



new  
roots

2024 IMPACT REPORT

# New Roots at a glance

The International Rescue Committee's New Roots Food Security and Agriculture Programs engage a wide array of people who are growing, selling, and accessing healthy food through urban farms, markets, and community events.



**64**

urban garden & farms



**13**

IRC locations



## Program areas:



**urban farming**



**youth programs**



**healthy food markets  
and giveaways**



**garden-based community  
& wellness events**

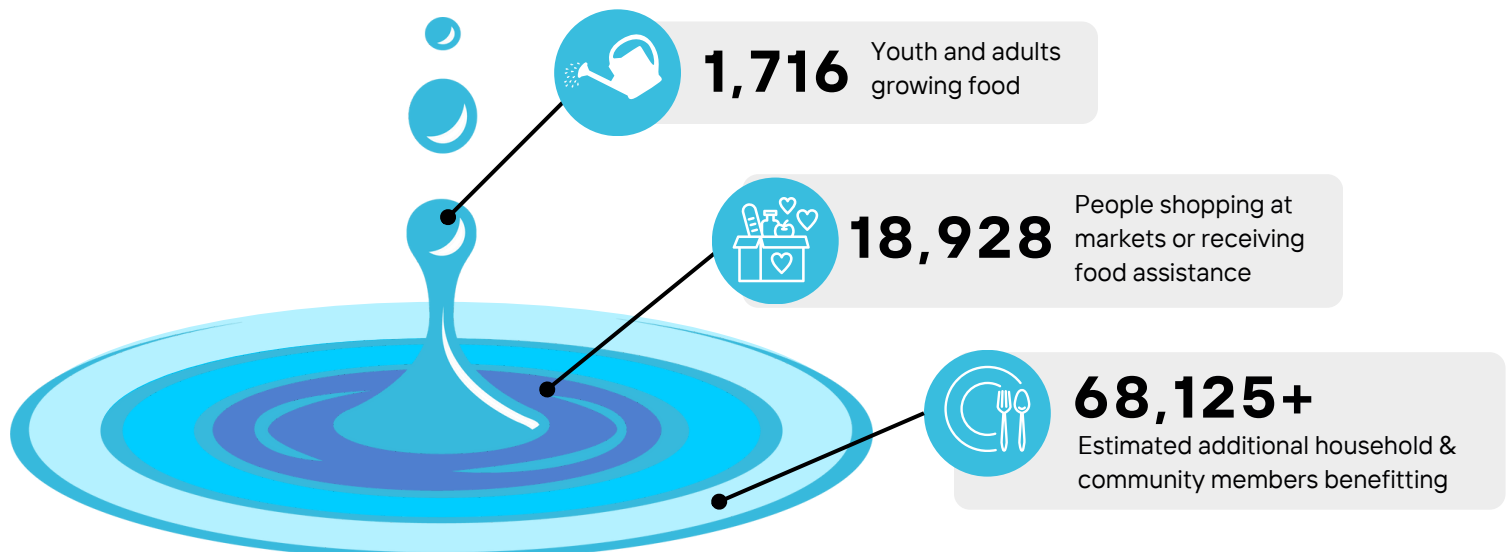


**nutritious food  
navigation**

*"I love New Roots because it helped me a lot. I improved my English, learned new skills, reduced my stress, and met other people."*

## 2024 Impact: The Ripple Effect of New Roots

This year, New Roots activities impacted thousands of individuals.





# STRENGTHENING health

In 2024, **over 1700 people cultivated 37.9 acres of land**. In addition, New Roots ran and participated in **20 different markets** where shoppers could use SNAP and other food assistance programs. The program **distributed \$511,385 worth of food through 232 community events**. New Roots also moved fresh produce into stores and pantries, expanding access to nutritious and culturally-relevant food for entire neighborhoods.



