

# Lori Taylor, Sowing Seeds of Change: Advocating for the Change You Desire in the World - Episode 315

## In this Episode:

- Lori talks about her background in the produce industry and how she founded The Produce Moms as a platform to bridge the gap between the produce industry and consumers
- How she creates and advocates change in the food culture
- Why you need comprehensive resources on how to select, store, and serve fruits and vegetables
- The need to improve school meal programs, including the importance of salad bars in schools and efforts to reintroduce universal free meal offerings for all children in the U.S.
- Why there is no true balance in work and family life but rather an ongoing process of integration and prioritization
- Why you need to declare your values and stick to them

## Notable Quotes:

“It’s important too that we increase confidence in participation because without participation you cannot change the tide.”

“Move at the speed of cash.”

“You can always, you always can. You can find a way. You can figure out how to do more with less.”

“There is no such thing as balance. There's only balancing.”

“Think that as women, as mothers, professionals, we have an extraordinary amount of buckets that we have to fill every single day, more so than men, fathers, and other professionals.”

“You have to declare your values early and stick to them.”

## **Pearls of Wisdom:**

1. If money can fix it, it's not a real problem.
2. The joy is in the journey.
3. Don't burn any bridges.

## **Resources:**

**Lori Taylor** is the Founder & CEO of The Produce Moms. For ten years she sold fresh produce to over 300 grocery stores throughout the United States, and today she is fully focused on working with the produce supply chain, media, and government to increase fresh produce access & consumption in the US and around the globe. Since its founding, The Produce Moms has had an audience of 2.2 million and has over 100 brand partnerships.

Lori's amazing entrepreneurial story has been featured by Oprah, Martha Stewart, Forbes, GQ Magazine, Food Network, Hallmark, RealSimple Magazine, HuffPost, StyleCaster and more. In addition to running The Produce Moms, Lori is also a Podcast host and Keynote Speaker, receiving many accolades including Forbes Next 1000.

**Website:** <https://www.theproducemoms.com/>

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