

# The Food Trust



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**Director of Research and Evaluation**

The Food Trust's mission is to ensure that everyone has access to affordable, nutritious food and information to make healthy decisions.

- Programs
  - Policy
- Research







The Food Trust helps make healthy food affordable and easy to find in **supermarkets, corner stores and farmers' markets.**



The Food Trust makes food education a priority for **children** and **adults**, encouraging health in the classroom, at home and in the community.



The Food Trust connects local farmers to the people they serve through **farm to school** initiatives and **healthy food incentive** programs.



The Food Trust promotes wellness through **community health** and **youth leadership**, and celebrates the joy of food with **Night Market Philadelphia**.

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TO LEARN MORE ABOUT THE FOOD TRUST, VISIT [THEFOODTRUST.ORG](http://THEFOODTRUST.ORG)

# Food Access Raises Everyone!

*A comprehensive approach to a healthier Cleveland/Cuyahoga County*



A COLLABORATIVE, COMPREHENSIVE APPROACH TO A HEALTHIER CLEVELAND AND CUYAHOGA COUNTY

FOOD



ACCESS

RAISES



EVERYONE



## Program Areas

The following program areas emerged as a result of activity and interest on the ground in Cleveland – Cuyahoga County. They are defined on this page to provide context and help organize conversation about existing efforts.



**Nutrition Education:** nutrition and cooking lessons to empower adults and youth with the tools and knowledge to make healthier shopping, cooking and eating choices. Nutrition education can take place in a variety of venues, from schools to community centers, churches, corner stores, supermarkets, farmers markets, CDCs and beyond. Lesson formats range widely and include cooking demonstrations, taste tests and store tours.



**Healthy Retail:** programming to support small store/corner store owners to stock healthier products, including fresh produce. Programs include in-store marketing to guide customers toward healthy choices and often involve on-site cooking demos, taste tests, health screenings, coupons and locally grown food.



**Farm to School/Institution:** a set of practices for introducing students to local food and the food system. Programming is based around three pillars: procurement (purchasing and serving local food in schools), education (incorporating curricula related to agriculture, food, health or nutrition) and school gardens. Institutions like hospitals and universities can also engage in this area by purchasing and serving locally grown food.



**Healthcare Partnerships:** areas in which hospitals and healthcare providers overlap with food access and nutrition education. Examples include: produce prescription programs, hospitals and health clinics funding or hosting farmers markets, health screenings at corner stores, nutritionists at supermarkets and more.



**Farmers Markets:** markets where growers sell their locally grown food directly to consumers. This encompasses all farmers markets, with an emphasis on how they support local food systems and can also address food access disparities by operating in underserved areas and increasing affordability by accepting public benefits, produce prescriptions and incentives (where customers can earn more money to spend on produce, often when they use their Ohio Direction Card).



