

Piloting the Farmers Market Plus Program with New EBT Access in Low-Income Philadelphia Neighborhoods

The **Food Trust** of Philadelphia, Pennsylvania received \$54,318 to establish and operate two new farmers markets. Funds were used to recruit farmers, promote access to EBT at the two markets, and provide technical assistance and training to farmers that maximized their product sales at nearby schools and corner stores.

[Final Report FY09](#)

Final Report for the USDA Farmers' Market Promotion Program: Grant 12-25-G-0974

Grantee: The Food Trust

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Project Title: Piloting the Farmers' Market Plus Program with New EBT Access in Low-Income Philadelphia Neighborhoods

Grant Overview: Using a community-based approach, The Food Trust piloted a new "Farmers' Market Plus Program" in two low-income Philadelphia neighborhoods. The two-year program's centerpiece was a new farmers' market in each community, near a large public school where the Trust provides nutrition education through USDA SNAP funding. The farmers' markets accepted food stamps and FMNP vouchers, and were actively promoted in schools, corner stores, youth recreation centers, and many other community institutions. The "Plus" component refers to opportunities for farmers to sell not only at the markets but also at multiple nearby sites, such as schools, corner stores, and community partner locations. The project's goals were to increase farmers' sales, improve healthy eating in low-income neighborhoods, and promote food stamp use at markets.

I. Project Approach

Farmers' markets are an increasingly important source of healthy foods, particularly in lower-income neighborhoods that are underserved by supermarkets. Farmers' markets are also an important source of revenue for small farms that lack access to large retail or institutional markets, and may otherwise have to sell their products at wholesale auctions for low prices. For this project, The Food Trust leveraged its years of experience with operating farmers' markets to open two new markets in low-income neighborhoods in Philadelphia, while building additional marketing relationships for farmers within these neighborhoods and around the city to support their incomes and help sustain the markets for future years. Through their participation in this project, the rural farmers who attended these markets were trained and equipped to accept SNAP (food stamp) benefits and the new Philly Food Buck program. Philly Food Bucks is a coupon-based incentive program, developed by The Food Trust in collaboration with the Philadelphia Department of Public Health, that provides a \$2 coupon to be redeemed for fresh produce for each \$5 spent in SNAP benefits at city farmers' markets in low-income neighborhoods. The farmers at our markets also were able to accept Senior and WIC Farmers' Market Nutrition Program vouchers to make it easier for their customers to shop.

The Food Trust selected the Norris Square and Point Breeze neighborhoods of Philadelphia for the two new farmers' markets (please see chart on next page). Norris Square is an urban

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neighborhood with about 10,000 residents in the eastern north area of Philadelphia. Latino residents make up the majority (72%) of the community's population, and 45% of families live below the poverty line. The Point Breeze neighborhood is predominately African American, with growing populations of Asian American and Latino residents. This also is a low-income community, with a median household income (\$26,000) well below the city average. While the Norris Square and Point Breeze neighborhoods have been challenged by urban poverty, they also are neighborhoods that are undergoing some urban revitalization, thanks to efforts led by community groups such as the Norris Square Civic Association and the Norris Square Neighborhood Project in Norris Square, and Diversified Community Services and the Point Breeze Pioneers (a neighborhood greening group) in Point Breeze.

Table 1: Customer Demographics by Market

	% Women	% African American	% Hispanic	% White	% Asian	% in SNAP	% in WIC
Norris Square	66%	17%	72%	7%	0%	10%	24%
Point Breeze	71%	95%	0%	5%	0%	21%	8%

With a strong base of community partnerships in our target neighborhoods, The Food Trust team worked to match the communities' needs for fresh food with small farmers who were new to selling at farmers' markets in the city. To help the farmers with this new business opportunity, the project team provided them with training on a variety of marketing topics, including how to price their products appropriately for the neighborhoods, what types of fruits and vegetables were preferred by their customers, and reimbursement processes for SNAP benefits and Philly Food Bucks. To build community support and patronage for the two new markets, and to expand sales opportunities for the farmers with group purchasers in the community, The Food Trust used a number of strategies, as follows:

Strategy 1: Making fresh food more affordable for residents:

- **Promotion of SNAP and Philly Food Bucks.** Both farmers' markets offered and publicized SNAP benefits to encourage low-income customers to shop for healthy food at the markets. Both farmers' markets also got a substantial boost from the introduction of Philly Food Bucks, a new program that The Food Trust started in collaboration with the Philadelphia Department of Public Health in the markets' first season. Signage and promotion for SNAP, Philly Food Bucks and FMNP vouchers were prominent at the markets, and were distributed by neighborhood organizations and advertised in local newspapers and community partners' publications. The project team also held Philly Food Buck outreach meetings with more than 20 organizations that serve low-income populations in the two neighborhoods, and these meetings resulted in new Philly Food Buck customers at the markets.
- **Promotion of WIC FMNP vouchers.** During the grant period, a group of local foundations joined forces to increase the value of WIC FMNP vouchers to encourage

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low-income women with children to purchase more fresh fruits and vegetables at local farmers' markets, including the Norris Square and Point Breeze markets. Using Temporary Assistance for Needy Families funds from the US Department of Health and Human Services, with a match (20%) from private funders, the project partners quadrupled the FMNP annual voucher for each enrolled individual in a family from \$20 to \$80 in 2010. The results were excellent: the traditionally low redemption rate of WIC FMNP vouchers increased to 65%; by comparison, in previous years when WIC participants received only \$20 in farmers' market checks, redemption rates averaged around 45%. As a result of this effort, low-income mothers purchased more fresh healthy food, and farmers at our markets saw a spike in economic activity.

Strategy 2: Building long-term relationships with neighborhood groups and farmers:

- **Community partners:** Food Trust staff held meetings with more than 30 governmental agencies and offices, non-profit organizations, faith-based organizations, school officials and neighborhood groups in the two communities to talk about common interests in building healthier neighborhoods and how a strong and well-supported farmers' market could help accomplish this goal. The project team also met with more than a dozen organizations to explore possible bulk buys from the farmers on a regular basis to create the "Plus" part of our program. The team also developed partnerships with several health care organizations including Health Partners, United HealthCare and Jefferson Hospital, to encourage clients to visit their local markets for healthy food and to receive health screenings at the markets. A list of our key partners, and joint activities to support and strengthen the new markets, is in Appendix 1.
- **Farmers:** To ensure our rural farmers were well-prepared to sell their produce in these urban neighborhoods, we met with farmers before the start of each season to discuss their expectations and those of their customers, with suggestions on selling produce in these new communities. During the season, we kept in touch every week or so, checking in on their progress with sales, customer relations, market logistics, and potential bulk sales to neighborhood organizations. We also provided opportunities for our farmers to vend at more than one market in our network of 26 farmers' markets in the city – making their trip into the city more financially viable. When the season ended, we talked at length with each farmer to share lessons learned, understand how well expectations were met, and brainstorm changes to make for the next season.

