



FOOD MATTERS

ENSURING THAT EVERYONE HAS ACCESS TO AFFORDABLE, NUTRITIOUS FOOD

Supermarket Successes

White House, Other States Learn from PA's Fresh Food Financing Initiative



The Food Trust Executive Director Yael Lehmann (left) at the White House town hall.

When the White House Office of Urban Affairs kicked off the National Conversation on the Future of America's Cities and Metropolitan Areas, the first topic of conversation was food – and the Pennsylvania Fresh Food Financing Initiative (FFFI), an innovative grant and loan program co-managed by The Food Trust that encourages supermarket development in communities that lack access to affordable, nutritious food.

A who's who of the Obama Administration, including Director of the White House Office of Urban Affairs Adolfo Carrion, Secretary of Agriculture Tom Vilsack, Secretary of Commerce Gary Locke and Deputy Secretary of Housing and Urban Development Ron Sims, traveled to Philadelphia to host a town hall in the city's Parkside community which has experienced the success of FFFI.

"We witnessed the success of the FFFI in providing jobs, healthy food, economic

benefit and uplifting the morale of this community," said Carrion after touring the FFFI-funded ShopRite supermarket at 52nd and Parkside. To date, FFFI has funded 74 supermarket projects in 27 Pennsylvania counties, providing almost half a million other Pennsylvanians with better access to healthy, affordable foods.

The Pennsylvania Fresh Food Financing Initiative, a project of The Food Trust, The Reinvestment Fund, the Greater Philadelphia Urban Affairs Coalition and the Pennsylvania Department of Community and Economic Development, has served as a model for communities across the country that are committed to bettering the health of their children and their neighborhoods.

Through the work of The Food Trust, New York, Illinois and Louisiana have all recently introduced similar programs, and The Food Trust is currently addressing lack of supermarket access in Colorado and New Jersey. A grant from the Robert Wood Johnson Foundation will allow The Food Trust to extend its work into eight additional states.

"We're excited that the Obama Administration understands that access to healthy, affordable food is essential to healthy children and healthy communities," said The Food Trust Executive Director Yael Lehmann, who participated in the White House's town hall discussion.

[Learn more: thefoodtrust.org/markets](http://thefoodtrust.org/markets)



Our Gardens Grow

Even before Michelle Obama planted the seeds for a White House garden, Philadelphia-area school children were reaping the benefits of urban gardens.

Two years ago, as part of The Food Trust's Kindergarten Initiative, schools in Philadelphia, Norristown and the North Penn area established gardens as outdoor classrooms. This season, the project expanded to 10 gardens growing tomatoes, squash, eggplants and other veggies.

"The kids love the gardening experience. They love getting their hands dirty and they are fascinated by the growing process," explained The Food Trust's Bonnie Hallam, associate director of early childhood initiatives.

The vegetable harvest is used in school nutrition lessons and distributed to community volunteers and local food banks.

[Learn more: thefoodtrust.org/gardens](http://thefoodtrust.org/gardens)

THE FOOD TRUST STATISTICS

Farmers' markets	29
Farmers' market shoppers	125,000
Students participating in our nutrition programs	65,000
Teachers participating in our nutrition programs	3,000
Schools and recreation centers participating in our programs	123

FROM THE



EXECUTIVE DIRECTOR

"Where does your food come from?" That's what kids from the Palumbo rec center asked the farmers at the nearby Broad & South Farmers' Market. "And are there snakes on your farm?"

The field trip, a fruit and vegetable scavenger hunt that introduced the children to new foods, brought together two of The Food Trust's programs: our popular farmers' market program and our recreation center nutrition education program, which provides healthy-eating lessons to more than 1,400 kids in 33 Philadelphia rec centers.

During the busy market months, it's easy to forget that The Food Trust is more than just farmers' markets. We also work with supermarkets, corner stores, schools and rec centers, with one goal: ensuring that everyone has access to affordable, nutritious food.

For many of the children from Palumbo, this was their first visit to a farmers' market. It's exciting for us at The Food Trust to be able to introduce Philly's youth to healthy foods and the local farmers who grow those snack-able blueberries and cherry tomatoes.

But it was even more exciting to watch those same kids return to market later that afternoon to introduce their parents to their favorite fruits and veggies.


Yael Lehmann
Executive Director

P.S. Follow me on Twitter (twitter.com/thefoodtrust) for the latest news from The Food Trust.

Increasing ACCESS to Healthy Foods

Pilot Program Encourages Food Stamp Use at Farmers' Markets

For Rochelle Crespo, shopping at The Food Trust's Clark Park Farmers' Market is a no brainer. "I love the farmers' market. It has prompted me to try a whole lot of fruits and vegetables I would not have ordinarily tried," say Rochelle, who lives in West Philly. Rochelle uses an ACCESS card, a Pennsylvania-issued swipe card to redeem federal Supplemental Nutrition Assistance Program benefits – better known as food stamps – to buy fresh produce like butter lettuce and dandelion greens for her family.

Rochelle is one of more than 35 million Americans who rely on food stamps, the highest number since the federal program was introduced in 1964.

The Food Trust accepts food stamps at all of its 29 farmers' markets. But a recent pilot program at the Clark Park Farmers' Market illustrated that the process of shopping with food stamps can be improved

– and that when the process is more convenient even more shoppers choose to spend food stamps on healthy foods.

In the pilot program, supported by a USDA Farmers' Market Promotion Program grant, The Food Trust provided each of the Clark Park market's 21 farmers with a point-of-sale wireless machine; typically there is just one machine per market. During the pilot, conducted from June 2008 to February 2009, Clark Park market vendors saw a substantial increase in customers using food stamps, with most farmers reporting more than a 100 percent increase in food stamp sales.

