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FOR IMMEDIATE RELEASE

***Georgia Organics Marks a Milestone: Alice Rolls Steps Down After Two Decades;
Alexis Chase Takes the Helm***

Atlanta, Georgia – [Thursday, January 18, 2024] – Georgia Organics, a regional and statewide leader in promoting organic agriculture and fostering local food systems, bids farewell to its esteemed President & CEO, Alice Rolls, after two decades of exemplary service. Simultaneously, the organization welcomes Alexis Chase as the new Executive Director, ensuring a seamless transition and continued growth.

Farewell to a Visionary Leader: During her remarkable tenure, Alice Rolls has been a driving force in advancing Georgia Organics' mission and the local food and farm movement statewide. Her strategic leadership nurtured the growth of organic farming and community food system development before "farm to table" or "local food" was in our common vernacular. She and her team doubled the number of organic farms, launched the first comprehensive farm to school program in Georgia, published the first "Local Food Guide," and seeded the Atlanta Local Food Initiative and Georgia Food Oasis planning efforts alongside key community partners. In Ms.

Rolls first ten years, the beloved Georgia Organics annual Conference & Expo grew from 150 to 1,200 attendees.

Reflecting on her legacy, Alice Rolls shared, "The people and partners of Georgia Organics have deeply shaped me and cemented an enduring respect for local and organic farmers who are at the very root of public and environmental health. No matter where I go, I will continue to champion them."

Welcome Alexis Chase: Simultaneously, Georgia Organics is thrilled to welcome Alexis Chase as the new Executive Director. With a background rooted in rural Kentucky in a farming family and a proven track record of over 18 years' experience in Georgia's nonprofit sector, Alexis brings a wealth of experience and a passion for environmental justice. Alexis stated, "I am excited to build relationships with the very talented staff at Georgia Organics and the organic farming community here in Georgia. I am so grateful for Alice's leadership and for the strong foundation she and staff have built."

Rebecca Williams, Chair of the Georgia Organics Board of Directors, expressed excitement about Alexis Chase's appointment, saying, "We are thrilled to welcome Alexis Chase as our new Executive Director. Their passion for Georgia's agricultural and environmental well-being will aid a strong strategic vision that will undoubtedly contribute to the continued growth and impact of Georgia Organics." Alexis assumed the leadership role on January 3, 2024, overlapping with Alice Rolls until her final day on March 31 to ensure a smooth transition.

Georgia Organics invites supporters to join us in "**Honoring Alice**" by making a gift or leaving a comment celebrating Ms. Rolls and her enduring impact. Visit <https://bit.ly/honoringalice> to participate.

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About Georgia Organics: Georgia Organics is a dynamic nonprofit committed to supporting organic farmers and fostering a robust local food movement across the state. Officially established in 1997, the organization's roots trace back to the 1950s as an association of growers that recognized the power of collective action. Today, Georgia Organics continues to

champion this ethos in support of their mission **to invest in farmers for the health of our communities and the land.**

Georgia Organics is guided by a five-year strategic plan focused on farmer prosperity and achieves its goals through several key initiatives, including Farmer Services; conferences and convenings; Farm to School and Early Care; Family Farm Share; Farmer Champion (Farm to Restaurant); and Advocacy.

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