



FOOD MATTERS

ENSURING THAT EVERYONE HAS ACCESS TO AFFORDABLE, NUTRITIOUS FOOD



Ryan Dornell

Spreading Pennsylvania's Success

Increasing Supermarket Access in Communities Across the Country

This spring, New Orleans Mayor Mitch Landrieu announced the Fresh Food Retailer Initiative, modeled after the successful Pennsylvania Fresh Food Financing Initiative. The Fresh

Food Retailer Initiative encourages supermarket and other fresh food retail development in underserved areas of Orleans Parish.

The issue of supermarket access is a vital one in New Orleans. The city faced a shortage of supermarkets before Hurricane Katrina. After Katrina, only about two-thirds of the city's supermarkets reopened.

The Food Trust, which co-manages the Pennsylvania program, assisted New Orleans in creating the Fresh Food Retailer Initiative and is a partner in the program.

The Food Trust also helped New York establish a similar program, the Healthy Food, Healthy Communities Initiative, which is currently accepting applications from supermarket developers investing in underserved communities.

Efforts to improve supermarket access are also underway in Massachusetts, Texas and nine other states, as well as at the national level.

The Food Trust is committed to spreading the success of the Pennsylvania Fresh Food Financing Initiative, which has funded 88 projects to date, providing half a million Pennsylvanians with healthier food choices.

500 Healthier Corner Stores

GET HEALTHY PHILLY UPDATE

Herman Strother and his mother have run the Shop and Save corner store in West Philadelphia for years. Every day, the Strothers are busiest before and after school, selling 25-cent bags of chips and penny candy to students from William F. Harrity Elementary School. It didn't seem right, but Herman wasn't sure that his customers would buy anything else. The Healthy Corner Store Initiative (HCSI), part of the Philadelphia Department of Public Health's Get Healthy Philly initiative, changed his mind.

Just a year ago, the HCSI worked with 40 corner stores in North Philadelphia. Today, thanks to the support of the Philadelphia Department of Public Health's Get Healthy Philly initiative, the HCSI is working with more than 500 stores citywide.

Stores participating in the HCSI agree to stock at least four new, healthy products, including fresh produce and whole grain and low-fat dairy products.



"I just think it's a really good move for the neighborhood," Herman Strother says now. "A lot of the kids are out of shape and overweight. You gotta start small with them. So I think if you do this when they are younger, being introduced to healthier products, it will make it a lot easier when they get older to enjoy them and want them."



FROM THE EXECUTIVE DIRECTOR

New York Times' opinion columnist and food writer Mark Bittman said it all with two words: "Go Philly!"

His April opinion column on the state of food in Philadelphia — not our city's justifiably praised restaurant scene, but our city's commitment to ensuring that everyone has access to healthy, affordable food — made me proud to live and work here.

"Foodwise, among the most progressive cities in the country right now is Philadelphia," Bittman wrote.

I met Bittman when he came to Philadelphia to research his column. Together, we took a whirlwind tour of just some of the amazing food initiatives underway throughout Philadelphia.

We visited North Philly, where the Vetri Foundation and Girard College are proving that you can serve healthier, tastier school meals and Fresh Grocer is evidence that supermarkets can thrive in underserved communities. And we visited South Philly, where South Philly High School stands as a model of a successful Farm to School program of the School District of Philadelphia, Fair Food and The Food Trust.

We visited West Philly, where the University of Pennsylvania is reimagining the college dining hall. And we visited Kensington, where urban farm Greensgrow blooms.

At Reading Terminal Market, Bittman met Mayor Michael Nutter who stressed the importance of food access, saying "I am going to invest in this."

And at 22nd and Berks, he met Irene Choice, owner of The Right Choice corner store. The Right Choice is part of the Healthy Corner Store Initiative, a project of The Food Trust and the Philadelphia Department of Public Health, and Irene is investing in the health of her neighborhood every day, stocking fresh fruits and vegetables and even fruit salad.

I say: Go Irene! Go Mayor Nutter! Go Philly!

Yael Lehmann
Executive Director

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

Improving Food Access in Camden

The Food Trust Partners with Campbell Soup Co.

The Campbell Soup Co., which was founded in Camden in 1869 and still maintains its headquarters there, recently pledged \$10 million to improve the health of children in Camden.

Nearly 40 percent of children in Camden are obese, according to the Rutgers State Center for Health Policy. The goal of Campbell's initiative is to reduce obesity and hunger among Camden's 23,000 children by half by 2020.

The Food Trust has partnered with Campbell Soup Co. on this important initiative. The Food Trust will offer nutrition education in designated schools, day-care centers and churches to help children and families make healthier food choices and will work to improve access to healthy, affordable food. Currently, Camden has just one supermarket for its 79,000 residents, but many corner stores, stocked with high-calorie foods. The Food Trust will work with corner store owners to stock healthier foods, including fresh fruits and vegetables.

Similar Food Trust projects in Philadelphia have been shown to have a positive impact on childhood obesity and other diet-related diseases.

The project will target the underserved neighborhoods of North Camden and Parkside.