Strategy 3: Conducting Communications and Community Outreach:

- **Information for families and neighborhood residents:** To raise awareness of the new markets, Trust staff sent flyers with information for families home with students attending schools near the farmers' markets (where Food Trust staff also conduct nutrition education), and with children attending afterschool and day care programs operated by our community partners. The team also sent direct-mail postcard mailings to community residents with an offer of a free gift (a key chain) if they come to market to do their shopping with the postcard.
- **Experiential learning for children:** The project team organized school assemblies featuring a farmer (Bob Solly, from Solly Brothers Farm in Ivyland, PA) from the Norris

Square market. Staff also led field trips to the markets for children, featuring a healthy snack from the market and a nutrition education lesson that highlighted the benefits of fresh, local produce. Children also went on field trips to Solly Brothers Farm to see where the food at their farmers' market is grown, and talk to the farmer who grew it.

- **Special events at the farmers' markets and in the community.** At both the Norris Square and Point Breeze farmers' markets, Trust staff organized celebratory events that featured community leaders and elected officials, including Mayor Michael Nutter, and showcased dishes made from local ingredients that were culturally appropriate for the neighborhood, such as roasted corn. Food Trust staff also attended dozens of events in the neighborhoods to spread the word about the new markets. Examples of these events included La Vida Buena: A Health and Wellness Experience (a local health fair in Norris Square), PA State Legislator's Community Appreciate Days, and Block Captains' meetings at the offices of the 17th Police district in Point Breeze.
- **Media and publicity:** Both the Norris Square and Point Breeze markets benefited from excellent coverage in the local media, including the *Philadelphia Inquirer* and local television stations. Food Trust staffers also joined City Councilwoman Maria Quinones-Sanchez on her Saturday morning radio talk-show to promote the Norris Square market, SNAP/Food Stamps and Food Bucks. The show, which is largely in Spanish, serves her primarily Latino district.

Strategy 4: Addressing community cultural and ethnic preferences:

- **Spanish language communications.** The Trust hired a bilingual market manager for the Norris Square Farmers' Market to help the Spanish-speaking clientele there feel more comfortable about shopping at a market with locally grown fruits and vegetables. Many of these customers are not be as familiar with local produce as they are with their native tropical fruits and vegetables. This also helped the customers communicate better with the farmers and their staff. The project team also provided bilingual price tags, and Spanish-language versions of SNAP, Philly Food Buck, and nutrition education resources at the markets.
- **Culturally preferred local produce.** The project team educated farmers about the need to grow and sell more culturally appropriate products for these markets, which included collards and other greens for Point Breeze, and Latin cooking herbs for Norris Square.

Together, these strategies helped ensure that we established sustainable markets that could remain open on a weekly basis over the two years, providing these communities with reliable sources of fresh locally grown food and offering direct sales opportunities to farmers. Some activities were more effective than others; for example, clear signage at the farmers' markets about acceptance of Food Stamps often prompted sales from impromptu shoppers who were walking by. The project also got a huge boost from the introduction of Philly Food Bucks, and strong support from Mayor Nutter and other city officials, who attended the markets' grand opening celebrations and provided other support to make these markets in high-poverty neighborhoods a success. Meetings with organizations to explore the possibilities of buying in bulk from the farmers went well overall, but getting all parties to follow through on these commitments was sometimes challenging, as discussed in the Lessons Learned section. Another important strategy that built business for the markets was the farmers' responding to requests

from customers for certain types of products – such as more greens, including collards, at Point Breeze, which definitely brought benefits to their bottom line.

II. Project Goals and Outcomes Achieved

Our original goals for this grant were well met during the two-year project. Anticipated outcomes at the start of the project were to: increase sales of farm products; increase Access card use, and increase nutrition education and consumption of healthy foods. In addition, the project sought to build relationships with community partners, with the overall aim of sustaining the new farmers' markets and strengthening sales for farmers at additional sites in the city. Our progress toward each of these objectives is summarized below:

1. Increased sales of farm products and Access card use. The project team interviewed participating farmers at the two markets about their sales and experiences over the two seasons. At the Point Breeze farmers' market, farmer sales grew by an average increase of 40% in weekly sales from the first season to the second. For the season, SNAP sales at this market quadrupled in 2011 compared with 2010, and total Food Bucks redeemed for the season also rose nearly four-fold. At the Norris Square Farmers' Market, farmer sales, including SNAP sales, held steady, while total Food Buck redemption numbers grew 32% from the first market season.

We also interviewed the farmers to gauge their satisfaction with vending at the new markets. During the second season, one farmer commented he was happy to see some of his old customers return, excited to build a bigger customer base, and able to expand his product line to include cheese, eggs and new produce varieties. Most importantly, he reported that he truly enjoys spending afternoons at the market – an indication he had bonded with the market's community, which is a good sign for future years of a healthy market. One farmer also commented he has benefited from attending two other Food Trust markets in the city (one on the same day as the Norris Square market), making his journey into the city worthwhile for his farm financially.

Below is a chart showing EBT and Food Buck sales totals for the Norris Square and Point Breeze Markets over the two-year period:

	Total EBT Sales 2010	Total EBT Sales 2011	Percent Increase	Total Food Bucks Redeemed 2010	Total Food Bucks Redeemed 2011	Percent Increase
Norris Square	\$438	\$425	~	\$1,154	\$1522	32%
Point Breeze	\$488	\$1,957	401%	\$254	\$918	361%

As mentioned, the Philly Food Bucks program was an integral part of our community outreach and strategy to build farmers' sales. Neighborhood organizations that serve low-income populations acted as distribution points for the Food Bucks, handing them out during nutrition education lessons, student field trips, and community cooking lessons. In fact, 66% of all Food

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Bucks redeemed at the Point Breeze market and 84% at the Norris Square market were distributed at community organizations or events. In total, over the grant period, the Philly Food Bucks program provided \$3,848 worth of fresh, local fruits and vegetables to the Point Breeze and Norris Square neighborhoods and boosted revenue for the farmers at both markets. On a positive note, The Food Trust since has received substantial continued funding from foundations and the city government to support the Food Bucks program at these two markets (and others) over the next few years.

2. Increased nutrition education and consumption of healthy foods. The Food Trust planned and conducted ongoing activities and events to help children and adults learn about, shop for, and enjoy healthy foods from the two farmers' markets. To understand changes in customers' knowledge, habits, and preferences regarding fresh, local food at the two new markets, Trust staff conducted customer surveys at each market. Key findings are shown below:

Survey at Point Breeze Farmers' Market

- 47% of surveyed customers reported shopping at market at least several times a season, with a quarter of those shoppers shopping every week.
- 67% of shoppers reported that the prices at the market are less expensive than those in neighborhood stores.
- 50% of customers reported eating more fruits and vegetables since shopping at the markets, and 77% received information about healthy eating or nutrition from the market. 47% of customers reported using their SNAP benefits at market.
- 93% of customers reported that the market makes them feel better about the area. Their comments included: "with children being raised on fast food it's a welcome change," "bring[s] fresh right to neighborhood," and "gives better food, fresher fruits and vegetables."

Survey at Norris Square Farmers' Market

- 57% of surveyed customers reported shopping at the market at least several times throughout the season.
- Half of the customers reported finding out about the market from a friend or from a community event.
- 90% of customers reported that the market prices are less expensive than in their neighborhood stores.
- 77% of customers reported trying a new fruit or vegetable because of shopping at the market.
- 17% of customers reported using their SNAP benefits at market.

