



Will's Roadside Farms & Markets, LLC

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ABOUT WILL ALLEN

Will Allen is an urban farmer who is transforming the planning, cultivation, production and delivery of **good**, healthy food to urban and rural populations. As the son of a southern sharecropper and former professional basketball player, ex-corporate sales leader and longtime farmer, he is recognized as a national /international leader in urban and rural agriculture and food policy. After a career in professional basketball and a number of years in corporate sales and marketing at *Procter & Gamble*, Will Allen, in 1993, returned to his roots as a farmer to purchase the last remaining registered farm in the City of Milwaukee, where he established and functions as Farmer, Founder & CEO of the world's preeminent urban farm and for profit organization Will's Roadside Farms & Markets.

In 2008, Allen was a **John D. and Katherine T. MacArthur Foundation Fellow** and “genius grant” winner. In 2010, *Time Magazine* named Allen to its’ list of **100 World’s Most Influential People**. A member of the **Clinton Global Initiative**, he was invited to the White House in to join **First Lady Michelle Obama in launching “Let’s Move!”**—her signature leadership program to reverse the epidemic of childhood obesity in America. In 2010, Allen received the **Key to the City of Milwaukee**, presented by Milwaukee Mayor, Tom Barrett. In 2011, Allen received **The James Beard Award**. In 2015, he was selected to the **National Organic Standards Boards’ Hydroponic/Aquaponic USDA Taskforce**. Allen also attended the **Milan Expo 2015** in Italy as part of the **U.S. Presidential Delegation** led by First Lady Michelle Obama. In 2016, the **Good Food Award** was given to Lakefront Brewery’s *Growing Power Farmhouse Pale Ale*.

Allen’s autobiography, *The Good Food Revolution: Growing Healthy Food, People, and Communities* (C. Random House, Penguin/Gotham Books), was published in 2012 and received the **Silver Medalist Award** from Axiom Business Books. The book was nominated for *Outstanding Literary Work for a NAACP Image Award* in 2013. *The Good Food Revolution* is being used as a college text book across the nation.

In the world of basketball and sports, Allen was given the highest honor that can be bestowed to a collegiate athlete, the **Theodore Roosevelt Award** from the **National College Athletic Association** with his name enshrined at the **NCAA Hall of Champions** in Indianapolis, Indiana. (2012) He was also inducted in to the **Atlantic Coast Basketball Conference Hall of Legends**. (2010) A member of the University of Miami Hall of Fame, Allen has been bestowed **six honorary doctorates** from the **Milwaukee Institute of Art and Design, Marquette University, University of Wisconsin-Milwaukee, School of Freshwater Sciences, University of Miami, Florida, Hofstra University and Medical College of Wisconsin**.

In 2018, for his continued work he was honored with his **Seventh doctorate from the National University of Natural Medicine in Oregon**.

He has been given the **National Education Association Security Benefit Corporation Award for Outstanding Service to Public Education** in recognition of his work with children, teachers and schools.

Allen has been named one of the World’s Most Powerful Foodies by Michael Pollan and *Forbes Magazine*.

Proud winner of the **Donald Driver Award October 2017**

Will Allen continues to do his work at Will's Roadside Farms & Markets in Milwaukee, WI to bring **Good Food** to people all over the world to help end poverty. Many people call Will Allen the modern day George Washington Carver.

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WILL ALLEN AWARDS, RECOGNITION AND ACHIEVEMENTS

2018

- Honorary Doctorate from the National University of Natural Medicine, Oregon

2016

- Alpha Kappa Alpha - Presidential Award-Target IV- Environmental Ownership
- Named to the first Rodale 100 list
- St. Mark A.M.E. *Dr. Martin Luther King, Jr.* Award
- Good Food Award given to Lakefront Brewery's Growing Power Farmhouse Pale Ale
- Roundy's *Best Sustainable Farming Practices* Award
- Inducted into the University of Miami's Sports Hall of Fame

