

“ Most of our demand is from people with no agricultural background. ” see page 6 >>

first gear



Dallas native and student farm worker Monicea Barnes

Football to Farm

A Dallas college has devised a unique way to make a food desert bloom.

SHUTTING DOWN THE FOOTBALL TEAM in 2010 was among the first acts by Paul Quinn College's new president, Michael Sorrell. The historically black school south of downtown Dallas couldn't afford it.

Shortly afterward, Sorrell met with philanthropist Trammell S. Crow and lamented the area's status as a food desert—no grocery stores, few restaurants and virtually no access to healthy food—when Crow mentioned his commitment to community gardens. The comment prompted a light bulb moment for Sorrell. >>