



The Food Trust

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Fall '11 Newsletter

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BENSALEM, PA
PERMIT NO. 49



**We're working together to
ensure everyone has access to
healthy, affordable food.**

Inside: Meet the people who are changing
the way Philadelphia eats.





ENSURING THAT EVERYONE HAS ACCESS TO AFFORDABLE, NUTRITIOUS FOOD

The People Behind The Food Trust

"I have kids—two girls—and I want them to eat healthy," corner store owner Marilyn Valerio told me. That's why she is a part of our Healthy Corner Store Initiative. She's one of more than 600 corner store owners across the city who have committed to stocking healthier foods. When I tell people that, they get excited about the number—*more than 600!*—but I get excited about Marilyn and her two girls. They are the people behind the numbers—both the reason that we need to ensure that everyone has access to healthy, affordable food and the reason I believe that we will succeed in our efforts.



Photo: Neal Santos

The Food Trust staff at Fresh Grocer Progress Plaza, a Fresh Food Financing Initiative project

More than 23.5 million people in this country live in neighborhoods where it can be hard to find healthy food. In Philadelphia, we're working together to change that. For almost 20 years, The Food Trust has been dedicated to improving food access. Today, we have about 100 staffers devoted to this task. We're working with elected officials like Mayor Michael Nutter and State Rep. Dwight Evans, who are long-time champions

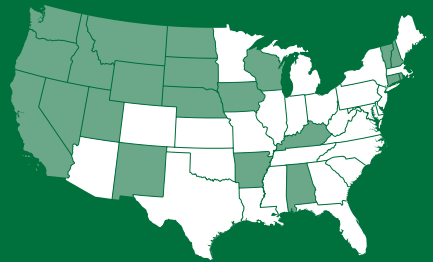
of these efforts, and partners like the School District of Philadelphia and Philadelphia Department of Public Health, whose Get Healthy Philly initiative has improved food access in neighborhoods from Frankford to Grays Ferry. We're working with the Phillies' Lindsay and Brad Lidge to Team Up! for Healthy Food and Healthy Families; with supermarket operators who are returning to Philadelphia neighborhoods; and with all you farmers' market shoppers who buy healthy food for your families and support local farmers and producers every week. And we're working with First Lady Michelle Obama, whose Let's Move campaign is raising awareness and increasing food access across the country.

Turn the page to hear from the people who are making a difference in Philadelphia and making Philadelphia a model for the rest of the country. As seventh grader Aisegine Culbreath said after attending a youth leadership summit on healthy eating this fall: "We're going to tell all our friends. If they see us being healthy, they will do it, too."

Yael Lehmann
Executive Director

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

ACROSS THE COUNTRY



The Food Trust is working to improve access to healthy, affordable food in more than two dozen states and at a national level.

ACROSS THE STATE



Many of our projects in communities across the country are based on our work with

Pennsylvania's innovative Fresh Food Financing Initiative, which encourages supermarkets to open in neighborhoods that need them. To date, the Pennsylvania program has supported 90 new or expanded fresh food retail projects, creating or preserving more than 5,000 jobs and improving access to healthy food for almost half a million Pennsylvanians.

ACROSS THE CITY

We've partnered with Philadelphia



communities to bring more healthy food into neighborhoods. As part of the Philadelphia

Department of Public Health's Get Healthy Philly Initiative, we've expanded our Healthy Corner Store Initiative into more 600 stores and opened 10 new farmers' markets that accept ACCESS/food stamps and Philly Food Bucks. And we're working in hundreds of Philadelphia schools and rec centers to get students excited about healthy eating.

We're working together to ensure everyone has access to healthy, affordable food.

From Overbrook to Frankford and West Oak Lane to Citizens Bank Park, Philadelphians and The Food Trust are changing how the city eats.

"My main objectives have been to reduce the high incidence of diet-related diseases by providing healthy food to underserved areas, to stimulate the investment of private capital in local neighborhoods, and to create living wage jobs. The Food Trust has been a creative and committed partner in the Fresh Food Financing Initiative movement."



PENNSYLVANIA REP. DWIGHT EVANS

"I have kids—two girls—and I want them to eat healthy. Healthy food is important for a community and I can provide that in my store. [The Healthy Corner Store Initiative] is great because it taught me how to stock healthy foods—and they actually sell!"



