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black sheep heap
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JUST FOOD

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Brought together by a beet. **A homegrown artist and homegrown non-profit** **team up to “Beet the System”.**

NEW YORK, October 12, 2007— Local non-profit, Just Food, has teamed up with Brooklyn-based artist, Jen P. Harris of Black Sheep Heap to create a fashionable and eco-friendly way to inspire New Yorkers to discover the importance of participating in and advocating for a just, sustainable, regional food system.

The sustainably packaged and cleverly conceived t-shirts, hand printed and designed by Harris, feature a bunch of beets below the slogan, “Beet the System”. The T’s drew the attention of Just Food, not only because their logo happens to be a beet, but because the designer, and the organization, is homegrown, and eco-minded.

Jen P. Harris has been designing and hand printing t-shirts and totes with an eco-bent since 2005. Most of Harris’ designs are printed on 100% recycled or organic cotton, and all are packaged in recycled brown paper bags. “I’m excited about this partnership with Just Food. [Their] holistic approach to food, hunger and agricultural issues is a perfect match for my commitment to design that raises awareness about environmental and social concerns,” said Black Sheep Heap designer, Jen P. Harris.

Just Food makes fresh locally grown food available and accessible to all New Yorkers by connecting rural farmers, urban gardeners, and NYC residents. Through workshops, hands-on trainings, cooking demonstrations and a commitment to food justice advocacy, Just Food continues to increase public awareness around the connections between healthy farms, healthy communities, and a healthy environment.

“Beet the System” t-shirts, and more information about ways to participate in and protect the local food and farming system are available at www.justfood.org; tel. 212-645-9880 x221. To learn more about designer Jen P. Harris, please visit www.blacksheepheap.com.