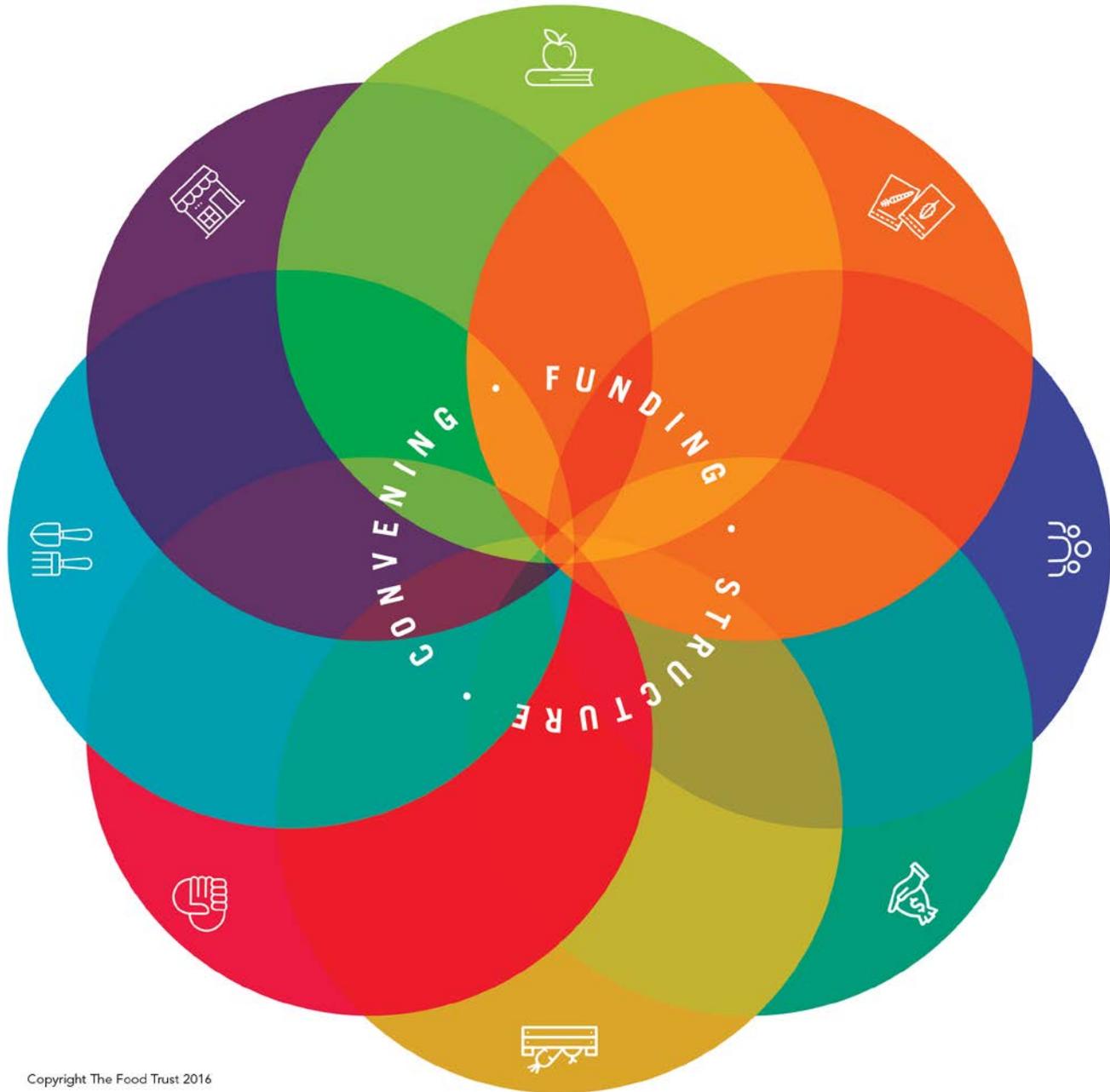
**Healthy Food Financing:** financing for grocers and other fresh food retailers to encourage them to enter or remain in areas that need them most. Healthy food financing initiatives fund a wide range of projects, from large supermarkets to corner stores and farmers markets, in order to improve food access by supporting the development and renovation of projects in low-to-moderate income, underserved areas.



**Youth Leadership:** programming to support and engage youth to become leaders for healthy change in their schools and communities. Through these efforts, youth learn the importance of nutrition and physical activity, spread awareness to their peers and communities and engage in decision making. Programs can take place in and out of school, through youth wellness councils, fitness clubs, healthy fundraisers, urban gardening and more.



**Urban Agriculture:** refers to a wide range of local growing efforts, from larger-scale farms to small, grassroots neighborhood gardens and related activities. With extensive gardening and farming initiatives taking place throughout Cuyahoga County, this section emerged as a key part of the local food access and food system landscape, with overlap between urban farming, small business ownership and the local economy.



# IMPACTS

## Philly Food Bucks Farmers Market Shoppers Reported



PHILLY  
FOOD BUCKS



**85%**

Purchasing a vegetable or fruit at the farmers market that day.

**71%**

Trying a new fruit or vegetable since shopping at the market.

**76%**

Rating Philly Food Bucks as *very important* or *important* in supporting fresh produce purchases.

**71%**

Increasing their vegetable and fruit intake since shopping at market.

## The Food Trust's Farmers Markets

**\$56,510** IN SNAP SALES

**\$50,044** IN PHILLY FOOD  
BUCKS REDEEMED

**3,502** SNAP TRANSACTIONS

## Partnering Farm Stands

**\$6,322** IN SNAP SALES

**\$9,344** IN PHILLY FOOD  
BUCKS REDEEMED

**318** SNAP TRANSACTIONS

**Figure 1. Total SNAP Sales at Food Trust Farmers Markets in Philadelphia, 2005 – 2016**

