



**20
YEARS**

..... of

**WORKING
TOGETHER**

to ensure that

**EVERYONE
HAS ACCESS to
HEALTHY,
AFFORDABLE
FOOD**



The Food Trust

FALL 2012



The Food Trust was founded 20 years ago with a simple idea: healthy change.

There were neighborhoods throughout Philadelphia where residents couldn't easily buy healthy foods like fruits and vegetables. And science shows us that people who live in these underserved neighborhoods are more at risk for serious diet-related diseases like obesity.

Over the last two decades, The Food Trust has worked with neighborhoods, schools, grocers, farmers, policymakers and people like you to change how we think about healthy food and to increase its availability throughout the city. Together, we've brought supermarkets to communities that have gone decades without one. We've helped corner store owners introduce fresh produce, low-fat dairy and whole grains. We've taken soda and junk food out of Philadelphia schools, and we've taught students to appreciate foods like apples and cherry tomatoes. I've even seen kids ask for healthy snacks!

A RECENT STUDY BY THE PHILADELPHIA DEPARTMENT OF PUBLIC HEALTH FOUND THAT OBESITY RATES AMONG PHILADELPHIA SCHOOL CHILDREN DECREASED 5 PERCENT.

And things are changing for the better—for people like corner store owner Catalina Morrell-Hunter and student leader Kevin Gonzalez, whose stories you'll read in this newsletter, and for people throughout Philadelphia.

A recent study by the Philadelphia Department of Public Health found that obesity rates among Philadelphia school children decreased by 5 percent between 2006 and 2010. This is one of the first studies showing a reversal of the country's troubling obesity trends, and it suggests that together, we have found a key to obesity prevention: a comprehensive approach that combines nutrition education and increased access to healthy foods.

Of course, a 5 percent decrease in obesity rates doesn't mean the obesity epidemic is over. That's why, on the occasion of our 20th anniversary, I'm looking not back but forward—to continuing to work with dedicated partners and people like you to create healthy change here in Philadelphia and around the country.

A handwritten signature in black ink that reads "Yael". The signature is fluid and cursive, with a long, sweeping tail on the letter 'l'.

Yael Lehmann
Executive Director

P.S. Follow me on Twitter @yaellehmann to see what The Food Trust is doing next.

OUR COMPREHENSIVE APPROACH TO HEALTHIER COMMUNITIES

Twenty years ago, The Food Trust began with one farm stand in a South Philly neighborhood where it was hard to find fresh produce. Now, we're working in every neighborhood in Philadelphia—and replicating our successes throughout Pennsylvania, in 26 other states and in Canada.

In Schools and Community Centers

We teach nutrition education to more than 65,000 children and adults throughout the region with cooking classes, taste tests and youth leadership programs like the Snackin' Fresh Leadership Crew.

At Farmers' Markets

The Food Trust operates more than 25 farmers' markets in Philadelphia. Our farmers' markets accept SNAP/food stamps and Philly Food Bucks, a coupon program for SNAP customers, to make healthy food affordable to everyone.

In Corner Stores

We are working with more than 650 corner stores in the Philadelphia region to help owners stock fresh produce and other healthy products and teach customers how to make healthier choices for their families.

In Supermarkets

The Food Trust is working with partners in states across the country to encourage the development of supermarkets in neighborhoods that lack access to healthy food. We are also working at the federal level to implement policy changes that will bring supermarkets to communities that need them.

Your neighbors' healthy changes in their own words...

READ ON TO SEE HOW
THE FOOD TRUST IS CHANGING
HOW PHILADELPHIA EATS



Nicole Speller, grandmother and cook



My physician said I had to be smarter about what I ate. I had to cut down on the fried food and the sugar and the salt. I'm from the South. We fry everything. We always ate what we wanted to, but later in life that stuff catches up with you. I love to cook, but I had to learn to eat differently.

