

# NORTHSIDE DEVELOPMENT GROUP ANNOUNCES NAME FOR THE HEALTHY FOOD HUB PROJECT

June 24, 2014

The Northside Development Group (NDG) is pleased to announce a name for the Healthy Food Hub project located on Howard Street in the Northside area.

Harvest Park, tentatively scheduled for completion in early August, is the first completed project of the ambitious Northside Initiative and will provide much needed access to healthy food options in what has been dubbed a “food desert”. Amenities of The Park will include the Monarch café and retail space, covered sheds for the Hub City Farmers’ Market and an urban farm.

The Monarch café and retail store- owned and operated by The Butterfly Foundation (TBF) - will provide community members with moderately priced breakfast and lunch seven days a week. Cooking classes and demonstrations highlighting fresh produce from the Hub City Farmers’ Market and Urban Garden will be offered. The retail store will sell fresh produce from local and regional farmers, dairy, and meats. “We are excited about this opportunity to specifically address the needs of the Northside area as well as offer our entire community fresh produce, hot meals and frozen ‘to-go’ dishes made with fresh fruits and vegetables in convenient proximity to where people work and live,” said Liberty Canzater, TBF’s President/CEO.

The Hub City Farmers’ Market (HCFM) will call Harvest Park home – relocating from their current location at the Train Depot. HCFM will operate their weekly Farmers’ Market as well as the Urban Farm which will serve as an educational model for diverse agriculture while providing fresh produce for the Monarch and the HCFM Mobile Market.

## HARVEST PARK AT A GLANCE

- » First completed project of the Northside Initiative.
- » Will include the Monarch Cafe, owned and operated by the Butterfly Foundation, to provide healthy food, 7 days a week, and culinary training.
- » Hub City Farmers’ Market will provide a farmers’ market & urban farm.
- » Urban farm will serve as an educational model for diverse agriculture while providing fresh produce for the Monarch Cafe.

“Northside’s Harvest Park is a great example of how a community and partners can come together in a huge way to make a life long difference. For years to come Harvest Park will serve as a meeting place, source of food and inspiration, and a beacon for what Northside will become.” **CURT McPHAIL, PROJECT MANAGER OF NDG**

## A COLLABORATIVE EFFORT



The Butterfly Foundation a 501(c)(3) community development organization founded in 2007 is in the business of human development by providing assistance in the areas of housing and job readiness and training. In October 2010 The Culinary Job Training Program was formed to prepare unemployed, underemployed, previously incarcerated and homeless adults for a career in the food service industry.



The Northside Development Group is a diverse group of people investing time, skills, and dollars for a safe and strong Northside Community for generations to come. The NDG serves as the managing entity for the Northside Initiative – Spartanburg’s most ambitious redevelopment effort.



Since 2006, the Hub City Farmers’ Market has operated the Saturday Farmers’ Market, linking Spartanburg residents with fresh, local produce. After many successful seasons they have now expanded to offer a Mobile Market and Wednesday Downtown Lunch Market.

