

Shop Healthy!

March 2016

The mission of the Deuces Live, Inc., a certified Florida Main Street is to revitalize the community while preserving its heritage. It has always been a goal of the Deuces Live to encourage commerce from local entrepreneurs. Providing a venue for local retail vendors at the market on 22nd Street South was a way to execute that vision. In addition to growing the local economy, it also models self-employment as a viable way to earn a living.

The market on 22nd Street South will be relaunching soon, rebranded as St. Pete Urban Market. A goal of the market is to make sure products are available in the community so that our neighbors could shop healthy close to home. How to get produce in the community while supporting the goal of supporting the corridor's heritage? The Deuces accepted this challenge and found partners that in addition to providing fresh produce, will also bring education and information about the benefits of eating healthy and speak to our neighbors regarding the potential career opportunities of farming. The Deuces partnered with the Black Farmers and Agriculturists Association and DAB Community Services, Inc., to produce a Directory of Florida Black Farmers. The directory, available as a PDF from the Deuces Live website, highlights 20 Black Farmers throughout Florida. This directory outlines what the farmers produce and has contact information. Through patronage, support and collaborative efforts, we can change the lives of children and families in our community. Continue to check out this blog for information regarding the relaunch of St. Pete Urban Market, hosted by the Deuces Live.

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