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- 40% of customers reported that the market makes them feel better about the area, with comments such as “close and affordable food and great deal with food bucks,” “new things and closer,” and “it changes the environment... makes the community look safer.”

3. Increased marketing opportunities through relationships with community partners:

For the “Plus” component of the project, Food Trust staff implemented two school-based farm stores at McKinley Elementary School, allowing parents to order specific farm items from the market vendors for later pick-up from school sites. The project team also arranged other activities to forge closer relationships between the school communities and the farmers' markets. For example, with help from Trust staff, Norris Square farmer Bob Solly donated 40 vegetable and herb plants to a school garden at Hunter Elementary School started by the Norris Square Civic Association. During both the 2010 and 2011 seasons, the Food Trust participated in Norris Square Day in the Park, distributing Philly Food Bucks, nutritional information, and promoting the farmers' market to hundreds of families in the neighborhood. Another successful initiative was teaming up with the Greater Philadelphia Coalition Against Hunger to bring mothers receiving WIC FMNP vouchers to the market for a “Meet the Farmer” session. The WIC mothers arrived via bus in an effort to encourage the habit of farmers' market shopping.

In Point Breeze, the director of South Philadelphia HOMES (a community nonprofit) made six visits to the market over the season to buy produce in bulk. She used the produce to supplement the boxes of dried goods that her organization distributes to a number of low-income residents in the neighborhood through the SHARE food program. She liked the flexibility of going to the market to pick what looked best to her and did not feel the need to know in advance what the farmer would have at market that week since she was not prepping the foods for meals. She looks forward to next season and hopes to purchase more than this past season. The John Gloucester House, a faith-based organization in Point Breeze, was happy to partner with the Food Trust as they recently began creating a nutrition component for their programs. Last year they built a vegetable garden and have plans to expand the plot next season. This past year they took their summer camp participants on a farm trip to Solly Bros. Farm and brought their after school program students to the Point Breeze Farmers' Market (market field trip pictures can be found in Appendix 3). The director is currently waiting on approval from his board of directors for increased funds to partake in those activities next season, in addition to buying produce in bulk from the market. The director of Diversified Community Services, besides hosting our Point Breeze Farmers' Market, also did a great job of encouraging her staff to patronize the market every week. At this market, the farmer was always able to count on a good number of staff from Diversified shopping each week.

Special events at the markets served as a way to bring community partners and residents together to celebrate their progress in increasing access to healthy food in these neighborhoods. For example, in September 2011, The Food Trust hosted a large Harvest Celebration at the Norris Square Farmers' Market. The event welcomed the entire community and offered a number of engaging activities. The farmer gave a series of talks about produce, nutrition, and life on the farm. A Philadelphia restaurant (Pumpkin) provided information on local sourcing of fresh food and prepared a pumpkin soup from local ingredients. Dos Segundos Café grilled farmers' market-sourced corn and served it with a culturally-appropriate chile-lime sauce. Philly Seed

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Exchange distributed numerous seeds and plants to the community as part of their mission to “build a resilient food system in the Delaware Valley.” Public access station PhillyCAM was on site to cover the event. The Norris Square market also served as a host to The Latin Farmer, a new 2011 Philadelphia food truck. Over a couple of market dates, the owner and operator of the truck not only had his own Latino dishes available for sale, but also did cooking demonstrations and provided recipes to the neighborhood that featured cooking with local ingredients.

III. Beneficiaries of the project's accomplishments

Many people, organizations and communities benefited from the project's accomplishments:

- **Community residents of Norris Square and Point Breeze** benefited from the creation and continued operation of farmers' markets in their neighborhoods and the ability to use their ACCESS cards, Philly Food Bucks and FMNP checks at the farmers' market to purchase affordable fresh products.
- **The farmers at the markets** became more familiar with the direct marketing of their fruits and vegetables in an urban setting and were able to earn more income selling at market than from selling their produce at wholesale. One farmer expanded his product line by adding cheese made with milk from his dairy cows, and another grew his product line by growing culturally appropriate herbs to complement his vegetables, after a season of learning how to cultivate these new items.
- **Students in participating schools and recreation centers** benefitted from early exposure to locally-grown fruits and vegetables and the opportunities to “know your farmer” through a variety of activities, including school-based farm stores, nutrition lessons, assemblies, as well as walking field trips to the local farmers' markets and bus trips to an area farm.
- **The neighborhoods** benefited from having new farmers' markets that became colorful venues that enriched each community's cultural and social milieu in a lively, fun atmosphere. Along with increasing access to fresh, healthy food, the two markets created lively gathering places that promoted social cohesion and celebrated each neighborhood's diverse cultural and ethnic heritage.
- **Community partners and nonprofit organizations** benefited from the opportunity to purchase fresh, locally grown fruits and vegetables in bulk, supplementing the food they provide to clients in their programs.

IV. Lessons Learned

One essential lesson we learned was the importance of adapting our strategies to take advantage of changing opportunities. For example, we encountered a setback in our first season when the national economic crisis led to state government budget cutbacks that resulted in loss of grant funding for the Kindergarten Initiative, a Food Trust program that teaches young children in the

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classroom about healthy eating, local farms, and encourages them to try healthy, locally grown fruit and vegetable snacks. We had expected that schools offering the Kindergarten Initiative would make bulk purchases from our farmers for their classroom snacks, but this opportunity did not materialize because of the funding cutbacks. At the same time, we were able to take advantage of new opportunities to build sales for our farmers, several of which grew out of the city's Get Healthy Philly initiative (from 2010 to 2012). This federally funded, citywide obesity prevention campaign provided the impetus and support for Philly Food Bucks, a successful program that sharply boosted farmers' market sales and now has continuing support from foundations, individual donors, and city government.

As part of Get Healthy Philly, The Food Trust also expanded its Healthy Corner Store Initiative from 40 stores to more than 600 during the grant period (through separate funding). A number of these healthy stores are located in the vicinity of our two farmers' markets, and Food Trust staff created in-store publicity and flyers to encourage corner store shoppers to visit their local farmers' markets. A subset of stores (more than 60 at present) also received refrigeration, signage, and other equipment to begin selling fresh produce. As a result, our Healthy Corner Store Team has begun training store owners on how to source, stock, and sell fresh local produce from nearby farmers' markets and other local vendors.

We also learned that nonprofit community groups are valuable partners to cultivate, not only for promoting patronage at the markets, but also for the "Plus" part of the program to increase bulk sales. As mentioned, South Philadelphia HOMES regularly visited the Point Breeze farmers' market to buy produce in bulk to supplement the food boxes they distribute to low-income residents. Our experience with nonprofit partners has given us a much better idea of how to encourage them to buy in bulk for their programs. For example, some of these organizations need extra assistance in getting started with bulk sales and assistance from a Food Trust intermediary who can help them contact the farmer and determine logistics, such as ordering and delivery. Also, we learned that when organizations make plans for bulk purchases at the end of one market season for the following year, close attention and follow up is needed over the dormant winter months to ensure that plans stay consistent and, if key decision makers change in the organization, that there is appropriate follow up and discussion to ensure continuity of plans.

