

## **Prepared Meal Startup Aims To Fix Broken Food System**

### *Mademeals Co., A Prepared Meal Delivery Startup Supporting Responsible Agriculture Launches Crowdfunding Campaign*

June 14, 2018 (FPRC) -- New York, NY: This Monday, June 11, 2018, mademeals, a prepared meal delivery startup launched its Kickstarter crowdfunding campaign in hopes to raise awareness of the damages that “big factory” farming causes on the health of its consumers and the environment. Looking to raise \$25,000 for its startup, its mission is to source only locally-grown, organic, and responsibly and humanely-raised ingredients in order to support local farms and promote mindfulness of healthy eating to the community.

After being diagnosed with Ulcerative Colitis, a chronic inflammatory gut condition, founder of mademeals Jesse McBride, realized a diet of healthy, organically-produced ingredients was no longer an option, but instead a necessity. McBride sought for ways to eat healthy while still maintaining a busy NYC corporate schedule. Finding few options for acquiring the organic, nutrient-rich foods that his condition required, he created mademeals as a way to help other busy, conscious eaters.

Since its inception, mademeals has been on a mission to source only the freshest, most local and almost entirely organic ingredients, provide convenient and sustainable food preparation and packaging, and give back to the community by hiring those in most need of job placement and training, like the formerly incarcerated to further make a positive impact in the community.

mademeals' mission is front and center in its crowdfunding efforts as seen through its shared charitable rewards offered to its campaign supporters. A portion of its donations are going to various community nonprofits and efforts to give back to those in need. The Kickstarter campaign hopes to raise \$25,000 by July 11th.

About mademeals Co.: At mademeals, we believe our food choices can change the world. We aim to help busy individuals nourish their bodies, regenerate the environment, and contribute to their community through healthy, high-quality prepared meals. You can follow along on our campaign via @mademealsco on Instagram and Facebook.

### **Contact Information**

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### **Keywords**

[kickstarter](#)

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