MARILYN VALERIO
OWNER OF THE RIGHT CHOICE
ONE OF MORE THAN 600 MEMBERS
IN THE HEALTHY CORNER
STORE INITIATIVE

"We know it won't be easy to solve this obesity crisis, because these big problems are never easy...But if there's anyone out there who doubts that it can be done, then I would urge them to come here to Philadelphia and to see what you've done here."



FIRST LADY MICHELLE OBAMA

"Our efforts in Philadelphia, and in cities throughout the country, demonstrate that supermarkets have the ability to provide residents of underserved communities a greater opportunity to enjoy a healthy life."

JEFFREY BROWN
UPLIFT SOLUTIONS CHAIRMAN
AND SHOPRITE OWNER
ONE OF 90 FRESH FOOD
FINANCING INITIATIVE PROJECTS

"Philadelphians have the right to be free of conditions such as diabetes, high blood pressure, and obesity. Through Get Healthy Philly, we are making it easier for city residents to eat healthfully and be active. The Food Trust is a key partner in advancing innovative health-promoting change through its work in communities and in schools."



DR. DONALD SCHWARZ
DEPUTY MAYOR FOR HEALTH AND OPPORTUNITY AND
HEALTH COMMISSIONER OF PHILADELPHIA



"We've been here 10 years. I like interacting with the customers and answering questions about how to use the produce. I've seen an increasing interest in how things are grown and in healthy eating."



RON WEAVER
HOMESTEAD GARDENS
CLARK PARK AND OVERBROOK FARMS FARMERS' MARKET VENDOR
ONE OF MORE THAN 100 VENDORS IN THE FOOD TRUST'S
FARMERS' MARKET NETWORK



Photo: Lara Carr

Photo: The Reinvestment Fund

Join Our Efforts

MAKE A DONATION

Support the work of The Food Trust.

- 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 Jenny Weissbourd at 215-575-0444 or jweissbourd@thefoodtrust.org.

VOLUNTEER

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

JOIN THE CONVERSATION

Subscribe to *Fresh Times*, our weekly e-newsletter, to stay up to date on your favorite farmers' markets and all the latest news from The Food Trust. Plus: Recipes from the Phillies' Lindsay and Brad Lidge. Go to thefoodtrust.org/freshtimes to sign up.

BECOME A CORPORATE PARTNER OR SPONSOR

The Food Trust partners with countless local and national businesses to make an impact on communities. To find out how your business can benefit from a partnership with The Food Trust, contact Jenny Weissbourd at jweissbourd@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
THEFOODTRUST.ORG

"Foodwise, among the most progressive cities in the country right now is Philadelphia, where the alliance of a forward-thinking mayor and a 19-year-old non-profit is moving things forward...Go Food Trust. Go Mike Nutter. Go Philly."

MARK BITTMAN

NEW YORK TIMES COLUMNIST



"[Philly Food Bucks] encourages me to eat healthier. With the incentive of \$2 for \$5 it encourages me to lead a more healthy lifestyle and I'll be more likely to spend more than I normally would on healthy food because I know I'm going to get more."

VIRGILIO LAWSON

FRANKFORD TRANSPORTATION CENTER FARMERS' MARKET SHOPPER AND PHILLY FOOD BUCKS CUSTOMER



"We're going to put up posters in our school and we're going to tell all our friends. If they see us being healthy, they will do it, too."

AISEGINE CULBREATH

7TH GRADE STUDENT AT JAMES R. LUDLOW SCHOOL
ONE OF ALMOST 100,000 STUDENTS INVOLVED IN THE PHILADELPHIA CAMPAIGN FOR HEALTHIER SCHOOLS



"The students like having a say. The wellness council does that. They are making the healthy choices for themselves."

TRACY MANGIONE

HEALTH AND PHYSICAL EDUCATION TEACHER
AT CHESTER A. ARTHUR SCHOOL
ONE OF 170 WELLNESS CHAMPIONS IN THE PHILADELPHIA CAMPAIGN FOR HEALTHIER SCHOOLS

"We are so proud and grateful for our partnership with The Food Trust. Working with them and seeing their impact on kids and communities has been one of the most rewarding things we have experienced during our time in Philadelphia!"

LINDSAY AND BRAD LIDGE

PHILADELPHIA PHILLIES
CO-CHAIRS OF THE FOOD TRUST'S TEAM UP! CAMPAIGN