

Daniel Ross

Daniel Ross was born in New York City and grew up working on a farm in Montague, MA. He has been the Executive Director of Nuestras Raíces, a grass-roots organization that promotes economic, human and community development in Holyoke, Massachusetts through projects relating to food, agriculture and the environment, for 12 years. During that time the organization has grown in programs, membership, budget and staff each year.



Daniel has been recognized for his leadership and innovation with a Brick Award by Do Something in 1997 and an Ashoka Fellowship for social entrepreneurship in 2007. He has a BA from Oberlin College and he has three children.

Nuestras Raíces "Our Roots"

Nuestras Raíces was founded in 1992, to manage a community garden and build a greenhouse. Today it manages 7 community gardens, 2 youth gardens, a stand at the Farmers' Market, an organic bread bakery, a youth leadership program, a new farmer training project, a testing program with UMass Extension services for herbs and vegetables in Latino cuisine, and a Centro Agrícola—a center for small businesses and community education, with a small greenhouse, restaurant, commercial kitchen, resource library, meeting and cultural event space, and a landscaped plaza. Such enterprising business activity, grounded in farming, in which 95 families in the Puerto Rican community of Holyoke have deep cultural roots, is an extremely successful “private initiative for public good,” undertaken by members of that community for the whole community’s benefit.

Nuestras Raíces’ projects include: Community Gardens, Youth Leadership, Economic Development, A Women's Leadership Group, Environmental Justice Organizing, and the Tierra de Oportunidades Farm.

Nuestras Raíces

www.nuestras-raices.org

Ashoka Fellow

<http://www.ashoka.org/>