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# food matters

THE NEWSLETTER OF THE FOOD TRUST, BUILDING STRONG COMMUNITIES THROUGH HEALTHY FOOD

## The Kindergarten Initiative: Eat Smart for a Healthy Start

The Kindergarten Initiative, The Food Trust's newest school program, is changing the way children, their parents and their communities eat and think about food. The program combines local food, classroom instruction, and parent involvement to make a strong impact on the attitudes and behaviors of children towards their food. The goal of the program is to get kids excited about eating healthy foods, while deepening their understanding of where food comes from. The program is funded through the generous support of the Claneil Foundation.



An HR Edmunds kindergarten student picks a pumpkin at Solly Brothers Farm in Richboro, PA.

worked with teachers to design special lessons around healthy eating and St. Patrick's Day.

The Kindergarten Initiative has generated excitement from its beginning. Next year the program will expand from four schools to eight. In addition to the three current schools in northeast Philadelphia and one in Cedarbrook, the Food Trust will also operate the program in two schools in West Philadelphia as well as two schools in Norristown, PA.

As part of this program, The Food Trust brings healthy, delicious snacks, grown on Pennsylvania farms, into the kindergarten classrooms of four Philadelphia schools. Teachers are provided with a curriculum alignment plan and resources for incorporating nutrition and agriculture education into their daily lessons. A key component of the program is outreach to parents and community members. As part of the initiative, Food Trust staff reaches out to parents to get them excited about healthy ways to eat at home. One successful event has been a series of cooking demonstrations and parent/child cooking nights. At these events parents and children get to see how fun, easy, and delicious healthy recipes can be to prepare at home.

"You were the ones who brought that vegetable tray with the red peppers and broccoli and dip to the back-to-school-night, right? Now, while I'm cooking dinner, I make up one of those trays for the kids to snack on and they love it!"

-Parent of kindergarten student

The initiative has also been a wonderful opportunity to build partnerships with other community institutions. For St. Patrick's Day, program staff organized a special event, "Eating of The Green," demonstrating that special food for the holidays can still be healthy. Students kept in the tradition of St. Patrick's Day by eating green salads. The event was truly a collaborative effort. The salad greens were grown in Gap, PA at Green Meadows Farm. Students in South Philadelphia High School's Culinary Arts Program turned the vegetables into delicious salads, and Food Trust staff delivered the salads and

## The Food Trust Out and About

**Duane Perry**, executive director of The Food Trust, Dr. Gary Foster, clinical director of the Weight and Eating Disorders Program at the University of Pennsylvania School of Medicine, and David Brown, president of Brown Partners, gathered in Princeton, New Jersey to present their unique collaboration promoting healthy snacks in lower income neighborhoods to the Childhood Obesity Team of the Robert Wood Johnson Foundation. The Foundation funds The Food Trust's corner store campaign.

The Federal Fruit and Vegetable Program has arrived in Pennsylvania! The Food Trust advocated for this federal effort to distribute free produce to school children in a select number of schools. **Carrie Tetreault**, school market project coordinator, worked with Bartram High School to implement the program.

The Food Trust received the Produce for Better Health's prestigious Excellence Award for our work promoting 5-A-Day. **Yael Lehmann**, associate director of programs, accepted the award at PBH's board meeting in San Francisco.

**Duane Perry** and **John Weidman**, senior associate at The Food Trust, hosted the Pennsylvania House Agriculture Committee's tour of Philadelphia in March. The Food Trust led the committee on a tour of the Philadelphia Regional Produce Terminal and Reading Terminal Market. Policy initiatives were discussed with the Committee over lunch at the Convention Center.

**Hannah Burton**, senior associate at The Food Trust, participated in a national panel on disparities in children's health sponsored by the Nemours Foundation and the National Academy for State Health Policy. The panel took place in Delaware in January.

**Bonnie Hallam**, senior associate at The Food Trust, testified in Washington DC before congressional staffers on the importance of funding the 2002 Farm bill provision to support farm-to-cafeteria efforts. Pennsylvania Senator Arlen Specter has been a leader of this legislative initiative to bring more locally-grown foods into public schools.



### The Food Trust Board of Directors

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### FOOD TRUST STATISTICS

Farmers' market patrons: 85,000  
Farmers' markets: 18  
Students participating in The Food Trust's nutrition programs: 40,547  
Teachers participating in The Food Trust's nutrition programs: 1,458  
Schools participating in a Food Trust program: 71

## The Food Trust In the News

(full articles available at [www.TheFoodTrust.org](http://www.TheFoodTrust.org))

### SCHOOL-FARM LINK OFFERS NUTRITION by Duane Perry

*The Patriot News, January 3, 2005*

An Op-ed by Duane Perry focuses on bringing more healthy, locally-grown fruits and vegetables into schools. By creating an infrastructure to allow Pennsylvania farms to more efficiently sell to Pennsylvania schools, the economy and children's health would both benefit.

