



Module 11: Food

Part 6: The Food Trust's Farmer's Market Program

My name is Ana Ramos and I'm a retail development associate for the Food Trust.

Yeah. It's important because a lot of corner stores sell non-perishable items. They just have a lot of potato chips, canned things, cereals. Things that last a long time. Produce has a much shorter life than that. If you don't have the adequate refrigeration you're not going to stock it. Because it's just going to go bad. It's more expensive than to buy a box of potato chips. But it spoils quicker. You need somewhere to store it that it can last longer.

So what I heard a lot, it's expensive. Refrigerators can cost from \$500 to \$1,000. If you get a whole unit \$10,000. The price ranges. Cost is a big barrier. Then space is also a big barrier. Corner stores are usually very, very cramped. You try to fit as much as you can in here. Owners have to decide what they want to move. And where they can place a refrigerator if they want it. If they think that there's customer demand for it. Demand is also another barrier.

So the Food Trust's role is the healthy corner store initiative. We work with over 600 stores in Philadelphia corner stores. We support them in various ways. The first in a level one store where they sign to be a part of the program. They sign an MOU. We implement marketing material all over the store. That's just to help customers, guide them through the corner store so they can learn how to read labels and make better decisions based off the marketing material.

For level two the corner store owner has to accept the training from us. The training can be from produce handling to ideas about value added products, like fruit salads, or green salads, parfaits, making your corner store green, and things like that.

A level three store is a store that has equipment. So it can be anywhere from shelving, to a refrigerator, to this store which is a showcase store that has a whole kiosk installed. It's just a way to increase accessibility to help you [inaudible 00:02:27] foods in these neighborhoods.

In neighborhoods like this we're in now, there's a Super Fresh and a Fresh Grocer. But, it's not really in this Spring Garden to Girard area. There isn't really much available around here. People shop here everyday. People don't come here to do a big... I'm going to the supermarket I'm going to spend a lot of money. They come here to grab something for work or after work. It's always good to have this available so people have an option of what they want to eat. They pick something fresh. In this store, has something local organic that they can choose from. You can also pair that with something else, some water or a hoagie. Have more options and live a healthier life.