I WENT TO THE FOOD TRUST'S COOKING WORKSHOPS AT THE LIBRARY IN MY NEIGHBORHOOD. I LEARNED A LOT. I ACTUALLY READ THE NUTRITION LABELS WHEN I GO TO THE MARKET NOW.

Then I started teaching healthy cooking classes at my church twice a week and started working in our garden. I get my grands out there to help. They do more eating than picking sometimes, but that's okay.

We use the vegetables in our church cooking classes. One woman said, "I'm not going to eat squash. I don't like zucchini." But I showed her how to cook it with some garlic and fresh herbs and she loved it. She's well into her 80s. I figure if I can get her to change the way she eats, I can get everybody to.

CHANGING HABITS:

The Food Trust's free adult cooking classes teach residents in lower-income neighborhoods how to shop for healthy ingredients, cook healthy meals and encourage healthier eating habits in their communities.

Tim April, father



Our son Jonathan is 7. He's in second grade at Cole Manor Elementary School in Norristown.

He likes pizza and, of course, chicken nuggets. Thankfully he likes those baby carrots we give him, too. It's important to me and my wife to teach our kids how to eat right.

Jonathan hasn't always been good at trying new things like cucumbers and mushrooms. **BUT BECAUSE OF THE FOOD TRUST'S NUTRITION EDUCATION CLASSES IN HIS SCHOOL, JONATHAN HAS DISCOVERED HE LIKES THOSE THINGS.**

He gets excited when the cereal we have for breakfast says "whole grains" and when we have things, like milk, with lots of calcium. He likes to look at nutrition labels for vitamins. And, the other day, he asked for an apple for dessert.

I think if Jonathan learns to eat right now, he'll eat well when he is a teenager and he'll be a healthier adult. I think he'll always feel good about himself, too, because he's taking care of his body.

CHANGING TASTES:

The Food Trust's nutrition education lessons teach children throughout the Philadelphia region that eating fresh fruits and vegetables and other healthy foods is good for you—and tastes good, too.

Catalina Morrell-Hunter, corner store owner



I want my community to be healthier. I'm the vice president of Hunting Park United and we work on all different issues like safety and healthy eating.

Our store has been here for 15 years.

NOW I'M PART OF THE HEALTHY CORNER STORE NETWORK. AND BECAUSE OF THAT, WE HAVE A REFRIGERATOR IN THE STORE THAT WE DIDN'T HAVE BEFORE. It has yogurt and fresh fruit and fresh vegetables.

And I try to get other products that are better for you, healthier and lower calorie. I'm more conscious of that now.

Now, when I'm talking to people who come into the store, they are asking: What do you have fresh today? And I can say I have apples. I have oranges. I have all kinds of stuff. I can give them information about healthy eating and recipes from The Food Trust. I say, "Take some of these recipes and you can cook healthy at home."

CHANGING CHOICES:

The Food Trust's Healthy Corner Store Initiative helps corner store owners stock healthier products in their stores through trainings and, in some cases, equipment like refrigerators.

The initiative also provides educational materials like recipe cards to help customers make healthier choices.

Kevin Gonzales, youth leader



I joined The Food Trust's Snackin' Fresh Leadership Crew in my school because I wanted to eat healthier. I was eating a lot of Cheetos but I learned that if I ate healthier stuff I would have more energy. I wanted more energy for soccer and football. Now I eat lots of fruits —

apples, strawberries, cherries — and at dinner I tell my mom and dad that we should have vegetables.

IN SNACKIN' FRESH, WE TEACH OUR FRIENDS TO EAT HEALTHIER. WE PLANTED A GARDEN NEAR OUR SCHOOL AND THEN WE PICKED EVERYTHING AND SOLD IT. I dressed up in an orange costume for that.

I'm in a new school now, but I still tell my friends why they should eat healthy. Well, I show them. I eat healthy stuff like apples and strawberries, and when they say "Does that taste good?," I say, "Try it," and give them some.

CHANGING MINDS:

The Food Trust's Snackin' Fresh Leadership Crew teaches students leadership skills and gives them a voice in changing how their classmates and families think about healthy eating.