



The Food Trust

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Fall '10 Newsletter

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ENSURING THAT EVERYONE HAS ACCESS TO AFFORDABLE, NUTRITIOUS FOOD

**GET EVERYTHING
ON YOUR
THANKSGIVING
SHOPPING LIST**
Find out where inside!



Join Our Efforts

MAKE A DONATION

Support the work of The Food Trust today.

- Make a secure online donation at thefoodtrust.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

Visit thefoodtrust.org/volunteer to learn more about volunteer and internship opportunities.

JOIN THE CONVERSATION

Sign up for The Food Trust's e-newsletter *Fresh Times* (thefoodtrust.org/freshtimes) 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 Sponsorship Program and Ellen Holtzman at eholtzman@thefoodtrust.org to learn how your business can benefit from PA's Educational Improvement Tax Credit.



The Food Trust

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Get Healthy Philly!



Philadelphia Mayor Michael Nutter and The Food Trust Executive Director Yael Lehmann launch Philly Food Bucks, a project of the Get Healthy Philly initiative.

You've heard the staggering statistics about obesity in Philadelphia and throughout the country. Here are some more: 10 new farmers' markets bringing fresh fruits and vegetables into underserved communities, 200 School Wellness Councils engaging students in efforts to create healthier school environments, 1,000 corner stores stocking more nutritious foods, 25,000 Philly Food Bucks coupons making fresh fruits and vegetables more affordable for SNAP/food stamps recipients.

And these Food Trust projects are just part of the two-year Get Healthy Philly initiative launched this spring by the Philadelphia Department of Public Health to address the city's obesity epidemic. The initiative, which also addresses smoking cessation, is

funded by the Department of Health and Human Services.

"We are thrilled to partner with the City of Philadelphia to expand our mission to ensure that everyone has access to affordable, nutritious foods," said The Food Trust executive director Yael Lehmann. "These efforts will help Philadelphia families make healthier choices."

To date, The Food Trust has opened four new farmers' markets in Norris Square, Lower Moyamensing, Grays Ferry and Point Breeze, recruited 200 schools and 400 corner stores across the city to participate in the initiative, and seen SNAP/food stamp sales double at farmers' markets participating in the Philly Food Bucks program.

At Farmers' Markets:

In July, The Food Trust and the Philadelphia Department of Public Health debuted **Philly Food Bucks**. Through this healthy-eating incentive program, customers receive a \$2 coupon for every \$5 in SNAP/food stamps spent at a participating farmers' market. Find the full list of participating markets at thefoodtrust.org/foodbucks.



In Schools:

Have you heard the hype about healthy eating? This fall, the **HYPE** campaign and **School Wellness**



Councils, established in partnership with the School District

of Philadelphia as part of the Get Healthy Philly initiative, will work with students in 200 Philadelphia schools to create healthier school environments.

At Corner Stores:

Look for this logo at your neighborhood corner store. It means there are healthy changes coming, including more nutritious foods and healthy-eating information. Through the Get Healthy Philly initiative, The Food Trust is working to recruit 1,000 corner stores throughout the city to join the **Philadelphia Healthy Corner Store Network**.



FROM THE



EXECUTIVE DIRECTOR

Of all of my duties as executive director here at The Food Trust, there is one I like better than all the rest: celebrating the opening of a new farmers' market in a neighborhood that lacked access to fresh fruits and vegetables.

This year The Food Trust marked the opening of four new markets in North and South Philly as part of the Philadelphia Department of Public Health's Get Healthy Philly initiative; next season we're planning six more Get Healthy Philly markets.

The process of establishing each new farmers' market starts with a neighborhood hungry for more nutritious food choices. Then, The Food Trust's Farmers' Market Program works with neighbors to establish a strong foundation for the farmers' market and to educate families about the importance of healthy eating. The Food Trust also recruits a farmer to join the community. Finally, the harvest: A new community-supported farmers' market.

When I joined Mayor Michael Nutter, Health Commissioner Donald F. Schwarz and other community leaders to cut the ribbon at the new Norris Square Farmers' Market this summer, I saw the fruits of these labors: a beautiful new farmers' market and a colorful banner made by group of neighborhood children. It read: "We love healthy food!"

Yael Lehmann
Yael Lehmann
Executive Director

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



Introducing Night Market

Gyoza from Izumi, takoyaki from Maru Global, savory waffles from Chaaya Cafe — and that's just a taste of the delicious dishes at the debut Night Market.

Thousands of Philadelphians and 17 of the city's top ethnic restaurants and food cart vendors turned out for the city's first street food bazaar in East Passyunk. Music from Philadelphia performers Attia Taylor and AKILLES and beer samples from Philadelphia Brewing Company added to the festive atmosphere along Passyunk Avenue.

"We want to create the same excitement and sense of community around Philadelphia's rich street food traditions

that Headhouse Farmers' Market created around the region's farms and farmers," said The Food Trust's Farmers' Market Program Manager Nicky Uy.

Funded through a grant from the William Penn Foundation, the Night Market project seeks to support the region's family farms and local food businesses, as well as strengthen and diversify the economic vitality of the city. Five more Night Markets are planned for the next 18 months. Each Night Market will highlight a different Philadelphia neighborhood.

For more information about upcoming Night Markets, visit nightmarketphilly.org.

A season with The Food Trust and the Phillies' Brad & Lindsay Lidge



Brad and Lindsay Lidge join Mayor Michael Nutter to kick off the 2010 farmers' market season at Headhouse.

The Food Trust News Briefs

The Food Trust Named Top 5 in Field

The Food Trust was recently named among the top five "high-impact" nonprofits working in field of health and childhood nutrition. This survey of more than 100 experts working in the field of health and childhood nutrition was conducted by Philanthropedia.

Progress on Healthy Schools Act

The Healthy Schools Act, which would improve nutritional guidelines for foods and beverages available in Pennsylvania schools, passed the Pennsylvania House of Representatives. The bill now goes to the Pennsylvania Senate for consideration.

Lehmann Honored With SmartCEO's Woman Business Achievement Award

The Food Trust's Executive Director Yael Lehmann was selected as one of *Philadelphia SmartCEO* magazine's Brava! Women Business Achievement Award recipients for her leadership within The Food Trust and the community.

Wine Auction Benefits The Food Trust

TRG Healthcare hosted the successful second annual Le Coeur D'Vin Wine Auction in September at the Gulph Mills Golf Club to benefit The Food Trust and other local groups.



Brad and Lindsay Lidge help The Food Trust's Shana Cornfield teach nutrition lessons and conduct taste tests during a summer visit to Bridesburg Recreation Center.

CELEBRATE THANKSGIVING WITH THE FOOD TRUST FARMERS' MARKETS



Open the day before Thanksgiving for everything on your holiday dinner shopping list.

Broad & South Farmers' Market

Broad and South streets

Clark Park Farmers' Market

43rd Street and Baltimore Avenue

Cliveden Farmers' Market

Chew Avenue and Johnson Street

Fairmount Farmers' Market

22nd Street and Fairmount Avenue

Haddington Farmers' Market

52nd Street and Haverford Avenue

Headhouse Farmers' Market

2nd and Lombard streets

VISIT HEADHOUSEMARKET.ORG

for market times and pre-order information



Members of The Food Trust join Brad and Lindsay Lidge on the field at Citizens' Bank Park to accept a donation from Phillies' Charities Inc.