

The Food Trust

Ensuring That Everyone Has Access To Affordable, Nutritious Food



FOR IMMEDIATE RELEASE

January 11, 2017

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Successful Philly Food Bucks pilot program at The Fresh Grocer in West Philadelphia expands to branch stores in University City and North Philadelphia, encouraging even more shoppers to purchase healthy fruits and vegetables

The Food Trust's USDA-funded statewide expansion of successful SNAP healthy food incentive program now at three Philadelphia supermarkets.

PHILADELPHIA, PA – In September 2015, with the support of local partners and funding provided by the United States Department of Agriculture (USDA) through its Food Insecurity Nutrition Incentive (FINI) grant program, **The Food Trust** piloted its proven [Philly Food Bucks](#) healthy food incentive program at The Fresh Grocer at 56th and Chestnut streets, offering Price Plus® club card members who participate in the food stamp program a \$2 coupon for every \$5 they spend on fresh fruits and vegetables. This year, **the agency is expanding its partnership with Burns' Family Neighborhood Markets to reach even more Fresh Grocer locations** at Progress Plaza in North Philadelphia and 40th and Walnut streets in University City, in addition to the original store at 56th and Chestnut streets in West Philadelphia.

“No matter if it’s at farmers markets or in grocery stores, it just goes to show that Philly Food Bucks go a long way in helping families bring home more fruits and vegetables, even on a budget,” says **Yael Lehmann**, Executive Director of The Food Trust. “By expanding the program to three locations and offering additional programming, we hope to impact even more people than before.”

The expanded Fresh Grocer supermarket promotion launched at the end of November in 2016 and will run through **April 2017**. Similar monetary incentives as last year will be offered: a \$2 Philly Food Bucks coupon for every \$5 that Price Plus® club card members spend on fresh fruits and vegetables using their ACCESS card. Shoppers are then able to use these coupons to purchase more fresh fruit and vegetables during subsequent visits.

While coupons were previously distributed digitally onto shoppers’ Price Plus® club cards, shoppers now receive a physical Philly Food Bucks coupon that will print at the register. Philly Food Bucks users will have to present their coupons to the cashier at the time of redemption, much like a traditional coupon. Shoppers can earn up to \$10 in Philly Food Bucks per week and redeem them at any of the three Fresh Grocer locations mentioned above. **In addition to the incentive program, shoppers have the opportunity to take part in in-store nutrition lessons and taste tests** provided by Food Trust staff. The Food Trust’s nutrition education program teaches SNAP-eligible populations about healthy eating in schools, senior centers and other community gathering spaces. Now at The Fresh Grocer, the agency is excited to have the opportunity to further connect healthy food incentives and SNAP-Ed programming, as **nutrition education and healthy eating go hand-in-hand**.

The pilot promotion in 2015 reached nearly **3,000 SNAP households** in West Philadelphia and helped lower-income shoppers afford an additional \$8,700 in fresh produce. For its second year, The Food Trust hopes to reach even more SNAP households in various communities throughout Philadelphia, helping families obtain the fresh fruits and vegetables needed to sustain a healthy lifestyle.

This program in Fresh Grocer is part of a larger initiative to expand Food Bucks to SNAP shoppers across the state, an effort that will not only increase fresh produce purchases but also benefit local healthy food venues by increasing the demand for fruits and vegetables in lower-income neighborhoods. The Food Trust is also collaborating with Olivares Food Market in south Philadelphia to introduce Philly Food Bucks to the corner store, where SNAP shoppers can earn \$1 in Food Bucks for every \$2 they spend using SNAP. Across the state, partners in Chester, Norristown, Reading and Pittsburgh have also launched or expanded SNAP-incentive programming at farmers markets through the Food Bucks network.

About Philly Food Bucks

In 2010, the Philadelphia Department of Public Health and The Food Trust launched the Philly Food Bucks program, a healthy food incentive program for SNAP (food stamp) recipients. 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 shoppers by 40%.

Since the introduction of Philly Food Bucks, SNAP sales at The Food Trust's farmers markets have increased by more than 300%. These additional revenue sources directly contribute to the sustainability of local agriculture by boosting the revenue of Pennsylvania farmers. Visit thefoodtrust.org/phillyfoodbucks to learn more.

About The Food Trust

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.

About Burns' Family Neighborhood Markets

A member of the Wakefern Food Corp., a retailer-owned cooperative, Patrick J. Burns currently operates seven Fresh Grocer supermarkets and two ShopRite supermarkets, 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.