



# New York Nonprofit Press

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## Nielsen to Succeed Berger as ED at Just Food

Jasmine Nielsen has been appointed the next Executive Director of Just Food. On September 2, 2014, she will succeed Jacquie Berger, who has served as the organization's Executive Director since 2006.

"Jasmine Nielsen brings 15 years of leadership and a proven track record of success to Just Food," says Melissa Kasper Shapiro, Chair of Just Food's Board of Directors. "Her experience and passion will be invaluable to Just Food's contribution to the field of food justice. We are thrilled to have her at the helm of our organization."

Nielsen comes to Just Food from Love Heals, the Alison Gertz Foundation for AIDS Education. As their Executive Director since 1999, she built Love Heals into the leading provider of HIV/AIDS education in the New York City public schools, more than tripling the number of young people reached annually. As chief fundraiser, Nielsen increased Love Heals' budget sevenfold.

"I'm looking forward to partnering with the Board of Directors and the entire staff to build on what Just Food has already accomplished for New York City's food system," says Nielsen. "I am excited and honored to have the opportunity to lead Just Food through its next stage of development."

Nielsen volunteers her time as a consultant and advisor to numerous nonprofit organizations focused on creating a more equitable city for all New Yorkers. She served as Co-Chair of the Board of Directors of the New York Abortion Access Fund, as an Alternate Member of the NYC HIV Planning Group, on the Advisory Board of the Legal Action Center's Women's Initiative to Stop HIV, as a member of Community Resource Exchange's Community Advisory Group, and as a founding member of the Prospect Park Alliance's Junior



Jasmine Nielsen

Committee. In 2007, Bank of America recognized Nielsen with a Local Hero Award through its Neighborhood Excellence Initiative.

A graduate of Vassar College, Nielsen is currently completing her Master's Degree in Food Studies at New York University. She blogs about the pleasures of sourcing ingredients, cooking and eating at [www.thedrunkenfig.com](http://www.thedrunkenfig.com) and is a proud member of the Prospect Park CSA.

"I'm so thrilled to welcome and pass the reigns to Jasmine," says outgoing Executive Director, Jacquie Berger. "Her strengths and management style are a great fit for Just Food. By prioritizing community participation and evaluation she has demonstrated her commitment to building a culture that values community innovation and input, and that is just what we need to build an equitable and sustainable food system for all New Yorkers."

Just Food works with community leaders to make healthy, local food available, especially in underserved NYC neighborhoods. Since 1995, Just Food has been a pioneer in food justice and sustainable agriculture, emphasizing the role of community leadership and ownership of food projects, particularly in low-income communities. It provides training, technical assistance, and education to community leaders to start and sustain healthy food access projects, including community-run, urban agriculture-based farmers' markets; Community Supported Agriculture groups (CSA); and farm-to-food pantry initiatives. Just Food also trains community members to provide education in fundamental cooking and sustainable urban agriculture skills for their neighbors and to advocate to make their corner of New York City a healthier and more sustainable place to live and eat.