In the year ahead, we are committed to growing and reinforcing the network of partnerships that we have established to support and strengthen the two markets for the next season. In Norris Square, the Norris Square Neighborhood Project purchased crates of peaches from the market throughout the summer for their summer camp students. The students and staff loved the fresh fruit, and we plan to establish a system this winter so that this group can purchase fruits and vegetables on a more regular basis next season. Another Norris Square area organization—Congreso de Latinos—had planned on buying in bulk but was unable to get funding in time. They instead brought a group of shoppers from their office to the market during their lunch hour a few times throughout the season to continue to support the market. Next season, they expect to participate in a more regular buying program.

Finally, our experiences in these two communities reinforced the lesson that each farmers' market must be closely attuned to the cultural needs and preferences of its surrounding neighborhood. As a largely Latino community, for example, Norris Square maintains distinct

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cultural preferences. While fruits always sell well at this market, products such as cauliflower, broccoli, beets, carrots and radishes—typically, farmers' market gems—sold slowly. Understanding and meeting the cultural food preferences of the community will continue to be an important component of strengthening and sustaining both markets.

V. Additional Information and Resources

During the project, The Food Trust developed and distributed a number of Spanish language materials, including a cookbook focused on eating seasonally, a cookbook from the Rochester Diabetes Network focused on eating healthy Latino cuisine, a Sesame Street-branded packet including a DVD on eating well on a budget, fruit and vegetable wheels with nutritional facts and storage solutions, and guides on eating more fruits and vegetables.

The team also developed a variety of tools and resources to assist community partners with purchasing in bulk from farmers at the markets, as well as for publicizing the markets and special events. These materials included an Order Intake Form for ease of bulk ordering, an Order Form for the School-based Farm Stores, and flyers to publicize the Norris Square Harvest Celebration, and a direct-marketing postcard to residents to raise awareness of the new markets.

Examples of project resources, tools, and publicity are included in the Appendices.

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Appendix 1. Project Collaborations: An Overview of Our Community Partners

Our relationships with partners resulted in mutual accomplishment of shared goals during the project, and a short description of our key partners is provided below.

- **Norris Square Neighborhood Project** was an essential partner; among other assistance, they provided space over the two seasons for market materials and distributed Food Bucks to their low-income families. The presence of the market provided a fun resource to enhance their youth environmental education and gardening programs. As one of the purchasers of bulk produce from the market, they helped boost bulk sales of local products.

Norris Square Civic Association (NSCA) works to “empower Norris Square residents to improve their lives...through the development and improvement of the physical, economic, social, cultural, and educational aspects of the neighborhood.” The Trust partnered with the NSCA Children’s Center, with whom we conducted six field trips over the two market seasons. Each trip encompassed nutrition education and a question and answer sessions with farmer Bob Solly or one of his farm workers. Each time, the students received local apples as a snack. Parents, who had been given Food Bucks from the program, picked up their children from the market, introducing many to its presence for the first time. Several times during the two seasons, NSCA also bought fresh produce from the farmers’ markets for their program.

- **Philadelphia Department of Public Health** has been a major partner, with strong support both from Mayor Michael Nutter and many other city officials. During the grant period, the city received federal grant funding (through the Communities Putting Prevention to Work grant) to help us strengthen these two new farmers’ markets and to start the Philly Food Bucks program. Food Bucks afforded a wonderful opportunity to introduce and integrate ourselves into both communities. Community organizations in Point Breeze and Norris Square were a significant part of our Food Bucks outreach efforts, helping both to distribute the Bucks and communicate the benefits of the program and our farmers’ markets to the populations they serve.
- **Sunday Suppers** is an organization that works out of the West Kensington Ministry to educate neighborhood families on the importance and ease of eating healthy meals. Each week the organization hosts a cooking demonstration and a shared meal for the community. This season, the program acted as a Food Buck community distribution site for low-income residents, which dovetailed with their SNAP assistance program and made local fruits and vegetables more accessible to the families they serve. The group also participated in walking trips to the farmers’ market, which was but a half-block away from the West Kensington Ministry site.
- **Congreso de Latinos**, a social, economic, education, and health services organization with a focus on Latino communities, integrated the Norris Square farmers’ market into initiatives for their staff with the help of the Food Trust. Visiting and shopping at the market was one of several aspects of this organization’s healthy living program for its

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employees. Congreso also distributed Food Bucks and Food Trust farmers' market programming as a part of some of their initiatives to improve the quality of life in low-income communities in North Philadelphia.

- **Farm to Families.** During Norris Square's second season, the project team partnered with Farm to Families as a Food Bucks distribution point. Farm to Families provides low-cost boxes of fresh fruits and vegetables of local produce to low-income North Philadelphia families. Participants can pay with ACCESS cards; through our partnership, those families also receive Philly Food Bucks with every EBT purchase they make, which can be used at any Food Trust markets. The Norris Square Neighborhood Project houses the closest Farm to Families site, only a half-block from the farmers' market.
- **Diversified Community Services (DCS)** is the largest provider of services in the Point Breeze neighborhood—including an adjacent youth-led garden and green job training. As our most direct partner for the Point Breeze market, DCS provided direct market support and assisted with community outreach. The market itself provided an outlet that fit with their community development and safety net services program. DCS was a leading community distributor of Food Bucks for the Point Breeze market.
- **Greater Philadelphia Health Action/United Health Care.** In the Point Breeze neighborhood, a nutritionist on-site at the Wilson Park Health Center, part of Greater Philadelphia Health Action, distributed "prescriptions" for fruits and vegetables to the patients of the center, which could be redeemed at the Point Breeze market for a bag of fruits and vegetables valued at \$2. The program spanned six market markets days. The center is a half-mile from the Point Breeze market, and marked another means of meaningfully connecting ourselves with existing community services.
- **The John Gloucester House.** Located in the Point Breeze neighborhood, the John Gloucester House mission is to empower economically disadvantaged young people in the Point Breeze community and beyond by enhancing their educational capability, while ensuring their safety and welfare. The director of the John Gloucester House was very keen to partner with the Food Trust as he has recently begun to take the nutrition of the participating families more seriously. Last summer they built a vegetable garden and have plans to expand the plot next season. This past year they also took their summer camp participants out to Solly Bros. Farm for a farm trip and brought their after school program students to the Point Breeze Farmers' Market for a farmers' market field trip (market field trip pictures attached).

In addition to these partners, we established relationships with Feast of Justice, the Philadelphia Housing Authority, the Norris Square Senior Center, South Philadelphia HOMES, the GROW Project, Kensington Hospital, North Central MOMobile, Health Partners, Greater Saint Matthew Baptist Church, and the Women's Community Revitalization Project. Each of these groups provided promotional, logistical, and operational support that will continue to be crucial to enduring success in the neighborhoods.

Appendix 2. Media and Publicity Generated During the Project

North Philadelphia neighborhood gets a produce market. *Philadelphia Inquirer*. August 6, 2010.

