

# Planting Justice Newsletter

October 2020

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## Same nursery, new website!

In 2015, after years of patronage and relationship building, Planting Justice purchased the Rolling River Nursery in East Oakland. We were incredibly excited at the opportunity to continue the work of tending to the nursery, home to over 1,100 varieties of organic crops, and to give our organization a physical location to call home. After 5 years at the nursery, we took on the task of merging the nursery's online store with our organization's website. We're happy to share that starting this month you can find all 1100+ varieties of plants on our website, [plantingjustice.org](http://plantingjustice.org). Now you can buy your plants and keep up with our programs all in one place! We're so thankful to our customers who are helping us democratize access to affordable, nutritious food through your continued support!

Visit our new website [here](http://plantingjustice.org).

**Goodbye, Rolling River Nursery...**

**Hello, Planting Justice Nursery!**

After 5 years of transitional partnership, our nursery and organization are now both under one great name: **Planting Justice**. You can shop our incredible variety of edible plants and learn about how food fuels our justice work at our new website: [plantingjustice.org](http://plantingjustice.org)

(Please enjoy the coupon code in this newsletter for \$15% off your purchase as our thank you for being part of our supportive community.)



New Coupon Code



Enjoy these fall savings on us!

**15% off**  
**any purchase\***  
 use code: "harvest15"

\*with a minimum purchase of \$60



plantingjustice.org



**PJ in the Media**

**Check out some of the recent media coverage of Planting Justice!**

**Introducing...the HYBEAMS!**

Heal Your Body, Energy, Attitude, Mind & Spirit is our exciting newest program initiative! Members of the Sobrante Park community along with Planting Justice employees and the Electric Smoothie Lab joined forces to create the HYBEAMS team, which focuses on nutrition education through delicious smoothie distribution in areas highly impacted by food apartheid. Read more about their amazing work and mission in this KQED write-up!

["Delivering Free Smoothies, Activists Blend Nutrition and Social Justice"](#)



**"Planting Justice's Prison Abolition Work Starts at the Root"**



**Planting Justice's Prison Abolition Work Starts at the Root**



"It means helping formerly incarcerated people get on their feet through green jobs

at Planting Justice, awakening them to a new sense of purpose by building raised flower beds for clients and tending to plants at the organization's nursery and farm. It means teaching about sustainability and food justice in public school classrooms, juvenile detention centers, jails and prisons. It means helping people who live in food deserts start urban gardens. It means handing out free kale smoothies at Castlemont High School during a time when many are going hungry because of the pandemic-induced recession.



"If we go in and teach these people how to grow their own food and how to be sustainable-the Black Panther Party got it right," Lockheart says. "With no food and no options, [people are] gonna go get it how they can. And unfortunately, that's crime. And crime equals prison. We wanna abolish the prisons, we wanna abolish all these systems, but we first have to plant the seeds of love, trust and sustainability."

KQED visited our nursery this summer and did a great write-up about the heart and soul of our work. Check it out!

[Prison Abolition Starts at the Root](#)

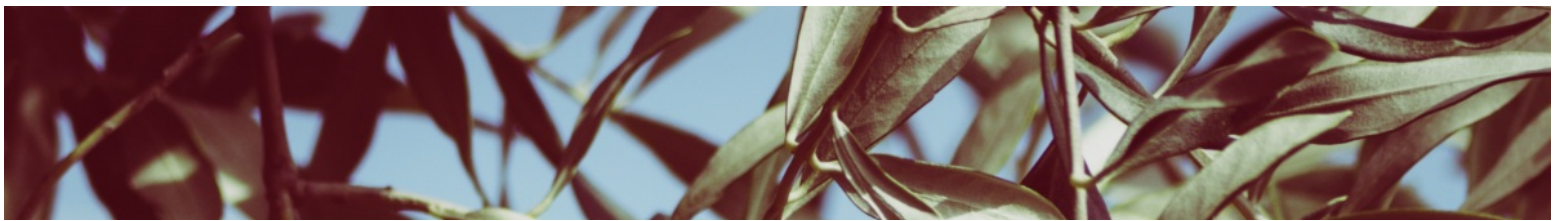
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### "Work - and worth - rooted in East Oakland"

"Generally speaking, the mission of Planting Justice is to create full-time living wage jobs for formerly incarcerated people and others with a history of systemic and structural oppression and violence in their lives.

