

The Food Trust

Ensuring That Everyone Has Access To Affordable, Nutritious Food



MEDIA ADVISORY – PHOTO OPPORTUNITY

For Monday, March 14, 2016

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The Food Trust, New Jersey Partnership for Healthy Kids and American Heart Association Celebrate Release of New Task Force Report, *Supporting Healthy Corner Store Development in New Jersey*

Report, Recommending Increased Access to Healthy Food in Small Stores Across the State, to be Released to the Public at the New Jersey State House, Monday, March 14 at 10:30 a.m.

WHEN: Monday, March 14, 2016, **10:30 a.m.**

WHERE: **New Jersey State House**
125 W. State St., Committee Room 13 (4th Floor)
Trenton, NJ 08608

WHAT: On Monday, March 14, advocates for healthy food access in New Jersey will convene at the **New Jersey State House** to celebrate the launch of the New Jersey Healthy Corner Store Task Force's brand-new report, [*Supporting Healthy Corner Store Development in New Jersey*](#).

Created by **The Food Trust** and the **New Jersey Partnership for Healthy Kids** (NJPHK) with support from the **Robert Wood Johnson Foundation**, the report emphasizes that increasing healthier food options in small stores will have a robust impact on the food access landscape throughout New Jersey.

In 2014, NJPHK, The Food Trust and the **American Heart Association** convened a multi-sector statewide task force to enhance the impact of healthy corner store efforts. This culminating report outlines the growing work of the New Jersey network of healthy corner stores and the task force's policy recommendations to increase the distribution, promotion and sale of healthy products in New Jersey corner stores.

“The Healthy Corner Store Initiative and the members of the New Jersey Healthy Corner Store Task Force have made incredible strides in their work to bring access to nutritious foods to every New Jerseyan,” states **U.S. Senator Cory Booker** in the report. “Countless studies have demonstrated that lack of access to nutritious food—particularly severe in underserved communities—manifests itself in all areas of human development, from increased rates of diet-related diseases to reduced academic performance. **The importance of the Initiative cannot be overemphasized.**”

Speakers will include:

- **Darrin Anderson**, State Deputy Director, New Jersey Partnership for Healthy Kids, and Associate Executive Director, New Jersey YMCA State Alliance
- **Yael Lehmann**, Executive Director, The Food Trust

- **Kim Fortunato**, Director, Campbell Healthy Communities, Campbell Soup Company
- **Hanna Mori**, Dep. Counsel, U.S. Senator Cory Booker
- **Douglas Fisher**, New Jersey Secretary of Agriculture (invited)
- **Cathleen Bennett**, Commissioner, New Jersey Department of Health (invited)

About the New Jersey Healthy Corner Store Task Force

In 2014, The Food Trust, the New Jersey Partnership for Healthy Kids and the American Heart Association convened a multi-sector, statewide task force to examine the needs facing store owners and communities and identify strategies to increase the distribution, promotion and sale of healthy products in New Jersey corner stores. The task force is composed of a diverse group of leaders, including corner store owners, food manufacturers and wholesalers, public health and community leaders, government officials, foundations and others.

The New Jersey Healthy Corner Store Task Force held four meetings throughout 2014 and 2015 and included presentations from leadership from the New Jersey Department of Health, the United States Department of Agriculture Food and Nutrition Service, the American Heart Association, distributor Jetro Cash and Carry, store owners, The Food Trust and community partners. The group also participated in discussions on a variety of topics including WIC vendor authorization, evaluation and distribution challenges facing small stores.

The report is available at: <http://thefoodtrust.org/food-access/publications>

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, visit thefoodtrust.org.

About New Jersey Partnership for Healthy Kids

New Jersey Partnership for Healthy Kids (NJPHK) is a statewide program of the Robert Wood Johnson Foundation (RWJF) with technical assistance and direction provided by the New Jersey YMCA State Alliance. The goal of the program is to convene, connect and empower community partnerships across the state to implement environmental and policy changing strategies that prevent childhood obesity. Community coalitions in Camden, New Brunswick, Newark, Trenton and Vineland are leading these efforts. For more information, visit njhealthykids.org.

About the American Heart Association

The American Heart Association is the nation's oldest, largest voluntary organization devoted to fighting cardiovascular diseases and stroke.

Founded by six cardiologists in 1924, the organization now includes more than 22.5 million volunteers and supporters working tirelessly to eliminate these diseases. The American Heart Association funds innovative

research, fights for stronger public health policies and provides lifesaving tools and information to save and improve lives.

The American Heart Association is the nation's leader in CPR education training. We help people understand the importance of healthy lifestyle choices. We provide science-based treatment guidelines to healthcare professionals to help ensure the best treatment for every patient, every time. We educate lawmakers, policy makers and the public as we advocate for changes to protect and improve the health of our communities.