This article noted about Norris Square: "On Thursdays, fresh fruit is now only steps away from the home of Dominique Wilder, 38, a mother of four in the Norris Square community of North Philadelphia. A tiny farmers' market opened at Susquehanna Avenue and North Howard Street on Thursday, offering fresh produce - from apples to zucchini - to a community that does not have much access to healthy groceries."

Cultivating ideas on urban 'grocery gap.' *The Washington Times*. August 10, 2010.

This article mentions Norris Square: "One such "desert" is in North Philadelphia's Norris Square area, which has no supermarket. Earlier this month, residents and city officials welcomed the opening of the city's second publicly funded farmers market in Norris Square and announced that eight others are planned in low-income neighborhoods."

Farmers' markets here give families healthy help. *Philadelphia Daily News*. September 29, 2010.

This article mentions Point Breeze: "Her job got slightly easier yesterday with the opening of the Point Breeze Farmers Market, at 22nd and Tasker streets. It's the fourth of 10 farmers markets to be opened by 2011 as a part of the Get Healthy Philly initiative, a two-year program promoting healthy eating and increased physical activity in the city."

Go Philly!. *The New York Times*. April 5, 2011.

This article by well-known food writer Mark Bittman discusses the benefits and impact of Philly Food Bucks: "Another program, Philly Bucks, is a boon to both low-income residents and farmers'-market vendors, and similar to several others around the country. For every \$5 in food stamps people spend at participating farmers' markets, they get an additional \$2 in credit: a 40 percent bonus. Seventeen markets now accept Philly Bucks, and food-stamp redemption at farmers' markets has increased 130 percent since the program began."

Appendix 3. Spanish cookbook with seasonal recipes. Also available in English. Note PhillySNAP sticker on front of booklet.



Appendix 4. Bi-lingual Sesame Street-branded booklet and DVD addresssing issues of food insecurity. Also available and distributed in English.



buen provechö

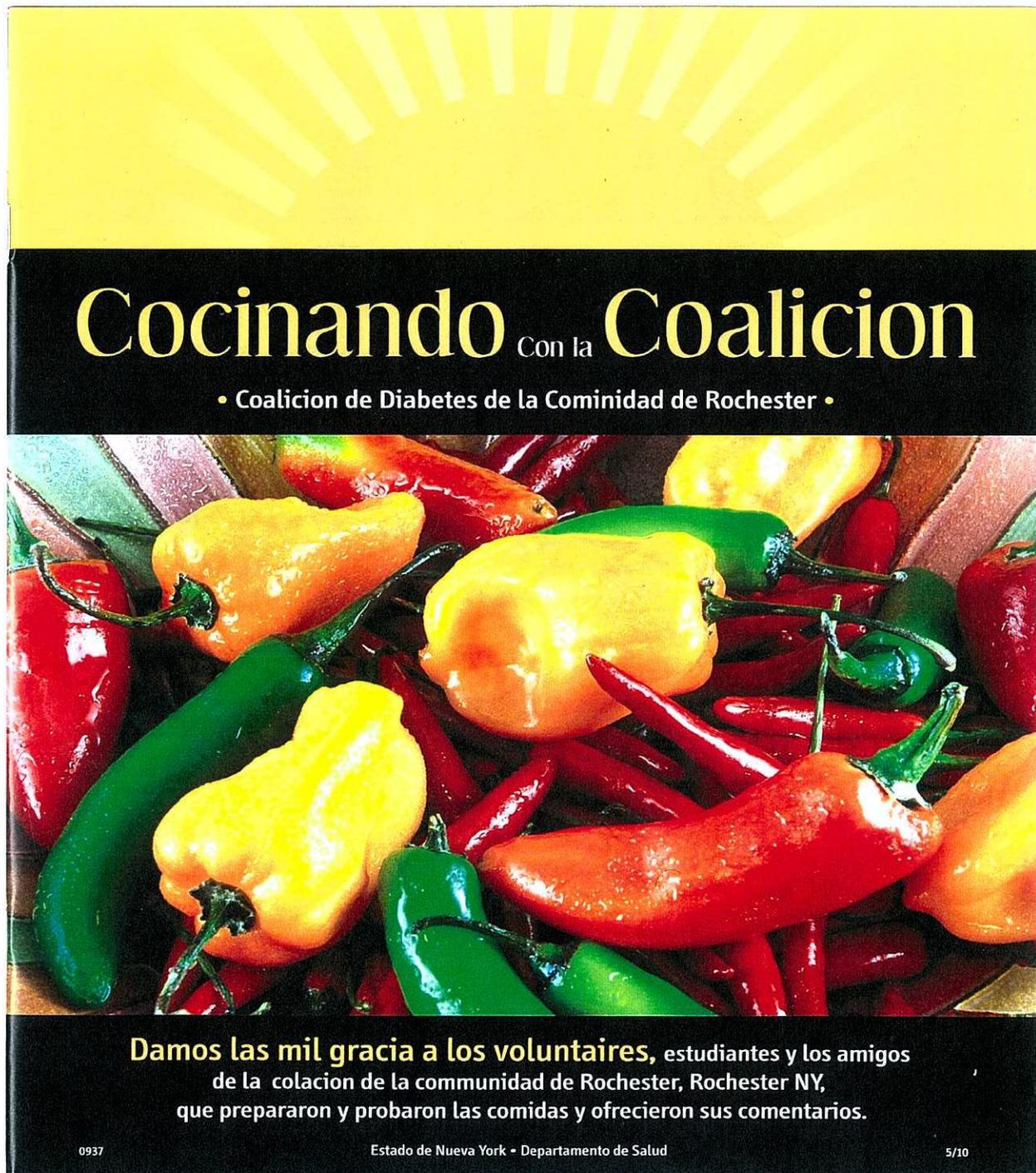
COMER SANO POR MENOS™



**UNA GUÍA ESPECIAL PARA
LOS MOMENTOS DE COMER EN FAMILIA**

- Converse con su niño sobre sus sentimientos ■
- Busque alimentos saludables según su presupuesto ■
- Comuníquese con su comunidad ■

Appendix 5. Spanish-language cookbook encompassing healthy Latino-focused recipes. Also available and distributed in English.



Appendix 6. One side of a Spanish-language fruit and vegetable wheel displaying serving suggestions and nutritional information. Also available and distributed in English.



Appendix 7. Promotional Poster included in the "Plus" Program's packet for McDaniel School

(An example of a promotional material that was customized for each potential partner organization, and given to them as part of a packet provided at face-to-face meetings)

Farmers' Market in your Neighborhood

RETURNING IN JUNE 2011

Point Breeze Farmers' Market

22nd & Tasker Sts. In front of the Mamie Nichols Center

Tuesdays 2pm—6pm, June—October

Get fresh local fruits and vegetables right in your community!

We accept ACCESS Cards and Philly FOOD BUCKS

WHAT ARE "PHILLY FOOD BUCKS"?

Philly Food Bucks are **\$2.00 coupons** you receive for every \$5.00 you spend on your ACCESS card at market. Use your Philly Food Bucks to buy fruits and vegetables at market!



