

we like this guy!



Food Drive

Troubled by the lack of fresh produce available in his corner of Chicago, **Steve Casey** dreamed up a fruit and veggie market—on wheels.

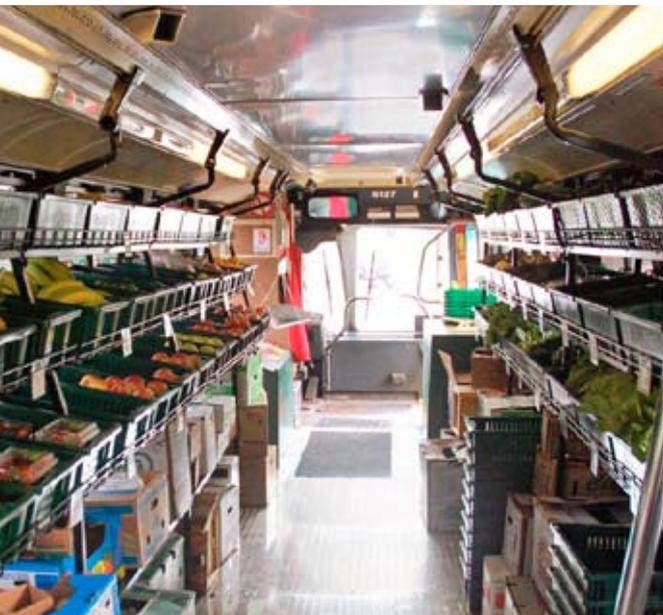


IN 2006 a local study labeled Steve Casey's Chicago neighborhood a food desert—a term used to describe areas that lack affordable fresh produce (but are usually awash in burger wrappers and French-fry containers). “The scent of fried food is so thick here, you can smell it with the windows closed,” Casey says. “There’s not a vegetable in sight.” Among other things, food desert residents—there are nearly 400,000 in Chicago alone—have a higher risk of diabetes, heart disease, and obesity.

But Casey, 45, a grant administrator and father of two young boys, had an idea. With a few other local activists, he raised \$40,000 from investors and used it to gut an old municipal bus (purchased from the city for \$1). He christened his new wheels Fresh Moves Mobile Produce Market. “My goal is to be like the ice cream man, but with fruits and vegetables,” Casey says. “We want people to get as excited about grapes in January as they are about Popsicles in July.”

So far, it's working. On a recent Monday morning, a crowd of about 70 stood on a street corner in the pounding rain, waiting for their produce to pull up. With its cheerful red siding, the Fresh Moves bus was visible from blocks away. Once inside, customers stocked up on organic tomatoes, potatoes, broccoli, collard greens, and more—all priced affordably thanks to a partnership with an organic distributor.

To Casey—who plans to add five more buses to his fleet, fanning them out to schools, health clinics, and senior homes—food is a matter of social justice. “Recently, I watched a 14-year-old boy eat his first apple ever,” he says. “Too often we’re looking for the holy grail, but sometimes it’s the little things, like giving a kid something affordable and healthy to eat.” —**LESLIE GOLDMAN**



Steve Casey, 45
FOUNDER, FRESH MOVES
CHICAGO

Creatures' Comfort

In honor of Farm Animals Awareness Week (September 18 to 24), a look back on one groundbreaking group's 25 years of animal advocacy.



In 1986 activist Gene Baur was selling veggie hot dogs at Grateful Dead concerts to support Farm Sanctuary, the animal rights group he'd just cofounded. Twenty-five years later, he's been called “the conscience of the food movement,” and Farm Sanctuary has taken

in 10,000 animals—rescued from inhumane factory farms—at its rural havens in New York and California. (Meet the creatures virtually at farmsanctuary.org.) The group has also backed legislation to fight animal abuse and crusaded against misleading food labels—but its biggest goal is to open people's eyes to where our food really

human/nature

comes from. “Most of us unwittingly support factory farms,” Baur says. (It's estimated that they produce up to 99 percent of our meat, eggs, and dairy.) “We want to expose what's happening to these animals and educate people about ways to help.” —**ARIANNA DAVIS**