

The Food Trust

Ensuring That Everyone Has Access To Affordable, Nutritious Food



MEDIA ALERT

For Saturday, June 28

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Cookbook author Leanne Brown to visit Clark Park Farmers' Market for free market tour to promote free online recipe book *Good and Cheap*

WHEN: **Saturday, June 28**
Market hours: 10 am-2 pm
Market tour: noon-2 pm
FREE; attendees receive \$6 in Philly Food Bucks

WHERE: **Clark Park Farmers' Market**
43rd Street and Baltimore Avenue
Philadelphia, PA 19104

WHAT: This Saturday, **The Food Trust** welcomes special guest and acclaimed cookbook author **Leanne Brown** to give a free market tour at Clark Park Farmers' Market. Brown's healthy, affordable recipe book *Good and Cheap* focuses on combating barriers to healthy eating, including sections on handheld meals, big-batch recipes, small bites, flavor enhancers and much more.

As part of The Food Trust's weekly Clark Park Farmers' Market tours, Brown's tour will mirror supermarket tours the author conducts in low-income New York City neighborhoods. Along with Food Trust staff, Brown will focus this week's tour on seasonality, food assistance and nutritious recipe ideas; every attendee will receive \$6 in Philly Food Bucks, which can be redeemed for fruits and vegetables at Clark Park Farmers' Market and over 25 other markets in Philadelphia. In addition, **Lankenau Medical Center** will conduct free health screenings, and the **Greater Philadelphia Coalition Against Hunger** will conduct Supplemental Nutrition Assistance Program (SNAP) screenings for anyone who wants more information about eligibility.

"Our Saturday Clark Park Farmers' Market tours, developed to familiarize new shoppers with the affordability and variety of farmers' market products, align perfectly with Brown's mission to provide delicious meal options for those on a tight budget," says **Yael Lehmann**, executive director of The Food Trust. "We can't wait to hear her insights – and learn some great new recipes, too."

Using the buy-one, give-one model made popular by TOMS Shoes and other philanthropic organizations, *Good and Cheap* began as a free online cookbook geared toward families enrolled in SNAP. Following a successful Kickstarter campaign, Brown will produce hard copies of the book; for every copy sold, the author will donate an additional copy to organizations that support low-income families. Nonprofit agencies may [apply](#) to receive the donated

copies of *Good and Cheap* to distribute to their constituents, or reserve copies in bulk for only \$4 per book. The PDF version of the cookbook is available for download [online](#).

The Food Trust hosts market tours every Saturday at Clark Park Farmers' Market, where farmers see more SNAP sales than any other farmers' market in Pennsylvania. In addition to SNAP benefits and Philly Food Bucks, Clark Park Farmers' Market also accepts Farmers' Market Nutrition Program vouchers.

Farmers' markets are just one way The Food Trust, a nonprofit founded in 1992, strives to make healthy food available to all. Working with neighborhoods, schools, grocers, farmers and policymakers, The Food Trust has developed a comprehensive approach that combines nutrition education and greater availability of affordable, healthy food. To learn more about The Food Trust, visit thefoodtrust.org.