Urban Roots
2921 East 17th Street
Building D, Suite 4
Austin, Texas 78702
(512) 750-8019

December 5th, 2012

Austin City Council
2006 East 4th Street
Austin, TX 78702

Dear Friends:

I hope this note finds you well. I am writing to ask city council to grant Wheatsville a permit to sell beer and wine at the Wheatsville Food Co-op at their new 4001 South Lamar location. Since 1976 Wheatsville has been a cornerstone of our independent Austin culture and a leader in the local food movement. With over 12,000 invested owners, the co-op is a perfect example of how neighbors take care of neighbors here in Austin.

As you know, Urban Roots is a youth development agency that creates empowering opportunities for youth to give back to their community by growing food for those in need. We bring together youth from across Austin to grow and distribute over 30,000 pounds of vegetables each year to people in Austin. From our 3.5 acre farm in east Austin, we donate 40% of our harvest directly to local soup kitchens and food pantries and sell the rest of our produce at local farmers markets throughout Austin.

Since our inception in 2008, Wheatsville has been one of Urban Roots' most critical partners, featuring our produce in their store and providing store tours to dozens of Urban Roots youth Farm Interns. For the past several years, they have sponsored our youth-led field trips on our farm, allowing over a thousand youth and adults to learn more about where their food comes from. I strongly believe that Wheatsville is a highly ethical grocery store and believe that they are a responsible food and wine vendor. Thank you for your consideration.

Sincerely,

Max Elliott
Executive Director