Farmers Market Program and Philly Food Bucks
Food Bucks Network and Food Bucks Rx

Locations and Partners

- Philadelphia
- Chester, PA
- Pittsburgh
- Washington County
- Norristown
- Reading
- Ambler

Additional partners:
Washington County Farmers Market, Inc., Greener Pastures, Olivares Food Market
Future Expansion: Food Bucks Rx
Farm to School and Farm to Early Care and Education

Upper Moreland School District
Willow Grove, PA

A Mother’s Touch Child Development Center
Sharon, PA

How we partner:
• Training and technical assistance
• Advocacy
• Resource sharing and promotion
• Convening stakeholders.
Movement building in Pennsylvania:
• Outreach and education
• Multi-sector stakeholder engagement
• Farm to ECE recognition awards
• Task force process
• In partnership with PA Head Start Association and the Policy Equity Group
• Funded by W.K. Kellogg Foundation.
Pennsylvania Fresh Food Financing Initiative

• A vision: *health policy meets economic development policy*
• Public-private partnerships:
  – Commonwealth of Pennsylvania
  – The Food Trust
  – The Reinvestment Fund
  – Urban Affairs Coalition
• Launched in 2004
• $30 million seed investment from the Commonwealth.
PA FFFI Outcomes

- Projects funded: 88
- Grants: $12.1 million
- Loans: $73.2 million
- Total Costs: $192 million
- Jobs: 5023
- Food retail space: 1.6 million sq. ft.
- Improved access for 400,000 residents

For the period: July 2004 – June 2010
Pennsylvania Healthy Corner Stores and Heart Smarts

Statewide Healthy Corner Store Initiative:
• Partnership with PA Department of Health and Philadelphia Department of Public Health
• 600 stores in Philadelphia
• 145 stores in 11 cities throughout the commonwealth.

Heart Smarts:
• Social services and health screenings
• Cooking demonstrations
• Heart Buck health food incentives - $4
• 40 stores, 4,000 Philadelphians reached, 90% redemption rate
• Partners: Jefferson University Hospital, Philadelphia Department of Public Health.
How To Get Involved

Partner with us!

Help spread the word.

Follow us on social media.

Reach out to learn more: www.thefoodtrust.org.
Thank you.

To learn more, visit www.thefoodtrust.org