2015

- Member of the National Organic Standards Boards' Hydroponic/Aquaponic USDA Taskforce
- Member of the U.S. Presidential Delegation to Attend The Milan Expo 2015 in Milan, Italy
- Proctor and Gamble Alumni Humanitarian Award
- Briggs and Stratton Sustainability Award
- Repeat of Farm to School Carrot Procurement of 2014

2014

- Honorary Doctorate from Hofstra University, New York
- Keynote speaker at International Federation of Organic Agriculture Movements (IFOAM) Organic World Congress, Istanbul, Turkey
- Instrumental in the single largest Farm-to-School fresh food procurement ever in the U.S., according to the USDA. 40,000 lbs. of carrots, grown locally, sold to regional schools.
- Featured in Sharp Literacy's Children's book, *There Grows the Neighborhood: Agriculture in the City.*
- Made a member of the Growing Food Connections, National Advisory Council
- Salem Lutheran Church's Good Neighbor Award, "For Outstanding Work in Our Community."
- Featured in Readers to Eaters children's book, "*Farmer Will and The Growing Table.*"
- Northside Food System Collaboration
- IUAN

2013

- US Composting Council H. Clark Award, for individuals who have displayed outstanding service to the composting industry
- Prime Movers Fellow, Hunt Alternatives Fund
- Saint Joseph's College, Indiana Honorary Speaker for Martin Luther King Jr. Day Celebration
- NAACP Image Awards Nomination for Outstanding Literary Work for "The Good Food Revolution: Growing Healthy Food, People, and Communities"
- Axiom Business Book Awards Silver Medalist for Memoir/Biography for "The Good Food Revolution: Growing Healthy Food, People and Communities"
- Started Day Care Garden Initiative to install tomato gardens in 50 licensed Milwaukee day cares, getting children involved in growing and eating healthy food
- Started Vets Program to teach military veterans work skills in growing field of aquaponics and provide therapeutic training

2012

- NCAA Theodore Roosevelt award, the highest honor given to a college athlete
- NEA Security Benefit Corporation Award for Outstanding Service to Public Education
- Black History Month Legacy Award, Democratic Party of Wisconsin
- Rachel Carson Environmental Award, Natural Products Association
- Honorary Doctorate of Humane Letters, University of Miami
- Honorary Doctorate Degree, University of Wisconsin-Milwaukee School of Freshwater Sciences
- Urban Economic Development Association of Wisconsin, Award of Recognition
- City of Toronto, Recognition for Canadian Launch of The Good Food Revolution
- March of Champions 2012 Honoree (Milwaukee, WI)
- Community Brainstorming Conference recipient of the James Howard Baker Award
- Milwaukee's Shepherd Express Best of Milwaukee recipient for Local Activist and Urban Farm

