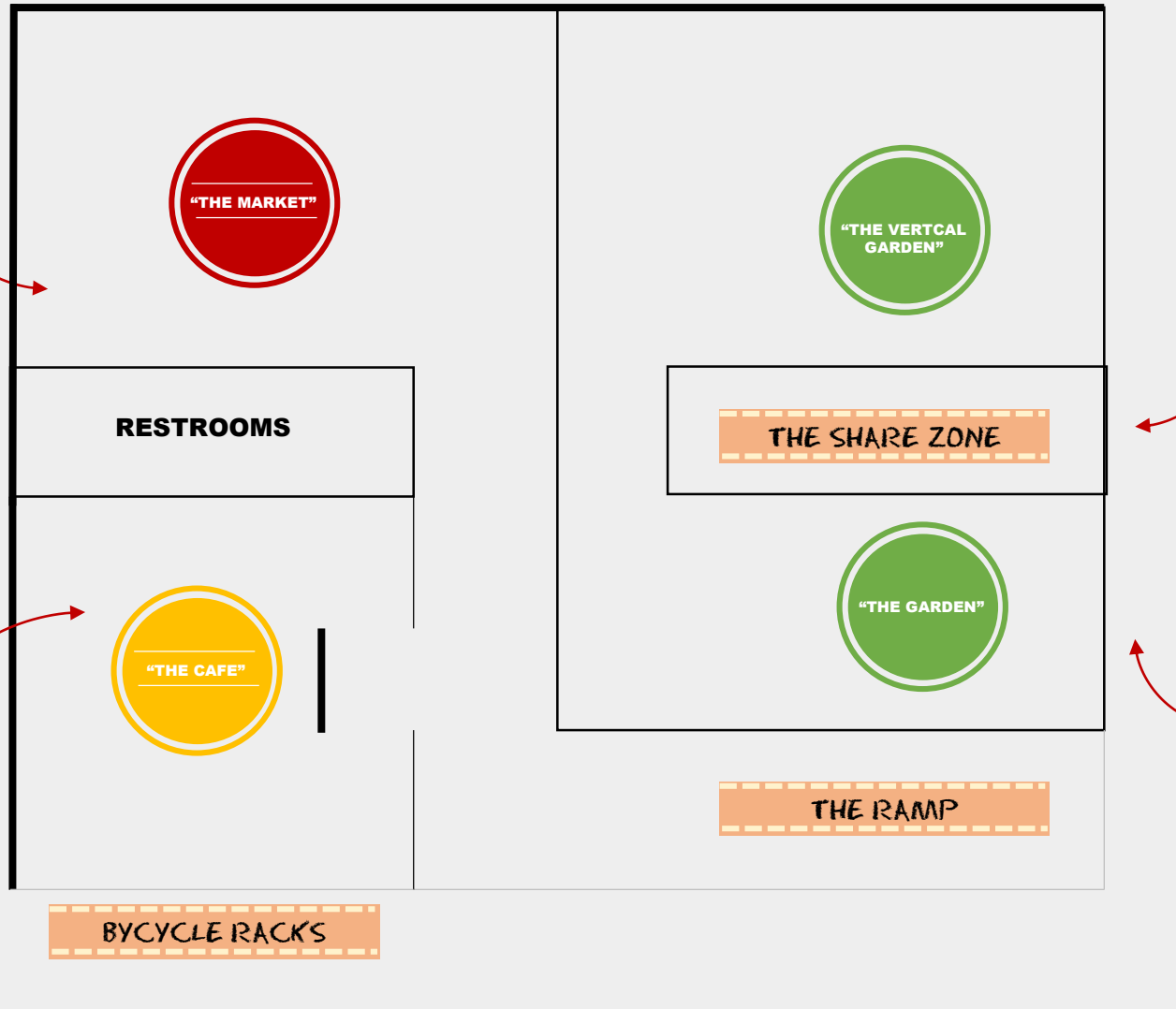
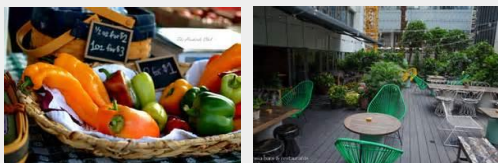
**Famly place
With wooden cages**

**In the Wall . The
process to obtain the
vegetable. Gen. info**



**Photos of the work at
the "growing root"**

**More like a terrace
-very open placfe-**



**Sharing and
social space**

**Open space
with a wooden
fence**





**WE GROW
COMMUNITY.**