### ADAIRE TO THE RESCUE

*Fishtown Star, January 20, 2005*

The Adaire School in Fishtown runs a fresh fruit market every month as part of The Food Trust's School Market Program. In January they decided to donate the proceeds to Tsunami relief.

### SPRING GARDEN LANDS SHOP 'N SAVE

*Pittsburgh Business Times, March 7, 2005*

In May, a Pittsburgh neighborhood will have a new CDC-owned and operated Shop-n-Save supermarket as part of the Fresh Food Financing Initiative, pioneered and administered by The Food Trust with The Reinvestment Fund and the Greater Philadelphia Urban Affairs Coalition. The Initiative created through the leadership of Representative Dwight Evans (D-Philadelphia), Representative Frank Oliver (D-Philadelphia), and Representative Jake Wheatley (D-Pittsburgh), develops supermarkets in economically disadvantaged communities statewide.

### BLACKS HAVE THE POWER TO MAINTAIN THEIR OWN HEALTH

*Philadelphia Daily News, March 16, 2005*

Daily News columnist Kimberly Garrison talks about how to maintain your health and The Food Trust's work bringing supermarkets and nutrition education to Philadelphia neighborhoods.

### NUTRITIONISTS SEEK SODA BAN IN PA SCHOOLS

*Associated Press, March 28, 2005*

The Food Trust's Healthy Beverage Toolkit is available as part of statewide effort to replace soda and other high-sugar content beverages with healthier beverages.

### BETTER FOOD MAKES KIDS BETTER by Duane Perry

*The Pittsburgh Post-Gazette, March 30, 2005*

Duane Perry advocates for swift action on the part of lawmakers to increase nutrition education and improve the snack and beverage standards for Pennsylvania schools.

# Getting Soda Out of Schools: A New Toolkit for PA!

The Food Trust is pleased to make available the Healthy Beverage Toolkit for parents, communities, schools and elected officials to use in their effort to reform the beverages that are available in their district's schools. The Toolkit captures The Trust's and several school districts' experiences in getting soda and other high sugar drinks out of schools. The Toolkit was funded by the PA Department of Agriculture and is a collaborative effort among groups throughout the state.

The Trust has worked with the Philadelphia School District since 2001 to create a healthy beverage policy. In February, 2003, when the Philadelphia School District was considering signing an exclusive beverage contract for its vending machines, The Trust responded by organizing the Philadelphia Coalition for Healthy Children to work with the District and the School Reform Commission to ensure that any beverage contract that was signed would not jeopardize the health of the student body. Parents, health professionals, school personnel, and other interested persons joined the coalition and attended School Reform Commission meetings to express their interest in making student health a priority in any vending contract. The Trust's efforts were bolstered by a poll which showed that 9 out of 10 parents of Philadelphia School children wanted soda out of school vending machines. In February, 2004, by a 3-2 vote, the SRC adopted a policy that allowed for only 100% juice, milk, and water to be sold in Philadelphia schools.

There is still much work to be done across the state. In most of



Pennsylvania's other 501 school districts, soda and other sweetened drinks are still sold in school vending machines and cafeterias. The toolkit is designed as a resource for parents, community members, and teachers who want to get their district to pass a healthy beverage policy. The toolkit will walk individuals and groups

"Any decisions we make relative to vendors... will be based on the premise that what's being sold at the district is of nutritional value."

- Paul Vallas, from the Philadelphia Metro, July 10, 2003

through the process of gathering relevant facts, building a broad-based coalition, moving a school board to act, and other key components of bringing a healthy beverage policy to their district.

