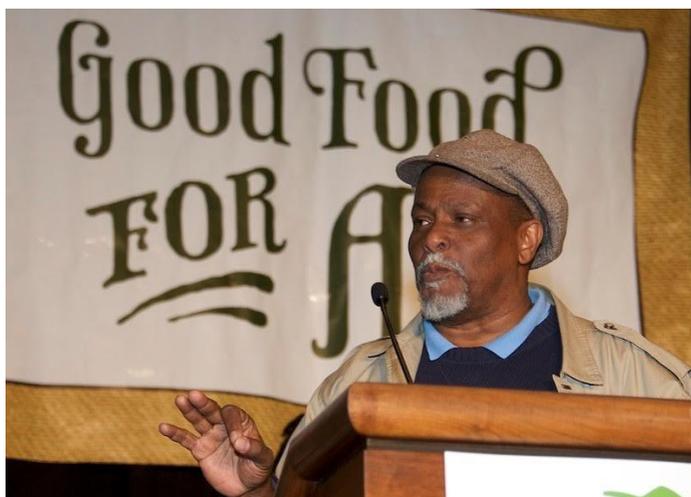


K. Rashid Nuri, Founder & CEO
Truly Living Well Center for Natural Urban Agriculture



“Urban agriculture transforms both people and places. It is a powerful catalyst for sustainable community vitality. The work builds self-sufficiency through food production and education.”

--K. Rashid Nuri

The Vision of Truly Living Well:
Whoever Controls Your Food Controls 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 the importance of community control over life’s fundamental necessities. 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. On August 31, 2018, Rashid handed over the reins of Truly Living Well Center for Natural Urban Agriculture (TLW). As Founder and CEO of Rashid built community, stimulated local economies, and helped to stem the tide of chronic disease, one vegetable at a time. TLW’s work of growing fresh, nutritious food in the inner city helps to improve the health of urban dwellers by making fresh produce, eggs, and poultry more accessible, teaching the health benefits of naturally grown local foods, and inspiring people to eat better. After more than a decade of his leadership, TLW has three farm sites in Metro Atlanta, where they produce certified naturally grown fruits, vegetables, herbs, and poultry, employs 25 people, and supports the growth of local businesses. TLW hosts hundreds of visitors and volunteers each year as well, weekly farmers markets and co-ops, shopping by CSA members, and educational programs for all ages.

The Nuri Group

Rashid Nuri embodies the attributes of both the transformational and servant leader. His mission to help communities become more self-sufficient through natural urban agriculture makes him a pioneer in the U.S. New Food Movement. The transition from CEO of Truly Living Well to the formation of The Nuri Group affords Rashid the opportunity to advocate more broadly for urban agriculture at the local, regional and national levels. Truly Living Well was founded with education as a central theme of our operations. The goal now is to expand equitable access to the tools for success in urban agriculture: education, funding, partnerships and appropriate regulations. Rashid’s ongoing work will be to solidify the position of urban agriculture as a profession, an economic engine, and a tool for building powerful communities. From backyard gardens to multi-acre city farms, urban agriculture is changing America’s metropolitan landscapes.

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. His experience brought him full

circle, to the work that began his career, focusing on community self-sufficiency by bringing naturally grown food within reach for urban dwellers.

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 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's responsibilities included budgeting, finance, facilities, information technology, and 2,200 employees.

Later this year (2018), Rashid will pass the torch of leadership to TLW's very able next generation. His new role will be that of an elder and advisor to TLW and food movement organizations throughout Atlanta and beyond.

Keynote Topics

The Power of Land Ownership

Building Community Self-Sufficiency through Local Food Production

Transforming Communities through Urban Farming

The Local Food Movement: What it Means to the United States

How to be a Leader and Innovator in Your Community and Country

TEDx Presentations

TEDx Emory/Atlanta

<https://www.youtube.com/watch?v=kJ88o8e9pkM>

TEDx Peachtree/Atlanta

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

Rashid and TLW in the Media

Why Atlanta Is Celebrating Rashid Nuri this Friday

<http://bit.ly/2wTJXv2>

Atlanta Mayor's Office, Channel 26

<https://vimeo.com/180221181>

The Cycle interview on MSNBC

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

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>