- 2011
- James Beard Award
 - 7 World's Most Influential Foodies by Michael Pollan and Forbes Magazine
 - Green Giant Green Award of \$25,000, designated for Will Allen College Scholarship Fund for Growing Power Youth Corps
 - The 2011 Huffington Post Game Changer Awards
 - Finalist for the Harris Bank Cornerstone Award, honored by LISC Milwaukee at the 12th Annual Milwaukee Awards for Neighborhood Development Innovation
 - "Social Justice" Award for Growing Food and Justice for All initiative
 - Garden Club of America's Zone Horticulture Commendation
 - Honorary Doctor of Humane Letters, Marquette University
 - Social Innovation Prize of Wisconsin for the Growing Capacity for the Green Economy Initiative
 - Stood alongside Prince Charles and others, participated in the Future of Food Conference at Georgetown University
 - YES! Magazine "YES! Breakthrough 15"
 - Growing Power received the Hall of Fame Award, Kiwanis Club of Milwaukee
 - May 11th designated Growing Power Day in Milwaukee by Mayor Tom Barrett
 - Trailblazer Service Award, Alpha Kappa Alpha Sorority, Inc. Epsilon Kappa Omega Chapter
 - Growing Power, Engaged Community Partner Service-Learning Recognition Certificate, Marian University
 - Community Leader Award, Jewel Osco
- 2010
- Time Magazine's 100 Most Influential People in the World
 - Spoke to the nation from the White House as part of First Lady Michelle Obama's announcement of her "Let's Move!" initiative
 - Invited to the White House State Dinner in honor of Mexican President Felipe Calderon
 - National Jason Award, Children's Square
 - Atlantic Coast Conference Legends Award
 - Milwaukee Press Club Headliner Award
 - Awarded Honorary Doctorate of Fine Arts, Milwaukee Institute of Art and Design
 - Presented a Testimonial Resolution from the Detroit City Council
 - In Harmony with Hope Award, The Elfenworks Foundation
 - William Dempster Hoard Award for distinction in agriculture, Wisconsin Historical Society
 - Key to the City presented by Milwaukee Mayor Tom Barrett
- 2009
- National Governor's Association Distinguished Service to State Government Award
 - Frank Kirkpatrick Award, Greater Milwaukee Foundation
 - Natural Resources Defense Council, Growing Green Awards
 - Milwaukee Times' 24th Black Excellence Award, for making a positive difference in the Milwaukee Community
 - Lincoln Gaines Award, honoring excellence in community service and building strong communities, awarded by the YMCA's Martin Luther King committee
 - Milwaukee Area Workforce Investment Board "Thank You"
 - WHY (World Hunger Year) Chapin Award nominee
 - Heritage Award, 29th Annual State of Wisconsin Tribute & Ceremony honoring Dr. Martin Luther King, Jr.
 - Certificate of Appreciation from Feed Denver: Urban Farms and Markets
 - Milwaukee Mayor Tom Barrett thanks Growing Power for participation in the Summer Earn and Learn Program
 - November 9, 2009 proclaimed "Will Allen Appreciation Day" by Alfonzo King, Mayor of Goldsboro, NC
- 2008
- John D. and Catherine MacArthur "Genius" Fellowship
 - Pentagon medal to Will Allen and Growing Power
 - Harry Chapin Self-Reliance Award Honoree
 - Keep Greater Milwaukee Beautiful Lifetime Environmental Achievement Award
 - The Office of the Mayor for the City of Milwaukee named September 24, 2008 as Will Allen Day for his efforts to serve the underserved in the city of Milwaukee
 - Lincoln Gaines Award, honoring excellence in community service and building strong communities, awarded by the YMCA's Martin Luther King committee
 - Frank Kirkpatrick Civic Award, for efforts in bringing significant physical improvement to the Milwaukee community, Awarded by The Greater Milwaukee Foundation
- 2007
- \$15,000 grant to Growing Power for Farm to City Market Basket Program, Miller Brewing Company Employee Fund
 - Recognition for Service as a member of the Board of Visitors 2004-2007, College of Agricultural and Life Science, University of Wisconsin-Madison
 - Growing Power a Trailblazer Award Finalist, 8th Annual Milwaukee Awards for Neighborhood Development Innovation by LISC
- 2005
- Ford Leadership for Changing World Award
 - Urban Farmer of the Year, Chicago
- 2004
- Honored for participation in Heifer International's 60th Anniversary
 - Official recognition of Growing Power and Will Allen by the Milwaukee Common Council
- 2003
- Milwaukee County Board, Black History Celebration, "Our Future, Our Hope, Planters of the Positive Seed"
 - Community Partners of Milwaukee Appreciation Award
 - Growing Power recognized by Milwaukee Common Council for hosting Rooted in Milwaukee's "Growing Up Green Through the Power of Food" Conference
- 2002
- Community Food Security Coalition, Leadership Award
- 2000
- WI DATCP Commendation for leadership and diligent work in sustainable agriculture
 - Appointed to Waukesha County Farm Service Agency Committee
 - Recognition for participation in National Public Lands Day Lynden Hill Urban Tree House site, America's Outdoors Center for Conservation, Recreation and Resources
 - Recognition of the opening of Growing Power, Milwaukee Common Council
- 1999
- Heifer Project International Golden Talent Award for Excellence
- 1998
- "Student participants of Youth Building Communities expresses appreciation to William Allen for community service support this 29th day of May 1998 at Andrew S. Douglas Community Academy."