*You can make a difference! Use the Healthy Beverage Toolkit to improve your school! The toolkit is available as a free download from The Food Trust's website, [www.TheFoodTrust.org](http://www.TheFoodTrust.org).*

# 2-1-5 Watch Less-Move More Eat Better

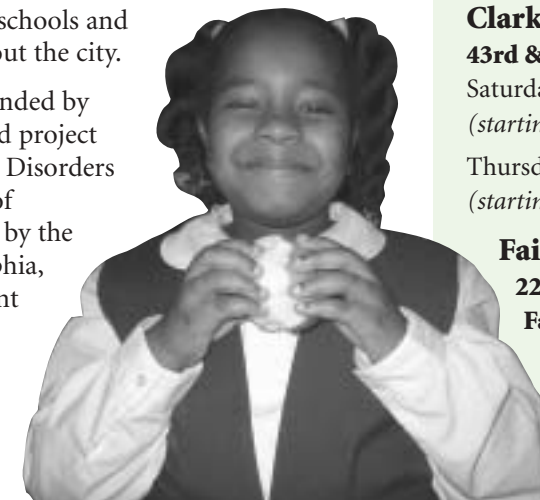
2-1-5, it's not just the Philadelphia area code; it's a recipe for fitness! 2-1-5 is shorthand for "no more than 2 hours of TV a day, 1 hour of physical activity, and 5 servings of fruits and vegetables." This simple formula has received recognition from the Centers for Disease Control as an effective intervention message for curbing childhood obesity and overweight.

The Food Trust launched the 2-1-5 campaign in January with 1500 students in five Philadelphia middle schools. Students' excitement was encouraged by a special endorsement from Mayor Street as well as a tie-in to the Eagles mania leading up to the Superbowl. Parents were also key partners in the effort, with weekly updates going home informing them about students' accomplishments in 2-1-5.

The program was designed to recognize students for achieving clear nutrition and fitness goals. In the first week of the three week campaign, students were given lanyards with the slogan "2-1-5 Watch Less. Move More. Eat Better." and asked to reduce their screen time to no more than 2 hours a day. Each day a student met this challenge, s/he was rewarded with a raffle ticket to win Eagles prizes. For the second week, all students received a football keychain and were asked to be physically active at least 1 hour a day. For the third week, which ended on the Friday before the Eagles played in the Superbowl, students received a green helmet football chain with the 2-1-5 logo on it and were challenged to eat at least 5 fruits and vegetables a day.

To ensure that The Trust could make a case for the effectiveness of the program, a randomized group of students were selected to complete a pre- and post-test to evaluate awareness of the campaign. The campaign was a huge success. With the support of the Philadelphia Foundation, 2-1-5 is now being replicated in over 50 schools and recreation centers throughout the city.

The 2-1-5 campaign was funded by a CDC grant for a partnered project with the Weight and Eating Disorders Program at the University of Pennsylvania and endorsed by the School District of Philadelphia, the Philadelphia Department of Recreation, the Mayor's Fun Fit and Free Program and the local office of the American Cancer Society.



## Farmers' Market Schedule

### 2nd & South

2nd & South St.

Saturday 10am-2pm

Opening in Mid-May

### 12th & St. James

12th & St. James St.

Tuesday 3pm-7pm

Opening in Mid-May

### Fitler Square

23rd and Pine St.

Saturday 10am-2pm

Regular hours resume

first Saturday in May

### South Street West

15th and South St.

Wednesday 3pm-7pm

Opening early June

### Palmer Park

Frankford Ave.

& E. Palmer St.

Thursday 2pm-6pm

Opening 1st Thursday

in June

### Cliveden Park

Chew Ave. & Johnson St.

Wednesday 2pm-6pm

Opening 1st Wednesday

in June

### West Oak Lane

Ogontz Ave. & 71st Ave.

Tuesday 2pm-6pm

Opening Mid-May

### Clark Park

43rd & Baltimore Ave.

Saturday 10am-2pm

(starting 1st week in May)

Thursday 3pm-7pm

(starting 1st week in June)

### Fairmount

22nd &

Fairmount Ave.

Thursday

3pm-7pm

Opening mid-May

### Oxford Circle

Oxford & Summerdale Ave.

Friday 2pm-6pm

Opening early June

### Norristown

Swede & Main St.

Thursday 12-5pm

Opening early June

### Chester

9th & Hayes St.

Thursday 2pm-6pm

Opening early June

### Phoenixville

2 Main St. at the Foundry

Saturday 9am-1pm

Opening early June

### Coatesville

Main St. & Lincoln Hwy.

Tuesday 2pm-6pm

Opening early June

### Camden

Broadway & Mickle Blvd.

at the Rand Transportation

Center

Tuesday 9am-3pm

Friday 9am-3pm

Opening early June

### Proposed 2005 Locations

(Hours Currently Tentative)

### Northern Liberties

3rd and Poplar St. at the

Liberty Lands Park

Proposed Hours:

Wednesday 3pm-7pm

### Upsal Station

6500 Greene St.

Hours & opening date TBA

### 52nd and Haverford Ave.

Hours & opening date TBA