

FOR IMMEDIATE RELEASE

Tuesday, April 3, 2018

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Philly Food Bucks Now Available at Five Local Fresh Grocers

Through Innovative Supermarket Partnership, The Food Trust's Healthy Food Incentive Program Casts Wider Net Across the City, Offering Thousands of SNAP Households Better Access to Nutritious, Affordable Food

Philadelphia, PA — From North Philly to Grays Ferry, Fresh Grocer shoppers who use an ACCESS card (food stamps) can now bring home more fresh fruits and vegetables, stretching their budget and encouraging healthy choices. With support from the United States Department of Agriculture (USDA) through its Food Insecurity Nutrition Incentive (FINI) grant program, **The Food Trust — in partnership with Burns' Family Neighborhood Markets — is expanding its successful Philly Food Bucks pilot to five select Fresh Grocer locations throughout the city:** 5601 Chestnut St., 3021 Grays Ferry Ave., 5301 Chew Ave., 1501 N. Broad St., and 4001 Walnut St.

Customers who buy \$5 worth of produce using their ACCESS card and Fresh Grocer Price Plus® club card **can receive a free \$2 coupon to purchase more fresh fruits and vegetables.** Bringing this program to retail settings such as supermarkets opens up the opportunity to reach a whole new SNAP audience:

“With this new pilot, Philly Food Bucks now has the potential to reach over 40,000 SNAP households in the Philadelphia area, more than ever before,” says **Yael Lehmann**, President & CEO of The Food Trust. “These incentives make it easier for families to purchase more fresh fruits and vegetables without hurting their bottom line. Increasing our purchasing power has a huge impact on our ability to make healthy choices.”

Adds **Carly Spross**, Director of Marketing of Burns' Family Neighborhood Markets: “By bringing Philly Food Bucks to our five Philadelphia Fresh Grocer locations, we've been able to increase the program's overall potential impact while providing our customers with an innovative resource to help extend their available food dollars.”

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 sites, including [The Food Trust's farmers markets and community partner](#)



The Food Trust

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ENSURING THAT EVERYONE HAS ACCESS TO AFFORDABLE, NUTRITIOUS
FOOD AND INFORMATION TO MAKE HEALTHY DECISIONS

[sites](#), customers received 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%. With funding provided by the United States Department of Agriculture (USDA) through its Food Insecurity Nutrition Incentive (FINI) grant, The Food Trust is working to expand the Food Bucks program into a statewide initiative that's offered in a variety of retail settings. Visit www.thefoodtrust.org/foodbucks 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 www.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 is also committed to improving food access and to promoting the health and wellness of its customers, associates and communities.

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