



PHILLY FOOD BUCKS PROGRAM 2013

Community-Based Organization Application for Philly Food Bucks Distribution

This application is for community-based organizations that wish to participate in Philly Food Bucks, a coupon incentive program that enables ACCESS/food stamp recipients to purchase more fresh produce at participating Philadelphia farmers' markets. The Philly Food Bucks program is made possible by *Get Healthy Philly*, a project of the Philadelphia Department of Public Health.

We are seeking community-based organizations who work primarily with ACCESS/food stamp beneficiaries who are located near our farmers' markets. Organizations that are approved to distribute Philly Food Bucks have the opportunity to make healthy food more affordable for their clients. These organizations will also be supporting their neighborhood farmers' market as a viable source of nutritious food.

Please note: any organization that distributed Philly Food Bucks in past seasons and did not have at least 15% of their distributed coupons redeemed may not be approved to distribute for 2013.

PHILLY FOOD BUCKS PROGRAM

- **The goals of the Philly Food Bucks program are to increase fruit and vegetable consumption, encourage ACCESS/food stamp use at farmers' markets and support neighborhood farmers' markets as a source of healthy, nutritious food.**
- Customers who use their ACCESS/food stamps benefits at a participating farmers' market will receive Philly Food Bucks coupons every time they shop. **For every \$5 spent on ACCESS/food stamps, customers receive a \$2 Philly Food Bucks coupon to be used for more fresh fruits and vegetables.**
- There is no cap. Spend \$10 at market with your SNAP/food stamps and receive 2 \$2 coupons, spend \$20 at participating farmers' markets and receive 4 \$2 coupons, and so on.
- This is not a \$2 off coupon. This is a \$2 MORE coupon. Use the Philly Food Bucks to buy more fresh fruits and vegetables at farmers' markets.
- Farmers' market customers may also receive Food Bucks as a **one-time benefit** from community partners who distribute the coupons to low-income, SNAP-eligible populations.
- Customers need only sign at the Liberty Bell to use their coupon at a farm stand. The vendor will not ask to see an ACCESS card when accepting the coupon.
- There are over 25 sites where customers can redeem Philly Food Bucks coupons. Coupons with 2010, 2011, and 2012 expiration dates are still in circulation; we are still accepting them at our markets.
- Customers can call the city's 311 hotline to find their nearest farmers' market or check the websites: www.thefoodtrust.org/foodbucks and www.foodfitphilly.org/foodbucks.
- The Philly Food Bucks program has already made a substantial difference in SNAP sales at local farmers' markets. SNAP sales at our farmers' market have more than tripled since the beginning of the Philly Food Bucks program.



APPLICATION FOR PHILLY FOOD BUCKS DISTRIBUTION

Please complete the application below to see if your organization meets the criteria to participate in the Philly Food Bucks program.

Organization Name: _____

Address: _____
Number & Street City State Zip Code

Contact Person Name: _____

Phone Number: _____ Email Address: _____

How did you hear about the Philly Food Bucks program? Will the organization be distributing Philly Food Bucks for the first time?

What is the mission of your organization and how will the Philly Food Bucks program contribute to this mission? How do you plan to incorporate Philly Food Bucks and the goals of the program into your work?

Please describe the demographics of the population that your organization serves.

Does your organization have any programming where Philly Food Bucks and farmers' markets could be promoted to a SNAP or SNAP-eligible population? Such as (check all that apply, please specify):

- Events _____
- Regular Workshops _____
- Community Meetings _____
- Newsletters _____
- Other programming _____

Would you be interested in participating in a tour of your local market with your clients? Yes No

In order to distribute Philly Food Bucks to your clients, your organization must meet the following criteria. Please check which items describe your organization, its mission, and its participants:

- The majority of our clients are on the ACCESS/food stamp program or are eligible for ACCESS/food stamp benefits.
- Our program encourages our clients to eat more fruits and vegetables, develop healthy eating habits or engage in physical activities.
- Our organization is located within 10 blocks of a Philly Food Bucks redemption site or we work primarily with individuals and families within 10 blocks of a Philly Food Bucks redemption site. (See the attached list of participating markets or check www.foodfitphilly.org/foodbucks for a list of Philly Food Bucks redemption sites.)
- Our organization serves the population of at least one of the following zip codes: 19104, 19107, 19120, 19121, 19122, 19123, 19124, 19125, 19128, 19130, 19131, 19132, 19133, 19134, 19138, 19139, 19140, 19141, 19142, 19143, 19144, 19145, 19146, 19147, and 19148.
- Our organization will use the Philly Food Bucks and The Food Trust promotional materials.
- We understand that these coupons are not available to our staff and are meant to be distributed solely to the people and families who participate in our program.**
- We will take responsibility for distributing only one packet of Food Bucks to each person.** Our organization has the capability to keep track of our supply of Philly Food Bucks.
- We will designate a point person to track and monitor the distribution of Philly Food Bucks. Where applicable, we will report back when and where those coupons were distributed.
- Our distribution records will be made available to The Food Trust and the Department of Public Health.
- We will complete an end-of-season survey at the end of the year.