Those jobs are literally rooted in the earth. Planting Justice consists of an organic production and mail-order nursery business at its two-acre headquarters in East Oakland, and a farm in El Sobrante in Contra Costa County, which supplies many of its plants and trees."

[The Catholic Voice](#) stopped by our nursery to learn more about our work and see the site of our newest project. Follow the link above to read more about what they learned during their visit!



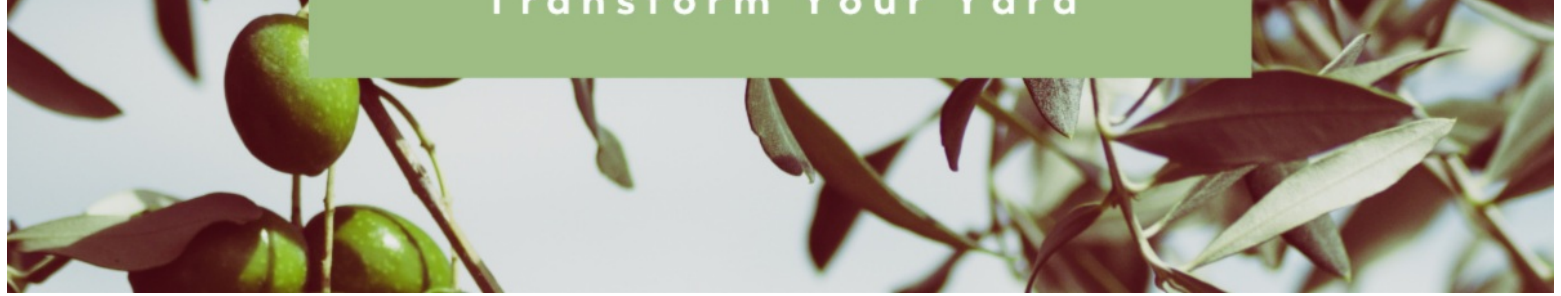
# How Are You Healing?

## How Are You Healing Today?

Self-care can be hard enough to prioritize without a pandemic, social distancing and isolation to deal with. And, the irony is, all of those things make self-care even more important to practice! Starting simple can be a great help. We hope this oldie but goodie post on the importance of self-care and how to move from burn out to wellness helps get the gears turning if you're feeling stuck. If you're moving along the path to daily healing and self-care without any problems, we hope that you can bring someone along for the ride. Self-care doesn't have to mean alone! Call a friend and try filling out the blank wellness wheel in the link together. What we water grows, don't forget to water your mind, body AND spirit!

[Burnt Out? From Wilted to Holistic Wellness](#)





The **Transform Your Yard** team has been busier than ever working to build community resiliency, indigenous sovereignty, and food justice. We are excited to be in new and growing partnerships with various organizations on the path toward justice, including working with the [Local Carbon Network](#) to sequester carbon with an incredible home biochar co-composting system, supporting the [NorCal Resilience Network](#) to build and sustain [Resilience Hubs](#) in Oakland (including at the [Oakland Peace Center](#) and [Dream Youth Clinic](#), and helping distribute food and medicine to frontline and impacted communities with [Essential Food and Medicine](#). If you would like to start growing your own food and medicine, sequestering carbon on your landscape, recycling greywater, and creating habitat for native pollinators and beneficial insects, [request a consultation](#) from the Transform Your Yard team!

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As a non-profit organization, we rely on support from our community to sustain our work. Like so many, we have made adjustments to our daily operations to adapt during this era of COVID-19. These include adopting new sanitary guidelines and procedures for the nursery and farm, the creation of a new internal committee to handle all COVID-19 related concerns and reconfiguring some of our programatic work that normally happens in person for digital distribution.

We are determined to continue expanding food access where it's most needed in the Bay Area and interrupting the impacts of mass incarceration in our communities. We believe that work is more important now than ever before in our lives and over the past few months, many of you have echoed that belief to us. You can help us continue to meet our goals in serving the community by signing up to become a monthly sustainer.



Click [this link](#) or the bee graphic to donate today and sow a seed of hope with us.

Thank you for your support!

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**Stay connected with us!**

