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| **FOR IMMEDIATE RELEASE**

Victory Garden Alliance Partners Launch a Non-Partisan Campaign to Make America Healthy Again

NEW JERSEY, February 14,th 2005 – In parallel with RFK Jr’s confirmation as Secretary of Health and Human Services, a non-partisan grassroots alliance made up of national organizations are joining forces to launch a nationwide Victory Garden campaign for 2025 and beyond.

Inspired by the legacy of Victory Gardens, founder of the alliance Jacqueline Capriotti stated that “our national campaign seeks to build a health and wellness movement from the soil-up. It’s all about coming together, transcending our partisan divides and agreeing that quality health is our common goal.”

Chairman and CEO of the World Food Bank Richard Lackey emphasized that “this movement is about reconnecting to the soil and with others.” Rooted in his organization’s commitment to equip farmers with “the education, resources, and incentives to grow the most nutritious food possible,” Lackey believes that the “healthier our soils are the healthier our nation will be.”

“Reflecting over 20 years of work, this campaign utilizes a science-backed approach to connecting regenerative agriculture and health,” said alliance member and award winning agropreneur J. Eric Mathis.

While in Appalachian coal country from 2007-2015, Mathis worked with the Obama administration to launch a nationally acclaimed project called Sustainable Williamson. According to the White House [archive](#), Mathis co-launched a

“comprehensive model that” pushed “the boundaries of sustainability by placing health and wellness at the center of our strategy.”

“Going beyond the standard promises of sustainable agriculture is at the heart of this campaign,” said Sunny Welch, executive director and founder of Joint 4ces. For Welch, the real impact lies in the healing power of regenerative agriculture. “I joined this alliance because its core vision isn’t just about ‘doing less harm’—it’s about actively ‘doing more good.’ That’s what truly matters.”

Welch emphasizes that while sustainable practices like organic farming help maintain the status quo, they don’t contribute to meaningful restoration. “Sustainability alone isn’t enough. We need to focus on regenerating both the land and the people—especially the veteran community I serve.” She added, “what really drew me in was the alliance’s science-backed approach. It’s not just an idea; it’s a proven path forward.”

Describing this science-backed approach through what Mathis calls a “Soil > Gut > Neurophysiology > Brain Continuum” in his 2021 piece in [Biocycle Magazine](#), he explained that, “according to a number of studies, including research with veterans that suffer from PTSD, (post-traumatic stress disorder), interacting with living soil both stimulates serotonin (makes us happy) and perhaps most importantly builds a more resilient immune system.”

Iraq veteran and founder of Comfort Farms Jon Jackson agrees. “Getting my hands in the soil and getting other veterans to do the same is a simple and proven way to make us happy and healthy again.” He asks, “why can’t we do the same for our kids in schools, for the homeless, for the formerly incarcerated, for all Americans?”

One answer comes from Angela Stanton-King, the executive director of Aunt Angie’s House. “It’s the alliance’s emphasis of connecting with the soil and growing bionutrient food that made me think about the health of pregnant mothers. Just imagine,” she added, “we could integrate the same support systems that Comfort Farms and Joint 4ces are using for our veterans. This, along with feeding soon to be mothers with some of the most nutrient dense food in the world is what really excites me.”

Director of the Franciscan Earth Care Initiative and longtime gardener Father Vince Petersen enthusiastically supports this campaign alongside other Catholic organizations. “Our local ‘We the Gardeners’ project is launching a unique garden-

based STEAM curriculum in schools.” Citing Jonathan Haidt’s national best seller *The Anxious Generation*, he explained that “our gardening efforts seek to address the growing ‘Epidemic of Mental Illness’ with our kids across America.”

“It’s for these reasons and many more that we decided to build the alliance,” says Capriotti. “Originally I saw a need for a non-partisan platform to bring together people from all walks of life, to begin healing deep divisions across our nation through food.”

She also noted that the alliance’s partner Farm Hero will be releasing their sneak peak of Farm Hero on EarthX TV Monday, February 17th at 8pm/7pm CT. Farm Hero’s communication manager Elle Winsted stated that “this series is not just entertainment; it’s a movement to transform our food systems and support regenerative agriculture across the US and beyond.”

“For now,” Capriotti provided a simple first step by inviting others to “watch our launch video on our ‘We the Gardeners’ YouTube Channel <[HERE](#)> and sign up <[HERE](#)> to become part of this growing movement.”

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