Healthy Food Map

LEGEND



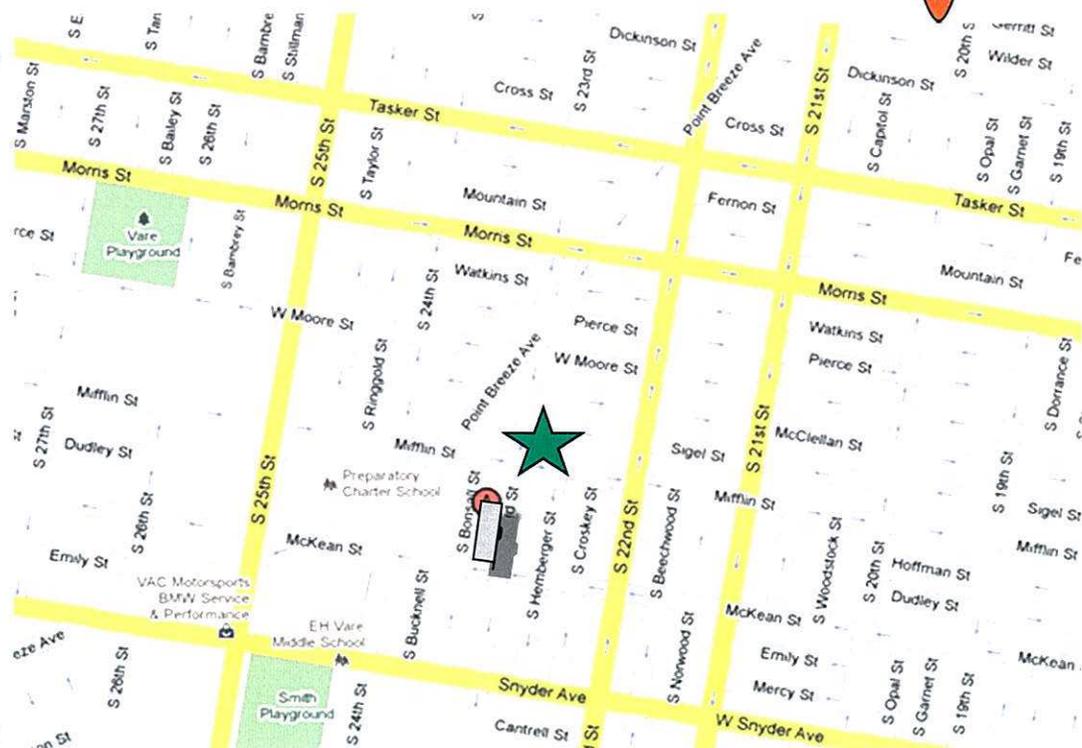
McDaniel School



Point Breeze Farmers'



The Food Trust



Appendix 8. Farm Store Order Form for Schools

Farm Store

In April we will be bringing local farms to you--offering you the opportunity to purchase some delicious and nutritious local produce. Please help us support local farmers!

THIS MONTH...ORDER A JAR OF TASTY LOCAL

APPLE BUTTER for \$2.00!



Here's how it works:

***Fill out the attached envelope, put in your money and return to teacher by April 20th*

***Your apple butter will be sent home with your child on April 28th*

Asian Peanut Butter Dip with Celery

Yields: 5 servings

Ingredients:

- 3 Tablespoons creamy peanut butter
- 2 Tablespoons apple butter
- 2 Tablespoons skim milk
- 1 Tablespoon reduced sodium soy sauce
- 1 1/2 teaspoons lime juice
- 10 ribs celery, cut into fourths

Instructions:

1. Combine peanut butter, apple butter, milk and soy sauce in a small bowl.
2. Wisk together until very smooth.
3. Store tightly, sealed in refrigerator.
4. Serve with celery or other crunchy fruits and vegetables

In case of any peanut allergies, try Apple Butter on toasted wheat bread.

From USDA Recipe Finder: <http://recipefinder.nal.usda.gov>

Amount Per Serving	
Calories 90	Calories from Fat 45
% Daily Value*	
Total Fat 5g	8%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 230mg	10%
Total Carbohydrate 8g	3%
Dietary Fiber 2g	8%
Sugars 5g	
Protein 3g	
Vitamin A 8%	Vitamin C 6%
Calcium 4%	Iron 2%
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.	
	Calories 2,000 2,500
Total Fat	Less Than 65g 80g
Saturated Fat	Less Than 20g 25g
Cholesterol	Less Than 300mg 300 mg
Sodium	Less Than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g
Calories per gram	
Fat 9 • Carbohydrate 4 • Protein 4	

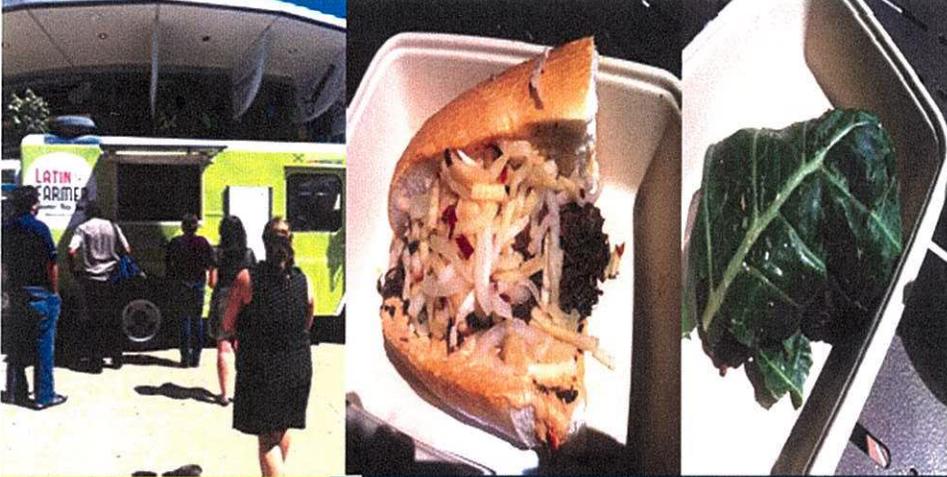
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Appendix 9. Flyer advertising presence of The Latin Farmer food truck at the Norris Square Farmers' Market

LATIN FARMER

GOURMET FOOD TRUCK LOCAL FRESH



Latin Farmer's Menu

- **Starters**
Roasted Sofrito Hummus
W/ Seasoned Plantain chips.
- **Sandwiches**
Choripan— Chorizo, sugarcane-stewed onions, Queso de Papa, banana ketchup/ pineapple-cilantro grain mustard.
- **Collard Wraps**
Skirt Steak Collard Wrap
Vegan Collard Wrap
- **Dessert**
Pastelillo
- **Drinks**
Cucumber Mojito Agua Fresca

Information About the Latin Farmer

Latin Farmer is a sustainable, local and responsible approach to Latin food. We want to introduce everyone to the types of food we grew up eating but in a more conscious way. We try our hardest to use fresh ingredients, biodegradable and compostable supplies, and use local products and resources as often as possible in efforts to minimize our footprint while also giving back to our community. We look forward to feeding and meeting as many of you as possible!

Saludos,
The Latin Farmer

About The Food Trust's Farmers' Market

The Food Trust strives to make healthy food available to all. Working with neighborhoods, schools, grocers, farmers and policymakers, we've developed a comprehensive approach that combines nutrition education and greater availability of affordable, healthy food. Our goal for the upcoming weeks is to help the Hispanic community become more aware of the foods they eat.

