



## FOR IMMEDIATE RELEASE

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## Congregation Rodeph Shalom partners with The Food Trust to open new farmers' market at Broad and Mt. Vernon streets

Philadelphia, PA – June 27, 2014 – Building on its mission to serve Philadelphia's diverse population, **Congregation Rodelph Shalom** staff and lay leaders have partnered with **The Food Trust** to establish a new farmers' market on the congregation's grounds at Broad and Mt. Vernon streets.

The market will be open on Sunday, June 29<sup>th</sup> and will be open every Sunday, 10 am-2 pm, through the fall. The Opening Celebration is scheduled for **Sunday, July 13**, featuring music, kids' activities, health screenings and cooking demonstrations.

At the new Broad & Mt. Vernon Farmers' Market, regional farmers and other local food purveyors will provide affordable, farm-fresh food to synagogue members and residents of the surrounding community. The market will be a community hub with the goals of increasing access to nutritious food and promoting healthy habits. It will also serve as a social gathering place, drawing synagogue members and the local neighborhood together with a common thread: healthy food.

"I think many will travel here to the farmers' market, [including] neighbors from all walks of life, regardless of income and background," says Rodeph Shalom **Rabbi Eli C. Freedman** in a recent *Philadelphia Inquirer* article on unconventional market locations. "Farmers' markets are about the food, but also about so much more."

"The Food Trust is excited to be partnering with Rodeph Shalom to bring a new market to North Broad Street," says The Food Trust's Executive Director, **Yael Lehmann**. "The farmers' market will be a great gathering place to bring together the community, farmers and congregants all around healthy and local food."

The Broad and Mt. Vernon Farmers' Market will accept Supplemental Nutrition Assistance Program (SNAP) benefits, Farmers' Market Nutrition Program vouchers and Philly Food Bucks. To encourage market patronage by the wider community, The Food Trust is collaborating with many neighborhood groups and religious organizations that serve the local community and low-income populations.

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](http://thefoodtrust.org).