



Module 11: Food

Part 4: The Food Trust and Fresh Grocer Partnership

I'm Katy Wich and I work for The Food Trust, and I am a project manager on the Farmer's Market program.

The role the farmer's markets play within the whole scheme of the Food Trust's mission to provide low-income, high need residents in Philadelphia with access to fresh fruits and vegetables is the actual delivery of those fruits and vegetables into the neighbors by facilitating farmer's markets to happen and grow.

What we do is we make sure that we have great farmers in the surrounding suburban and countrysides. We make sure that we have a great collection of them and facilitate all of the paperwork, and everything along those lines with the city in order to get them to be able to do what they do best, and that is selling their fresh produce directly to residents of Philadelphia.

We choose them in a few ways, mostly in collaboration with the Philadelphia Department of Public Health through their Get Healthy Philly program. We've been administering a large expansion over the last few years, again, in conjunction with them. What we do is work with them. We look at data points from around the city to find the areas of greatest need. And from looking at that information we narrow down the final location.

We're looking at neighborhoods that have great community support already, so we really need our community partners to help us champion the market so that we get more customers out. So again, we look, areas of highest need, and then we end up at neighborhoods that have some structures built into the community organizations that will help us carry out a successful market.

Well everyone in Philadelphia needs access to great fruits and vegetables, and especially to affordable fruits and vegetables. But as many major cities, it's our low-income neighborhoods that suffer the most from the lack of fresh fruit and vegetable outlets, whether that's great corner stores or even a decent leftover mom and pop shop from the days gone old.



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So we are focusing on low-income neighborhoods because that's where need is the greatest and having them in a variety of neighborhoods helps because we can't assume that just because you live in Point Breeze you're going to walk over to Grays Ferry to get your fruits and vegetables. Those are two very different neighborhoods even though they're fairly close to each other. So we like to have lots of markets and lots of neighborhoods so that people can actually walk and consider the market part of the fabric of their neighborhood.

It's really important to accept SNAP at Farmer's Markets in Philadelphia considering about a third of Philadelphians are on SNAP or are eligible for SNAP. Its part of the whole piece of pie that makes food at the farmer's markets and then in the neighborhoods . . .