



**in.gredients**<sup>TM</sup>



#### **MEDIA RESOURCES**

<http://in.gredients.com/media>  
<http://urbanpatchwork.org>

**TWITTER PITCH:** “@in\_gredients and @urbanpatchwork partner to build hyper-local food network in Cherrywood.”

**SUMMARY:** *in.gredients*’ store garden will be a part of Urban Patchwork’s hyper-local Cherrywood community-supported agriculture (CSA) network.

#### **UPCOMING EVENTS**

Saturday 14 April 2012, 8A-4P  
“Dig-in” Learning Workshop  
in.gredients front lawn

#### **SUGGESTED KEYWORDS**

in.gredients, urban patchwork, neighborhood farm, local, food, hyperlocal, network, cherrywood, garden, community, community supported agriculture, CSA

## ***in.gredients*, Urban Patchwork Partner to Build Hyper-Local Food Network in Cherrywood**

**AUSTIN (19 MAR 2012)** - *in.gredients*, the nation’s first package-free and zero waste micro-grocer, has teamed up with Urban Patchwork, Austin’s first neighborhood-scale farm non-profit, to maximize community involvement and contribute to Cherrywood’s community farm plots.

*in.gredients*’ store garden will be a part of Urban Patchwork’s Cherrywood community-supported agriculture (CSA) network and become a pick up point for CSA members. Produce grown at *in.gredients* will be distributed to members, and surplus produce or seedlings will be sold at *in.gredients* in a farmstand setting.

“We’re excited to execute on our community-supported agriculture approach by making our space a part of a hyper-local, neighborhood patchwork of food-producing land,” *in.gredients* co-founder Christian Lane said.

In addition to supplying organic produce to Cherrywood via Urban Patchwork’s CSA and to the community via the farmstand, the garden will promote community involvement and educational opportunities by hosting volunteer days and hands-on gardening classes.

“Since *in.gredients*’ storefront is located down the street from several of the neighborhood farm plots already established in Cherrywood, the location easily fits into the farm network,” Urban Patchwork founder Paige Hill said. “It’s a perfect place to host workshops, community potlucks, and demonstrations on how growing food at home is ‘doable’ using the most affordable, cutting-edge, and resource-conservative methods.”

*in.gredients* and Urban Patchwork’s garden will offer an aesthetic improvement to Manor Road while serving as a model for minimizing water consumption. The growing area will contain a combination of raised and in-ground growing beds that focus on water-saving agricultural and horticultural techniques.

“Partnering with *in.gredients* is a perfect match,” Hill said. “Our organizations share an ethos of being forward-thinking, environmentally aware, and community-centric. Folks can walk or bike to get their food, whether it’s grown, brewed, or sold at the store.”

#### **LINKS**

**URLs:** <http://in.gredients.com> | <http://urbanpatchwork.org>

**TWITTER:** @in\_gredients | @urbanpatchwork

**FACEBOOK:** <http://facebook.com/ingredients.io> | <http://facebook.com/UPFarms>

#### **ABOUT IN.GREDIENTS**

*in.gredients* is a zero-waste, package-free microgrocer opening in Austin this year, focusing on waste reduction and selling local food with pure ingredients. The store was started by Brothers Lane, LLC - a small Austin-based company owned by Christian, Patrick, and Joseph Lane, and Christopher Pepe. The team has started and managed successful businesses ranging from software to sustainability.

#### **ABOUT URBAN PATCHWORK**

Urban Patchwork (UP) is Austin’s first neighborhood-scale farm non-profit. UP works with residents in several Austin neighborhoods to turn unused yard space into community farmland that provides fresh, organically-grown produce, and eggs to the nearby residents of each neighborhood farm. The non-profit offers farm start-up programs, workshops, training and job creation, yearly support, and the benefits of being connected to a larger network of communities and farms across Austin.