

Madison Oriental Market
Cynthia Lee
1197 N. Sherman Ave.
Madison, WI 53704

January 28, 2019

To Members of the Healthy Retail Access Program workgroup:

I am writing this letter of support for the Northside Planning Council's HRAP proposal on behalf of FEED Kitchens.

As a grocery store that sells fresh produce and culturally diverse foods to the Northside neighborhood, we are glad to be neighbors with the FEED Kitchens. With so many businesses working out of the kitchen, we are grateful for the ways in which we can support each other in making healthy food available to our community.

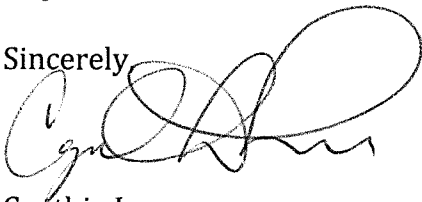
In particular, having FEED as a neighbor provides us with an important base of customers. Its many members often run over to our store to purchase fresh ingredients and specialty items not available elsewhere. They provide a steady stream of sales for our business that allows us to continue serving the neighborhood. As we look to expand our line to include Hispanic and Indian foods, we believe FEED businesses will find our store to be even more critical for sourcing their ingredients.

We are also grateful for the connections FEED can make for us with local farmers and producers, which also enhance our ability to sell healthy foods to the Northside neighborhood.

Finally, we look forward to selling FEED products on our shelves, including products that support FEED's job training enterprises.

We see FEED as an important part of our local food economy, and we support its request to HRAP.

Sincerely

A handwritten signature in black ink, appearing to read 'Cynthia Lee', with a large, stylized flourish at the end.

Cynthia Lee