

The Food Trust

Ensuring That Everyone Has Access To Affordable, Nutritious Food



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Philly Food Bucks expands into supermarket setting at The Fresh Grocer at 56th and Chestnut Streets in West Philadelphia, encouraging shoppers to purchase healthy fruits and vegetables

Fall promotion launches The Food Trust's USDA-funded statewide expansion of successful SNAP healthy food incentive program

PHILADELPHIA, PA –With funding provided by the United States Department of Agriculture (USDA) through its Food Insecurity Nutrition Incentive (FINI) grant program, and with the support of local partners, **The Food Trust** will expand its successful [Philly Food Bucks](#) healthy food incentive program (offering SNAP participants a \$2 coupon for fresh fruits and vegetables for every \$5 they spend at the farmers' market) into a statewide initiative. Kicking off the expansion, the agency is partnering with Burns' Family Neighborhood Markets at their **Fresh Grocer** location at 56th and Chestnut streets in West Philadelphia, **introducing Philly Food Bucks at supermarkets for the very first time** this fall.

"We've seen firsthand the impact Philly Food Bucks has at our regional network of farmers' markets, allowing customers to make healthier decisions while sticking to their budget," says **Yael Lehmann**, Executive Director of The Food Trust. "This grant allows us to offer the same opportunity in additional retail settings, like corner stores and supermarkets, to help more people bring home fresh, affordable food for their families."

The Fresh Grocer supermarket promotion, launching September 13, will offer Price Plus® club card members who use their ACCESS card a **\$2 digital coupon for every \$5 they spend on fresh fruits and vegetables**. Shoppers will be able to use their earned coupons to purchase more fresh fruits and vegetables at subsequent visits to The Fresh Grocer. The promotion will run **Sept. 13-Oct. 17** and will be available only at The Fresh Grocer at 56th and Chestnut Streets in West Philadelphia.

"As a supermarket operator committed to providing healthy, quality foods at affordable prices, this partnership aligns perfectly with our mission," says **Patrick J. Burns**, President and CEO of Burns' Family Neighborhood Markets, owner and operator of The Fresh Grocer at 56th and Chestnut Streets. "Expanding the Philly Food Bucks program into a supermarket setting will give even more SNAP participants the opportunity to extend their food budget in a convenient, safe environment where hundreds of fresh produce items are available for purchase year-round."

Through this three-year project, The Food Trust will test and evaluate strategies to expand Food Bucks to The Fresh Grocer as well as additional retail settings such as farmers' markets, corner stores and supermarkets. The

Food Trust is also collaborating with partners in Pittsburgh to implement Food Bucks in participating farmers' markets serving SNAP participants.

In addition to increasing the purchase of fresh fruits and vegetables by SNAP participants, this expanded Food Bucks program will benefit local farmers as well as local grocery businesses by increasing demand for fresh produce at low-income farmers' markets and stimulating produce sales in food retail settings, such as corner stores and supermarkets.

About Philly Food Bucks

Philly Food Bucks, established in 2010 by the Philadelphia Department of Public Health and The Food Trust, was created to encourage Supplemental Nutrition Assistance Program (SNAP) recipients to use their ACCESS cards (food stamps) to purchase fresh, local ingredients at participating farmers' markets throughout the city. For every \$5 spent using SNAP at participating markets, customers receive a \$2 Philly Food Bucks coupon for fresh fruits and vegetables, increasing the purchasing power of lower-income farmers' market shoppers by 40 percent.

Since the introduction of Philly Food Bucks, SNAP sales at The Food Trust's farmers' markets has increased by more than 375%. These additional revenue sources directly contribute to the sustainability of local agriculture by boosting the revenue of Pennsylvania farmers. The Philly Food Bucks program is available to all SNAP recipients and can be redeemed at The Food Trust's farmers' markets and other sites that sell local fruits and vegetables across Philadelphia.

About The Food Trust

The Food Trust is a nationally recognized nonprofit dedicated to ensuring that everyone has access to affordable, nutritious food and information to make healthy decisions. The Food Trust is committed to fostering healthier communities and bringing healthy food retail to underserved areas. To learn more about The Food Trust's comprehensive approach to healthy food access, visit thefoodtrust.org.

About Burns' Family Neighborhood Markets

A member of the Wakefern Food Corp., a retailer-owned cooperative, Patrick J. Burns currently operates six Fresh Grocer supermarkets and one ShopRite supermarket, located throughout the Greater Philadelphia area. Under Patrick's leadership, Burns' Family Neighborhood Markets specializes in providing high-quality perishables in urban and suburban environments and are committed to understanding the needs, tastes and traditions of the communities in which their stores are located, and make it a priority to offer an assortment of products and services to meet those various needs. Burns' Family Neighborhood Markets are also committed to improving food access and to promoting the health and wellness of its customers, associates and communities.