

# DELICIOUS, NUTRITIOUS FOOD *for ALL since 1992*



1992

**The Food Trust** — originally called the Reading Terminal Farmers' Market Trust — opens an office at the historical market at 12th & Arch. The following year, we open up a small weekly farm stand at South Philadelphia's Tasker Homes.

TODAY

Our farmers market network brings affordable, healthy food from **85 local growers and makers** to Philadelphia neighborhoods — reaching more than **300,000 city residents** annually.



1993–1995

We open four additional farmers markets across Philadelphia, where we launch on-site **nutrition education and cooking demonstrations**.



TODAY

We've expanded our nutrition education programming to offer tailored, holistic support for a variety of populations. Our work with **recovery and re-entry communities** combines nutrition education with job-readiness training for food-related careers.

## ACCESS



2002

Our Corner Store Youth Program pilot, encouraging young people to choose and advocate for healthier snacks in corner stores, paves the way for our signature **Healthy Corner Store Initiative**.

TODAY

We actively support **89 corner stores** across three states in their role as community health hubs: We've installed in-store blood pressure machines, supported owners in collective produce purchases, and developed marketing materials to promote healthier choices.



2010

The **Philly Food Bucks** program is born! These innovative coupons, redeemable for free fruits and vegetables, launch at our farmers markets to increase customers' purchasing power.



TODAY

In the last year alone, our nutrition incentive programs helped shoppers across Pennsylvania and New Jersey bring home **\$900,000+ in free produce** from over 100 farmers markets, grocery stores and food retailers.



2011

First Lady Michelle Obama kicks off her Let's Move! campaign to reduce childhood obesity and announces the creation of the federal **Healthy Food Financing Initiative**, praising The Food Trust for our successful model for change.

TODAY

The Food Trust's **Pennsylvania Fresh Food Financing Initiative** has disbursed a milestone **\$2.5 million in funding** to healthy food retailers across 20 counties, creating **1,500+ jobs**.



2018

The Food Trust launches **Food Bucks Rx**, our first official produce prescription program, with Cooper Pediatrics in Camden, NJ.



TODAY

Medical professionals at **45 healthcare sites** are writing prescriptions for fresh fruits and vegetables, and **4 out of 5 patients** report eating more fruits and vegetables since they started using Food Bucks Rx.

## LEARN



2020

In response to COVID-19, we create the **Online Learning Hub**, a virtual learning center for kids, adults and teachers to access free resources about healthy eating and physical activity from their homes.

TODAY

We're developing innovative online programs like **Cooking Beyond the Classroom**, which, in its first year, provided **175 students and their families** with live virtual cooking lessons and weekly take-home bags of ingredients and cooking tools.

2022

The Food Trust gets a brand-new logo, launches a multi-language website, and unveils a five-year strategic plan that centers **evidence-based programs, diverse partnerships and policy advocacy**.



TODAY

We're introducing the newest member of our digital family: the **Nutrition Navigator**, an online mapping tool to connect users in Philly and D.C. with healthy food resources near them, from nutrition education to food and farm job training.



2023

Our **Quarter Back for Local** pilot — which gives money back to preschools for every meal they serve using Pennsylvania-grown produce — makes the case for why state-funded incentive programs would boost both kids' health and the agricultural economy.

TODAY

We're doubling down on our commitment to advocate for programs across the country that help families **access, afford and learn about healthy food**.

2024  
AND BEYOND

We're laser-focused on ensuring that all of our neighbors can find, afford and learn about delicious, nutritious food. Together with our partners and supporters, we can build a more just and nourishing food system.

Learn more: [thefoodtrust.org](https://thefoodtrust.org)

The FOOD TRUST

