

K. Rashid Nuri, Founder & CEO
Truly Living Well Center for Natural Urban Agriculture



We work with individuals and community organizations to increase local food production and help residents truly live well. Our model of urban agriculture can be replicated across the country, to create jobs, stimulate economic development, provide nutritious food, farming classes, summer camps for children, and so much more.

We are truly living well. Are you?

Sometimes your life's mission is revealed in youth and you spend your life dancing in the passion of that vision. Rashid Nuri learned early that, "whoever controls your food controls you." Rashid discovered his life's passion in agriculture as a foundation for economic and political development. He has dedicated his career to agricultural development and food education around the world. Today, as Founder and CEO of Truly Living Well Center for Natural Urban Agriculture (TLW), Rashid is creating jobs, streamlining health care and building community, one vegetable at a time. TLW's work of growing fresh, nutritious food in the inner city helps to mitigate chronic disease by teaching the health benefits of locally grown food, making healthier foods more accessible, and inspiring people to eat better.

Rashid Nuri embodies the attributes of both the transformational and servant leader. His mission to bring nutritious, fresh-picked produce to local residents through community supported agriculture makes him a pioneer in the U.S. urban agriculture movement. TLW has five farm sites in Metro Atlanta, where they produce certified naturally grown fruits, vegetables and herbs, employ 35 people, and support the growth of local business. The headquarters in East Point and Wheat Street Garden site, across the street from the King Memorial Center and Ebenezer Baptist Church in downtown Atlanta, receive hundreds of visitors each year at weekly open air markets, educational programs in natural farming, gardening and nutrition, and summer camps for children.

Truly Living Well Center for Natural Urban Agriculture

Truly Living Well Center for Natural Urban Agriculture is a leader in demonstrating urban agriculture as a sustainable solution for helping people to eat and live better. TLW shows that urban farms help grow better communities by connecting people with their food and the land, providing education and training, and modeling economic success in urban agriculture. TLW's continuing partnerships and collaborations with area colleges and universities, the Atlanta Public School System, corporations and other organizations, provide opportunities for urban dwellers to be one with the land while improving the economy and increasing employment.

About Rashid: Career, Education and Youth

K. Rashid Nuri brings more than forty years of global food growing experience to TLW. Rashid observed local food economies around the world while managing public, private and community based food and agriculture businesses in over 35 countries, including Southeast Asia and West Africa. He now lends his experience to urban areas, promoting good nutrition, health and economic development.

Rashid was born in Boston, Massachusetts, but as the son of a military officer, he really does not call any place home. Rashid attended 14 schools before his family settled in San Diego, California, where he attended high school. A stellar student and community leader, Rashid went on to obtain a Bachelor's Degree in Political Science from Harvard and a Master's Degree in Plant and Soil Science from the University of Massachusetts. During his college years, Rashid helped to install some of the first organic community gardens in San Diego.

Following graduation, Rashid journeyed to Georgia, where he managed 13,000 acres of farm land for the Nation of Islam. Crops included cotton, corn, peanuts, soy beans and greens, in addition to cows and chicken. Later, he managed operations in Asia and Africa for the Cargill Corporation, a global agribusiness conglomerate. Following nearly a decade with Cargill, Rashid returned to the U.S. to become a Senior Executive in the Clinton Administration, serving as Deputy Administrator in the U.S. Department of Agriculture and Senior Advisor in the Department of Commerce. In his capacity as Deputy Administrator, Rashid had responsibilities for budgeting, finance, facilities, information technology and 2,200 employees.

Rashid is a Board Member of Georgia Organics, the Atlanta Local Food Initiative and the Urban Food Abundance Movement. He is the father of seven children.

Rashid and TLW in the Media

Keynote Topics

Transforming Communities through Urban Farming
The Local Food Movement: What it Means to the United States
Naturally Grown Food: Key to a Long, Healthy Life
How to be a Leader and Innovator in Your Community and Country

Presentations

The Cycle interview on MSNBC, May 9, 2014

<http://www.msnbc.com/the-cycle/watch/bringing-fresh-food-to-communities-in-need-251478083657>

TEDx Peachtree/Atlanta, November 8, 2013

<http://www.youtube.com/watch?v=J-Za79j7DmE>

Short films

Rashid Nuri: Urban Grower, Atlanta, Georgia
<http://vimeo.com/102193012>

Who Grows Your Food
<http://vimeo.com/3456568>

My Presence Matters
<http://vimeo.com/29863170>

A Conversation about Dirt and Hope
<http://vimeo.com/32143937>