

FY 2011

FY 2011 SHARE Food Program, Inc. \$40,040

Nonprofit, Low income consumers, Underserved Communities, New Direct Marketing at the SHARE Food Distribution Center, Philadelphia, PA

\$40,040 to the SHARE Food Program, Inc., Philadelphia, PA, to enhance and expand an existing EBT program to establish a farm stand with EBT access on SHARE property in a low-income area of Philadelphia, PA,

Farmers Market Promotional Program (FMPP)
Final Report

Reporting Period: October 2012 - December 2013
Date: November 24, 2014
Recipient Name: The SHARE Food Program, Inc.
Title of Project: Increasing Fresh Food Access to Low-Income
People in Philadelphia County
Grant Number: 12-25-G-1413
Project Location: Philadelphia, PA 19129
Total Award Budget: \$40,040.00 used \$31,329.71 (will not be using the remainder in the amount of \$8,710.29)

Summary of Activities and Outputs:

The SHARE Food Program/Nice Roots Farm strive to provide healthy food alternatives to communities in need through Philadelphia. Thousands of people come through our facility to purchase SHARE packages and or volunteer. the goal of this grant was to improve access to both our own locally grown produce and produce from around the region.

1. Developed Job Descriptions and a Planting and Crop Rotation Work Plan; advertised for Farm Stand Manager and Farm Assistants with our partners Philadelphia Orchard Project, Philadelphia Horticulture Society, Food Cupboards and SHARE Host Sites.
2. Interviewed 10 candidates and filled the position with 3 outstanding candidates with experience in urban agriculture and produce market experience. They started work on June 1, 2012 and were trained on how to set up a Farmers Market, explain locally grown food to customers, and how to give a farm tour so customers could see the food being grown and harvested. One position is still filled.
3. The first Farmers Market at SHARE opened on Tuesday, June 5th, 2012 and continues to be open every Tuesday and Thursday from 3:00 until 6:00. The Farmers Market is also open on special occasions (example: when we have corporate volunteers).
4. Developed flyers for the Farmers Market and distributed them throughout the surrounding neighborhood in 2012 and 2013.
5. Farmers Market Summary
 - 1 Farmers Market at SHARE every Tuesday and Thursday
 - 5 Farmers Markets at Schools once a month - Overbrook, Barton, Fellonville, Bridesburg, and Jenks

6. Participation Summary - Access to Healthy Local Food - Increased or delete
 - 150 families purchased a weekly food box through Farm to Families this was an increase of 25 families per week
 - 34 families purchased a monthly food box through SHARE this was an increase of 20 families
 - 50 people attended monthly workshops. - 600 people attended workshops in a season during 2012 and 2013.
 - 50 people purchased food from the Farmers Market twice a week - 400 people purchased food from the market monthly in 2012 and 2013.

7. Funds Generated due to the FMNP Grant
 - Food Purchased - \$139,741.96 with \$33,716.15 due to the FMNP Grant
 - Food Purchased grown at SHARE Nice Roots Farm - \$13,192.63 due to the FMNP Grant
 - Farmers Markets Checks Received - \$3,435.00 - Due to the FMNP Grant
 - Food Purchased with Snap Benefits - \$50,498.62 with \$16,832.00 due to the FMNP Grant

8. New Farmers
 - 5 new farmers added during the season due to the FMNP Grant

These funds have been instrumental in the development of SHARE's Urban Ag program and our ability to increase the amount of affordable, healthy food available to the community.