Please email, fax, or mail the completed application to:
Mukethe Kawinzi, The Food Trust
1617 John F. Kennedy Boulevard, Suite 900
Philadelphia, PA 19103
P: 215.575.0444 x167
F: 215.575.0466
mkawinzi@thefoodtrust.org

LIST OF PARTICIPATING PHILLY FOOD BUCKS REDEMPTION SITES

NEIGHBORHOOD	PHILLY FOOD BUCKS REDEMPTION SITE	ADDRESS & INFO	SCHEDULE
CENTER CITY	Broad and South Farmers' Market	corner of Broad and South Streets, Wednesdays 2-7pm	end of May - Thanksgiving
	Fairmount Farmers' Market	corner of 22nd Street and Fairmount Avenue, Thursdays 3-7pm	May - Thanksgiving
	Headhouse Farmers' Market	2nd and Lombard Streets, Sundays 10am-2pm	May - Christmas
	Fair Food Farmstand	Reading Terminal Market, Tue-Sat 8am-6pm, Sun 9am-5pm	Open Year Round
	Schuylkill River Park Farmers' Market	25th and Spruce Streets, Wednesdays 3-7pm	end of May - Thanksgiving
	Fidler Square Farmers' Market	23rd and Pine Streets, Saturdays 9am-2pm	Open Year Round
NORTH PHILADELPHIA	33 rd & Diamond Farmers' Market	33 rd and Diamond Streets, in front of Mander Playground, Tuesdays 2-6pm	June to end of October
	Fairhill Square Park Farmers' Market	4 th and Lehigh Streets, Wednesdays 1-5pm	July to end of October
	Olney Transportation Center Farmers' Market	Broad Street and Olney Avenue, Tuesdays 2-6pm	July to November
	Cecil B Moore Farmers' Market	on Cecil B Moore Avenue between Broad and 13th Streets, Thursdays 2-6pm	end of May - Thanksgiving
	Liberty Lands Park Farmers' Market	3 rd Street between Poplar and George Streets, Thursdays 3-7pm	June - end of October
	Norris Square Park Farmers' Market	Diamond and Hancock Streets, Saturdays 10am-2pm	June - end of October
	Hunting Park Farmers' Market	West Hunting Park Avenue and Old York Road, Saturdays 10am-2pm	June to Thanksgiving
	Greensgrow Farm	2501 East Cumberland St., Thursdays 2-7pm, Saturdays 10am-3pm	Open Year Round
SOUTH PHILADELPHIA	Broad and Snyder Farmers' Market	Broad and Snyder Streets, Tuesdays 2-7pm	June - end of October
SOUTH PHILADELPHIA	29 th & Wharton Farmers' Market	29th and Wharton Streets in front of Peace Plaza, Tuesdays 2-6pm	June - end of October
	22 nd & Tasker Farmers' Market	22nd and Tasker Streets, Tuesdays 2-6pm	end of May - end of October

WEST PHILADELPHIA	58 th & Chester Farmers' Market	58 th Street and Chester Avenue, Wednesdays 2-6pm	June to November
	52 nd & Haverford Farmers' Market	52nd St and Haverford Ave., Wednesdays and Fridays 1-5pm	July - Thanksgiving
	Clark Park Farmers' Market	43rd Street and Baltimore Ave., Thursdays 3-7pm, Saturdays 10am-2pm	Saturday Market open year round, Thursday Market runs from June - Thanksgiving
	Overbrook Farms Farmers' Market	NEW LOCATION: Lancaster and City Avenues at the Overbrook Presbyterian Church, Saturdays 9am-1pm	end of May - Thanksgiving
	Mill Creek Farm	49th and Brown Streets, Saturdays 11am-2pm	June - November
NORTHWEST PHILADELPHIA	Germantown Farmers' Market	6026 Germantown Avenue, near the intersection of Germantown Ave. and Walnut Lane, in front of the Historic Wyck House	end of May - Thanksgiving
	Cliveden Park Farmers' Market	Chew Ave. and Johnson St, Wednesdays 2-6pm	June - Thanksgiving
	West Oak Lane Farmers' Market	Ogontz and 72nd Avenue, in front of Weavers Way Co-op, Tuesdays 2-6pm	June - Thanksgiving
NORTHEAST PHILADELPHIA	Frankford Transportation Center Farmers' Market	Bustleton and Frankford Avenues, Tuesdays 2-6pm	July to November
	Oxford Circle Farmers' Market	900 East Howell Street in the parking lot of the Oxford Circle Mennonite Church, Thursdays 2- 6pm	June - end of October

Please check foodfitphilly.org for the most up-to-date market information.