**\$511,385**

**worth of food assistance** was distributed to community members across all of IRC's US offices



**97%** of New Roots participants said they have **higher quality food** available to them



**93%** reported **improved health** due to **better food, more exercise, and reduced stress**

*"New Roots has made a significant difference for my household by helping us grow and eat the foods we are familiar with but often have difficulty finding in local stores."*



**53%** of market revenue came from **food incentives**, indicating that these markets are increasing access to nutrition

*"The garden has been very positive for me and others who live here to come and be active in the fresh air."*



# STRENGTHENING skills & livelihoods

In 2024, New Roots farm-based training programs equipped **hundreds of people to start enterprises**, and helped others to translate their farming and culinary expertise into marketable workforce skills. In addition, New Roots youth service-learning opportunities engaged **over 220 young people in leadership and work readiness activities** through growing, selling, and distributing food.



*"The money I used to use to buy vegetables goes to my savings."*



Farmers grew over **\$3.3 million** worth of produce

IRC's partnership with Oakland International High School's youth-run food distribution program provided nearly \$500,000 in food to school families.



Farmers made over **\$600,000** from **sales through New Roots channels** alone



Families saved an average of **\$45** per week during the harvest season. Some saved as much as \$200 per week.

*"I saved enough food in the freezer from the garden to last throughout the winter season."*





# STRENGTHENING new businesses

Yousif and Hawaa used to feed all their neighbors from their home garden in Sudan. Once they moved to Salt Lake City, they were excited to discover that they could grow food while learning English and how the American economy works. The couple joined the New Roots program in 2018 and quickly started building their farm business, cultivating vegetables on just under 2 acres.

in 2024, after several years of training with New Roots, they started their own Community Supported Agriculture ('CSA') – or vegetable subscription – program, supplying weekly boxes of seasonal produce to 23 customers.

After selling through farmers markets for many years, the learning curve in this new type of market was steep, but they got the hang of it in just a few weeks.



It is a team effort: while both work hard in the field, Hawaa speaks and reads English well and does most of the customer communications, while Yousif does the majority of packing and deliveries.

Hawaa creates many dishes from the produce they grow, and the couple is looking forward to including recipe cards in the weekly boxes this year, including one for her favorite okra, eggplant, and molokhia stew. Yousif's favorite thing about their new business was giving extra vegetables to the customers he would meet during deliveries. **"Seeing the kindness of my members"** made him want to give them more and different kinds of vegetables than they have had before. We wish them the best for the 2025 season!





# STRENGTHENING communities

New Roots gardens and farms served as vibrant community hubs, hosting events to foster healing and belonging. In 2024, **New Roots hosted over 400 events and activities** that promoted cultural exchange and connection.



*"New Roots has helped me and my family to feel safe and welcome."*



**3,866** people attended  
**community events** hosted at New  
Roots sites



**52%** of participants said they  
**met someone new** because of  
the program

*"I am able to have more  
gatherings at home because I  
have more food to share...which  
equals more family, more friends,  
more happiness."*

*"I really enjoy the interaction with  
other growers; it's a real community. "*



**Nearly all participants**  
strengthened their social  
networks:

**88%**



said they  
would go to  
others for  
support

**99%**



said they  
would offer  
help to  
others

**99%**



said they  
could solve  
problems  
as a group



# STRENGTHENING confidence & connection

Linh, a former teacher from Vietnam, moved to the United States in 2019 with a love for fresh food but no experience in growing any herself. She learned the basics of farming, yet, her first seeds did not germinate – a discouraging start.

Instead of giving up, Linh sought guidance from IRC Phoenix's New Roots Program, which provided resources, training, and encouragement. She worked with beginner-friendly raised garden beds, which allowed her to perfect techniques for growing luffa, lettuce, spinach, and other vegetables she loves. Today, Linh's crops are thriving, producing fresh, healthy vegetables that she shares with her friends and neighbors.

For Linh, urban farming has become more than just growing vegetables – it's been a journey of self-discovery, resilience, and community building. **"Gardening has taught me patience and persistence,"** she says. **"It's a joy to watch something I planted grow and thrive."**

Linh has also become an inspiration to others. She documents her journey on social media, sharing tips and successes with her followers. Her vibrant posts highlight the beauty of growing food and encourage others to try gardening, no matter their background or experience.