With the help of our Farmers through the farmers market, we plan on supply various communities with healthy fruits and vegetable for a reasonable price.

One Penn Center 1617 John F. Kennedy Blvd. suite 900 Philadelphia, PA 19103
Telephone: 215-575-0444

WWW.THEFOODTRUST.ORG
WWW.FOODTRUSTMARKETS.ORG
WWW.LATINFARMER.COM

Appendix 10. Flyer advertising Norris Square Harvest Celebration. Was also distributed in Spanish.

Norris Square Farmers' Market Harvest Celebration

September 22, 2011
1:00pm– 5:00pm

Meet Wilfredo
The Latin Farmer Food Truck will be providing the community with recipes of healthy Latino dishes and food samples
Starts @ 1pm

Meet Farmer Bob Solly
Learn more about Bob's farm and how he and his crew grow the food that comes to market every week
Starts @ 2pm & @ 4pm

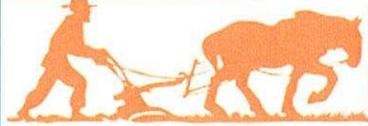


Philly Seed Exchange
Meet and greet other gardeners in community. Exchange seeds and farming tips with other gardeners and Farmer Bob Starts @ 3pm



**Located at the Corner
of Howard &
Susquehanna Streets**

CONTACT For Further Information:
The Food Trust
One Penn Center
Suite 900
1617 John F. Kennedy Blvd.
Philadelphia, PA 19103
215-575-0444 x134 (Katy Wich)
215-575-0466 fax



The Food Trust
THEFOODTRUST.ORG

Appendix 11. Back side of promotional postcard

Use your ACCESS card at farmers' markets!

Your farmers' market accepts:

- ACCESS cards/food stamps
- Senior/WIC farmers' market nutrition program vouchers
- Philly Food Bucks



Save more!
Ask your farmers' market manager about **PHILLY FOOD BUCKS** or visit www.foodfitphilly.org/foodbucks.



SPONSORED BY SET HEALTHY PHILLY, PHILADELPHIA DEPARTMENT OF PUBLIC HEALTH AND THE FOOD TRUST.



The Food Trust
THEFOODTRUST.ORG

1617 JFK Blvd., Suite 900
Philadelphia, PA 19103



Appendix 12. Abridged version of Reuben Riehl's Crop List

Farmer Reuben Riehl's Crop List



How much do you want?	VEGETABLES	Amount	Price/Amount	Feeds? <small>(approx.)</small>	Price/Person
	Beans, string	1/2 bushel	\$14.00	50	\$0.28
	Broccoli	12 heads	\$12.00	15	\$0.80
	Collard greens	½ bushel/4 lb box	\$6.00	15-20	\$0.30-\$0.40
	Cauliflower	12 heads	\$14.00	15	\$0.93
	Corn, sweet	50 ears	\$15.00	50	\$0.30
	Cucumbers	1 bushel	\$18.00	100+	\$0.18
	Eggplant	1 bushel	\$16.00	96	\$0.16
	Kale	½ bushel/4 lb box	\$6.00	15-20	\$0.30-\$0.40
	Kohlrabi	10lb box	\$12.50	48	\$0.26
	Lettuce	12 heads	\$12.00	15-20	\$0.30-\$0.40
	Peas	1 bushel box	\$16.00	25-30	\$0.53-\$0.64
	Peppers, sweet green	1 bushel box	\$10.00	80	\$0.13
	Potatoes	50lb bag	\$15.00	100	\$0.15
	Scallions	½ bushel/4 lb box	\$6.00	15-20	\$0.30-\$0.40
	Spinach	½ bushel/4 lb box	\$6.00	15-20	\$0.30-\$0.40
	Sprouts	½ bushel/4 lb box	\$6.00	15-20	\$0.30-\$0.40

Appendix 13. Photos from a Point Breeze Farmers' Market field trip with students from the John Gloucester House After-School program, which is also located in Point Breeze.



Appendix 14. Flyers advertising two of the many Community Events that the Food Trust project team attended



La Vida Buena: A Health & Wellness Experience

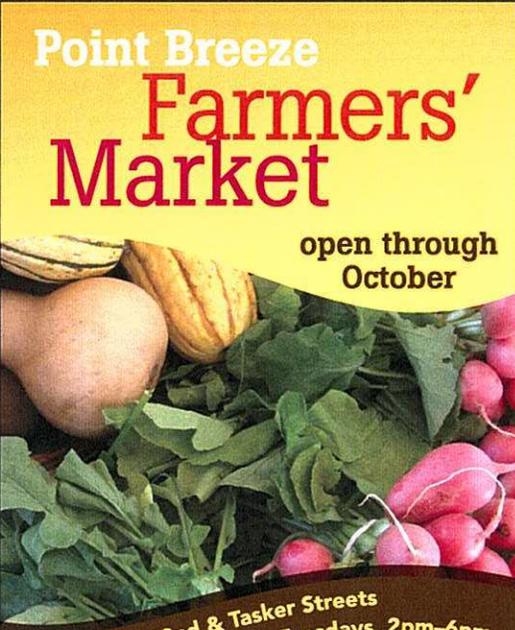
Saturday, May 21, 2011 from Noon - 5 p.m.

Norris Square Park & West Kensington Ministry (church)
Norris and Hancock Streets

In partnership with: West Kensington Ministry, Keystone Mercy Health Plan, Kensington EPIC (Equal Partnership in Change), MIMIC (Men in Motion in the Community), North Philadelphia Weed & Seed, and the offices of Senator Tartaglione, City Councilwoman Maria D. Quiñones-Sánchez, and State Representative N. Curtis Thomas

- ❖ Free health screenings by Kensington Hospital and Northeast Community Mental Health
- ❖ Food demonstrations, sampling, and nutrition counseling from Sunday Suppers
- ❖ Exercise demos and fitness assessments with Philly Girls in Motion
- ❖ Scavenger hunt through the HEALTH edition of *Motivos* magazine
- ❖ SNAP (nutrition assistance) sign up provided by Coalition Against Hunger
- ❖ CHIP (kids health insurance) enrollment with Maternal and Children's Health Line
- ❖ Promotion of the Norris Square Farmer's Market by The Food Trust
- ❖ Nutrition information provided by Get Healthy Philly
- ❖ Get to know the Kensington Community Food Co-op

Appendix 15. Examples of Farmers' Market ads placed in local newspapers



**Point Breeze
Farmers'
Market**

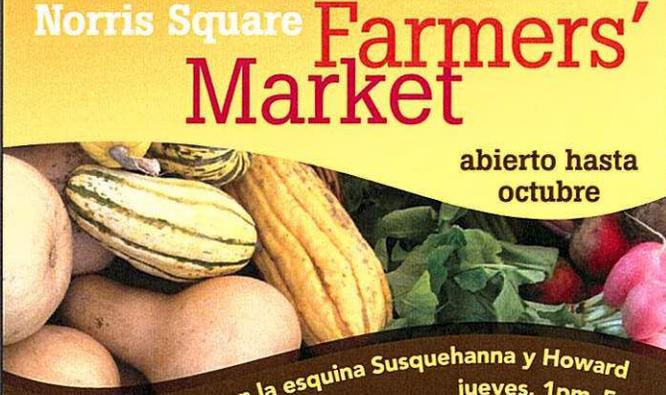
open through
October

22nd & Tasker Streets
Tuesdays, 2pm-6pm

Enjoy the fall harvest of fruits and vegetables at your local farmers' market. Use your ACCESS card at the market and receive coupons for free fruits and vegetables.



