Susan Moores helps young people look at food—and their lives—in a fresh new way. By Julie Kendrick

A Healthy Home Run

WHY SHE IS

“When you’re a lifelong Cubs fan, you have to be an optimist,” Susan Moores says. A Chicago native, she always felt renewed and refreshed after a day at Wrigley Field. After becoming a registered dietitian, she moved to the Twin Cities, where she focused on finding ways to help young people think positively about nutritious eating. When she heard the Minnesota Twins were moving to a new outdoor stadium, she wondered: Could she combine meaningful work with young people while introducing a fresh food option to sports fans who might be hungry for something beyond traditional ballpark fare?

WHAT SHE DID

Moores reached out to youth-centered urban agricultural programs, gauging their interest in selling salads that she would help them create from their harvests. She brought a salad to a lunch meeting with the Twins community fund manager, spinning a story of “Roots for the Home Team.” This new organization would pair young gardeners with chefs to develop salad recipes that they would then create and sell at games. The Twins said yes, and “Roots” was launched, eventually expanding to include carts at University of Minnesota football games and local markets as well.

WHY IT’S COOL

Last year, the kids grew nearly 500 pounds of organic vegetables and sold almost 1,600 salads at 18 Twins games. They work on everything from vegetable harvest and recipe creation to selling the salads to hungry sports fans. “Working at the cart, they have an opportunity to tell the story behind their salads, and they begin to see themselves as entrepreneurs and community catalysts,” Moores says. “These young people deserve the chance to dream big.”

Fifteen-year-old participant Yeng Lee says: “Walking out of Target Field, it feels really great to know that you have more potential than before you walked in.”