"Obesity is a national crisis, but it is even more acute in Camden," Campbell's President and CEO Douglas R. Conant said. "We absolutely believe this important effort can nourish the lives of thousands of Camden children, both physically and emotionally, and help prepare them for a productive future."

THE FOOD TRUST STATS

Farmers' markets.....	26
Farmers' market shoppers.....	150,000
Schools participating the Get Healthy Philly School Wellness program	160
Corner stores participating in the Philadelphia Healthy Corner Store Initiative	524
Pennsylvania Fresh Food Financing Initiative supermarket projects	88

Your Guide to The Food Trust Farmers' Markets

Top Farmers' Market Tips

1. Know Your Farmers

When will tomatoes be in season? How do you cook an artichoke? What farming methods were used? Ask your farmers at market — and learn more about your farmers at foodtrustmarkets.org.



2. Visit a New Farmers' Market

You love your farmers' market — but The Food Trust operates 20 farmers' markets throughout Philadelphia, with six more markets opening this year. Explore a new farmers' market and a new neighborhood this season.

3. Use Your ACCESS/Food Stamps and Receive Philly Food Bucks

Did you know that ACCESS/food stamps are welcome at more than 20 Food Trust farmers' markets? Plus: Customers receive a \$2 Philly Food Bucks coupon for every \$5 in ACCESS/food stamps spent at participating markets. Philly Food Bucks can be redeemed for fresh fruits and vegetables at your farmers' market.



4. "Team Up" with the Lidges for New Recipes

The Phillies' Brad and Lindsay Lidge share their family's favorite farmers' market recipes — from puttanesca tomato salad to peach-strawberry shortcake — every week at foodtrustmarkets.org/teamup. The Lidges' have partnered with The Food Trust to spread the word about healthy eating through the "Team Up for Healthy Food and Healthy Families" campaign.



5. Subscribe to Fresh Times

The Food Trust's e-newsletter is your weekly guide to The Food Trust's farmers' markets. Sign up to get all the latest farmers' market news and an up-to-date calendar of all Food Trust events at foodtrustmarkets.org.

2011 Farmers' Market Schedule

TUESDAY

Broad & Ritner
Fels Center
Broad & Ritner Sts.
2–7pm

Grays Ferry
Peace Plaza
29th & Wharton Sts.
2–6pm

Point Breeze
22nd & Tasker Sts.
2–6pm

West Oak Lane
Weavers Way Co-op
Ogontz & 72nd Aves.
2–6pm

WEDNESDAY

Broad & South
Broad & South Sts.
2–7pm

Cliveden Park
Chew Ave. & Johnson St.
2–6pm

Haddington
52nd St. & Haverford Ave.
1–5pm

Schuylkill River Park
25th & Spruce Sts.
3–7pm

THURSDAY

Cecil B Moore
Cecil B. Moore Ave.
between Broad & 13th Sts.
2–6pm

Clark Park
43rd St. & Baltimore Ave.
3–7pm

Fairmount
22nd St. & Fairmount Ave.
3–7pm



The Food Trust

Norris Square
West Susquehanna Ave.
& Howard St.
1–5pm

Oxford Circle *[new location]*
Oxford Circle
Mennonite Church
900 East Howell St.
2–6pm

Palmer Park
Frankford Ave. &
East Palmer St.
2–6pm

FRIDAY

Germantown
Wyck House
Germantown Ave. &
Walnut Ln.
2–6pm

Haddington
52nd St. & Haverford Ave.
1–5pm

SATURDAY

Clark Park
43rd St. & Baltimore Ave.
10am–2pm

Fitler Square
23rd & Pine Sts.
9am–2pm

Overbrook Farms *[new location]*
Overbrook Presbyterian Church
Lancaster & City Aves.
9am–1pm

SUNDAY

Headhouse
2nd & Lombard Sts.
10am–2pm

New this season:

With support from Philadelphia Department of Public Health's Get Healthy Philly initiative, The Food Trust will open six new farmers' markets. Look for new markets in Hunting Park, Olney, Frankford and North Philadelphia. See foodtrustmarkets.org for more information.

CLIP N' SAVE 



The Food Trust

One Penn Center
1617 John F. Kennedy Blvd.
Suite 900
Philadelphia, PA 19103

Spring '11 Newsletter

NON-PROFIT
U.S. POSTAGE PAID
BENSALEM, PA
PERMIT NO. 49



**The
Food Trust's
2011 Farmers'
Market Schedule
Inside!**

Join Our Efforts

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 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

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 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

Board of Directors

Carolyn Latimore, PhD, *President*
 Jill Newirth Horn, *Vice President*
 Bill George, *Treasurer*
 Lois Sherman Hagarty, Esq.,
Secretary
 Lucinda Ayers
 Deborah Cohen
 Allison Davenport, MGA
 Barbara Gold, MD
 Barbara Jaffe
 Daphne K. Klausner, MGA
 Shiriki Kumanyika, PhD, RD, MPH
 Thomas J. Lewis
 Kathy M. Manderino
 Adam S. Roth, CPA, MT

THEFOODTRUST.ORG