

FRESCH: Nourishing the Bronx, One Bodega at a Time



Introduction

- **Meet Shen'naque Sean Butler:** Founder of FRESCH.
- **Mission:** Health Policy Advocay & Making healthy eating accessible and affordable for everyone in the Bronx.

Bronx Resident Discovery's FRESCH a much welcomed Oasis in a sea of Ultra Processed Food.

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- Imagine walking into a Bronx bodega and finding a delicious, plant-based meal waiting for you. A meal that nourishes your body, satisfies your taste buds, and supports your community. Sounds too good to be true, right? Well, not anymore. Meet FRESCH , the food revolution that's changing the Bronx for the better
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Healthy
Food
Initiative

BRONX NYC

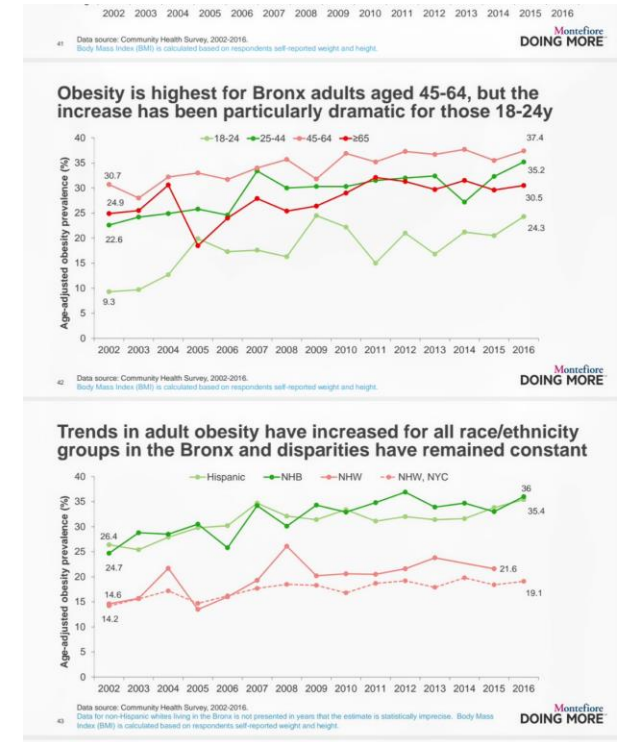
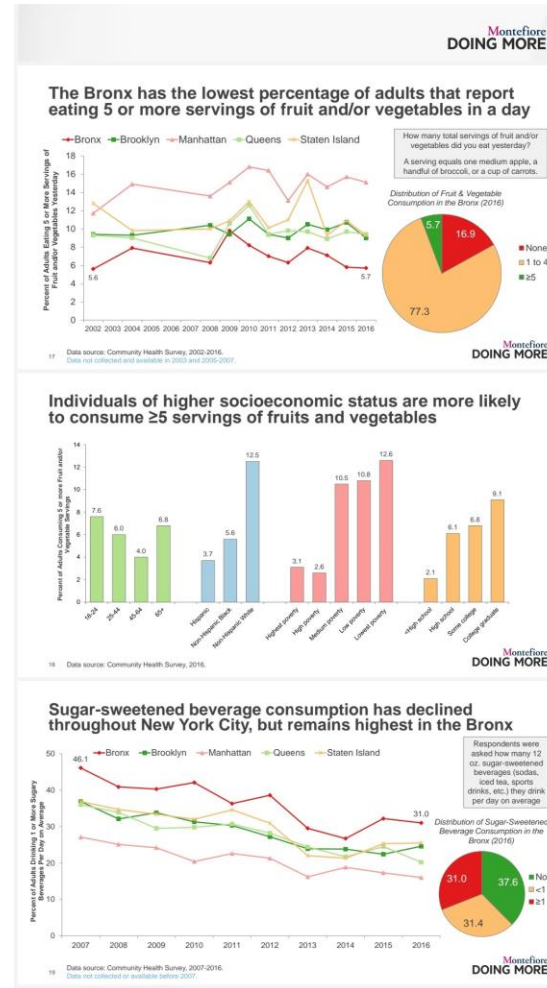


My Mother Jocelyn Butler my Inspiration For FRESCH

- I'm Shen'naque Sean Butler, the founder of FRESCH. I'm on a mission to make healthy eating accessible and affordable for everyone in the Bronx. Why? Because I know first-hand the impact of food insecurity on health and well-being. My mother, who was my inspiration and my hero, died of cancer at age 57. She didn't have access to the nutritious food she needed to fight the disease. Her memory fuels my passion to create a healthier Bronx

The Silent Crisis In The Bronx

- The Bronx is a vibrant and diverse place, but it's also facing a silent crisis. It's one of the most food-insecure areas in the nation, with limited options for fresh and affordable food. This leads to high rates of obesity, diabetes, heart disease, and cancer among Bronx residents. I couldn't stand idly by and watch my community suffer. I had to do something.



FRESCH: A Revolution



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NYC
Certificate of Inspection

Local & Long Distance
A+ TOWERS
\$35
444.4444

No per...
1. Any p...
2. Any v...
IT IS A V...
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EVIDENC...
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The People's Choice
Century 21
DWAYNE'S GOLD REALTY
and Real Estate, Inc.
GLUE TO PURCHASING A NEW HOME!
IN YONKERS, NEW YORK

YONKERS EDITION
A YONKERS REALTY GROUP



Plant-Powered Meals: Delivering grab-and-go, plant-based meals to Bronx bodegas.

That's why I created FRESCH , a food revolution that deliverd plant-powered, grab-and-go meals to three Bronx bodegas across 3 different zip codes.



More Than Food:
It's a social
movement that
educates and
empowers.



Family and Community Engagement Series (FACES) at the Cary

**THE
BRONX**



Workshops and Seminars: FRESCH is more than just a meal program; it's a social movement. We don't just fill bellies; we educate and empower. We host workshops and seminars to teach Bronx communities how to embrace healthier eating habits.



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- **Advocacy:** We challenge the food industry's status quo and advocate for change. We fought for the Sweet Truth Act, a law that demands transparency from fast food giants and requires warning labels on high-sugar items.



#BronxHealthMatters



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Advocacy: We Are Currently In The Fight For The Predatory Marketing Prevention act Protecting children from deceptive food advertising.

Support the Predatory Marketing Act We Have To Protect Bronx Youth From Highly Process Foods Being Marketed To Them.



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We have a vision of scaling up and changing lives, not only in the Bronx, but in every borough, every community, every zip code. Because everyone and I do mean everyone deserves access to wholesome food and a shot at a healthier life.



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Next Time You Pass a Bronx Bodega...

Remember FRESCH and the impact it's making.

Support the movement for a healthier Bronx.

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