"[The pilot program] made shopping quicker," Rochelle said. "And it gave me more time to speak with the farmers. They are able to tell you so much."

[Learn more: thefoodtrust.org/snap](http://thefoodtrust.org/snap)



Clark Park Farmers' Market – and all of The Food Trust's farmers' markets – accepts ACCESS cards, the Pennsylvania-issued swipe card for federal SNAP/food stamp benefits.

The Food Trust News



The 1st Annual Headhouse Farmers' Market Pancake Breakfast Fundraiser
Chef Mitch Prensky of Supper restaurant talks with Headhouse Farmers' Market supporters – and shares his strawberry compote recipe – over pancakes at The Food Trust's first annual breakfast to support the market.

Learn more: thefoodtrust.org/events

Lansdale Farmers' Market Debuts

The Fourth of July marked opening day for the new Lansdale Farmers' Market. The Food Trust, through a grant from the North Penn Community Health Foundation, assisted Lansdale-area residents in establishing the market at Railroad Plaza. The market is open seasonally, Saturday, 9 a.m. to 1 p.m. More info at lansdalefarmersmarket.org.

Healthy Times Goes to Washington

Five Norristown students traveled to Washington D.C. in July to cover the Centers for Disease Control and Prevention's Weight of the Nation conference on obesity for their school newspaper *Healthy Times*. The Food Trust's *Healthy Times* newspaper program teaches students in 13 area schools about journalism and important health issues. At the CDC conference, the student reporters interviewed top public health officials including acting Surgeon General Steven Galson.

The Food Trust "Making A Difference"

Philadelphia-based Health Partners Foundation honored The Food Trust with its 2009 "Making a Difference Award" for our work teaching children about nutrition and healthy eating habits.

FFFI Supermarket Opens

A new Fresh Grocer supermarket, financed by the Pennsylvania Fresh Food Financing Initiative, opened on Chew Avenue. The 50,000-sq-ft store, which has created more than 250 full- and part-time jobs, is the first supermarket in the Northwest Philadelphia neighborhood in 40 years.

Celebrating Youth Leadership

The Food Trust's Healthy Corner Store Initiative and Fuel Up to Play 60 project hosted the first annual Youth for Healthy Change Leadership Summit, uniting 250 sixth- through eight-grade student leaders committed to enacting healthy change in their communities.

Out and About



Weidman

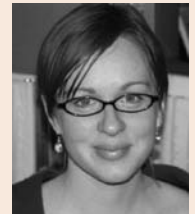
John Weidman, deputy director of The Food Trust, and representatives from The Reinvestment Fund and PolicyLink briefed members of the U.S. House of

Representatives about the National Fresh Food Financing Initiative, a proposed federal program based on the Pennsylvania Fresh Food Financing Initiative.

The Food Trust Director of Research and Evaluation Allison Karpyn presented on food, nutrition and obesity to the University of Pennsylvania Internal Medicine Program.

Yael Lehmann, executive director of The Food Trust, was a featured speaker at a Thought Leaders Forum on "Childhood Obesity and the Economy: Crisis and Opportunity" convened by the Robert Wood Johnson Foundation in September.

The Food Trust's Tegan Hagy and Moriah Zimmerman attended the Society for Nutrition Education Annual Conference in New Orleans. Hagy spoke on farm-to-school accomplishments, and Zimmerman presented about the Community Nutrition Coalition in North Penn.



Hagy

TALK TURKEY WITH THE FOOD TRUST!

...And sweet potatoes and butternut squash and apple pies.

Wednesday, November 25th

Six of the Food Trust's farmers' markets are open the day before Thanksgiving – for everything on your holiday dinner shopping list.

Headhouse Farmers' Market - 2nd and Lombard streets

Clark Park Farmers' Market - 43rd Street and Baltimore Avenue

Broad & South Farmers' Market - Broad and South streets

Fairmount Farmers' Market - 22nd Street and Fairmount Avenue

Cliveden Farmers' Market - Chew Avenue and Johnson Street

Haddington Farmers' Market - 52nd Street and Haverford Avenue



Headhousemarket.org for market times and pre-order information



The Food Trust

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STAY CONNECTED TO THE FOOD TRUST!

Sign up for The Food Trust's weekly e-newsletter *Fresh Times* to learn more about how you can ensure everyone has access to healthy foods:
thefoodtrust.org/freshtimes



The Food Trust

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Get Involved!

MAKE A DONATION

Support the work of The Food Trust today.

- Make a secure online donation at the foodtrust.org/donations.
- Return the enclosed donation envelope.
- United Way donors: Select Donor Choice Code 09195 to support The Food Trust.
- For even more ways to give, contact Laila Goldberg at 215-575-0444 or lgoldberg@thefoodtrust.org.

VOLUNTEER

Contact The Food Trust office at 215-575-0444 or contact@thefoodtrust.org to inquire about volunteer and internship opportunities.

JOIN THE CONVERSATION

Follow The Food Trust (twitter.com/thefoodtrust) on Twitter to stay up to date on your favorite farmers' market and all the latest news from The Food Trust.

BECOME A CORPORATE PARTNER

Your business or corporation can support The Food Trust. Contact Laila Goldberg at lgoldberg@thefoodtrust.org to learn more about our Farmers' Market Sponsorship Program and Ellen Holtzman at eholtzman@thefoodtrust.org to learn how your business can benefit from PA's Educational Improvement Tax Credit.