The Food Trust
THEFOODTRUST.ORG



**Norris Square Farmers'
Market**

abierto hasta
octubre

en la esquina Susquehanna y Howard
jueves, 1pm-5pm

Ven a disfrutar los frutos y verduras de Otoño. Nosotros aceptamos WIC en el Mercado. Si usted usar su tarjeta de ACCESS, usted recibir cupones para frutas y verduras gratis.



The Food Trust
THEFOODTRUST.ORG

Appendix 16. Outside and Inside of Philly Food Bucks Brochure

What are Philly Food Bucks?
Philly Food Bucks are coupons that help you save money on fruits and vegetables at your farmers' market. Each coupon can be used to buy \$2 of fresh fruits and vegetables.

How can I get Philly Food Bucks?
Use your ACCESS card/food stamps at participating farmers' markets. Get a \$2 coupon to buy more fruits and vegetables for every \$5 you spend.



How can I use my Philly Food Bucks?
Take them to any participating farmers' market. They can be used until the expiration date printed on the coupon. Most participating markets are open May through November.

Where can I find my nearest participating farmers' market?
Use the map inside to find the market closest to you. You can also call 311 or visit www.foodt Philly.org/foodbucks.




FOOD TRUST PHILADELPHIA
1000 Locust Street, 10th Floor, Philadelphia, PA 19106
www.foodtrustphilly.org

SAVE ON FRUITS AND VEGETABLES

at your
FARMERS' MARKET

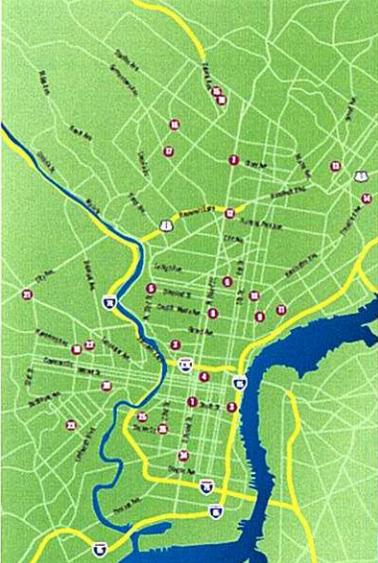


USE YOUR ACCESS CARD/FOOD STAMPS AT MORE THAN 25 PHILADELPHIA FARMERS' MARKETS. FOR EVERY \$5 YOU SPEND WITH YOUR ACCESS CARD/FOOD STAMPS, GET A \$2 PHILLY FOOD BUCKS COUPON TO BUY MORE FRUITS AND VEGETABLES.



Look inside for a list of participating farmers' markets. Includes our rules and other coupons.

2011 PHILLY FOOD BUCKS



PARTICIPATING FARMERS' MARKETS

CENTRAL CITY

- 1 **Brick & South** (Brick and South Streets, Wednesdays 7-7pm, end of May to Thanksgiving)
- 2 **Fairmount** (23rd Street and Fairmount Avenue, Thursdays 3-7pm, May to Thanksgiving)
- 3 **Headhouse** (3rd and Lombard Streets, Saturdays 10am-12pm, May to December)
- 4 **Fair Food Farmstead** (Reading Terminal Market, Mondays-Saturdays 10am-12pm, Saturdays 10am-12pm, open year round)

NORTH PHILADELPHIA

- 5 **Strawberry Mansion** (33rd and Diamond Streets, in front of Warner Playhouse, Saturdays 7-9pm, June to end of October)
- 6 **18th and Germantown** (18th Street and Germantown Avenue at the Village of Arts and Humanities, Wednesdays 7-9pm, July to end of October)
- 7 **Shery Transportation Center** (Broad Street and Chestnut Avenue, Wednesdays 7-9pm, July to November)
- 8 **Cock & Moore** (Cock & Moore Avenue between Broad and 13th Streets, Thursdays 7-9pm, end of May to Thanksgiving)
- 9 **Parkside Park** (Frankford Avenue and East Parkside Street, Thursdays 7-9pm, June to end of October)
- 10 **North Square** (1800 Locust Street and Market Street, Thursdays 7-9pm, June to end of October)
- 11 **Strawberry Farm** (2501 Lombard Street, Thursdays 7-9pm and Saturdays 10am-12pm, open year round)
- 12 **Reading Park** (West Hunting Park Avenue and Old York Road, Saturdays 10am-12pm, June to Thanksgiving)

NORTHEAST PHILADELPHIA

- 13 **Eastern District** (1000 Locust Street, parking lot of the Center City Mennonite Church, Thursdays 7-9pm, June to end of October)
- 14 **Frankford Transportation Center** (Bridge Street and Frankford Avenue, Sundays 7-9pm, July to November)

NORTHWEST PHILADELPHIA

- 15 **West Oak Lane** (Ogden and 72nd Avenue, Saturdays 7-9pm, June to Thanksgiving)
- 16 **Chestnut Park** (Chestnut Avenue and Chestnut Street, Wednesdays 7-9pm, end of June to Thanksgiving)
- 17 **Germantown** (Germantown Avenue and Walnut Lane, in front of the Historic Weik House, Fridays 7-9pm, end of May to Thanksgiving)
- 18 **Mount Airy Square** (40-42 21st Avenue at the intersection of Ogden and 72nd Avenue, Mondays through Saturdays 11am-12pm, open year round)

WEST PHILADELPHIA

- 19 **Allegheny** (15th Street and Newport Avenue, Wednesdays and Fridays 1-5pm, July to Thanksgiving)
- 20 **Clark Park** (4th Street and Baltimore Avenue, Thursdays 3-7pm, open from June to Thanksgiving, Saturdays 10am-12pm, open year round)
- 21 **Overbrook Farms** (1000 Locust Street and City Avenue at the Overbrook Presbyterian Church, Saturdays 10am-12pm, middle of May to Thanksgiving)
- 22 **Bill Green Farm** (4th and Birney Streets, Saturdays 10am-12pm, June to November)
- 23 **Ringspann** (36th Street and Chestnut Avenue, Wednesdays 7-9pm, June to November)

SOUTH PHILADELPHIA

- 24 **Broad & Ritten** (Broad and Ritten Streets, Sundays 7-9pm, middle of June to end of October)

SOUTHWEST PHILADELPHIA

- 25 **Grays Ferry** (7th and Wharton Streets in front of Public Plaza, Saturdays 7-9pm, June to end of October)
- 26 **Point Breeze** (22nd and Tasker Streets, Saturdays 7-9pm, June to Thanksgiving)

Call 311 or visit www.foodt Philly.org/foodbucks for a list of participating farmers' markets. Includes our rules and other coupons.