



Food Access & Incentives: A Comprehensive Approach

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The Food Trust
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THE FOOD TRUST

Making Healthy Food
Available to All

Comprehensive Approach

- Access
- Affordability
- Education
- Policy



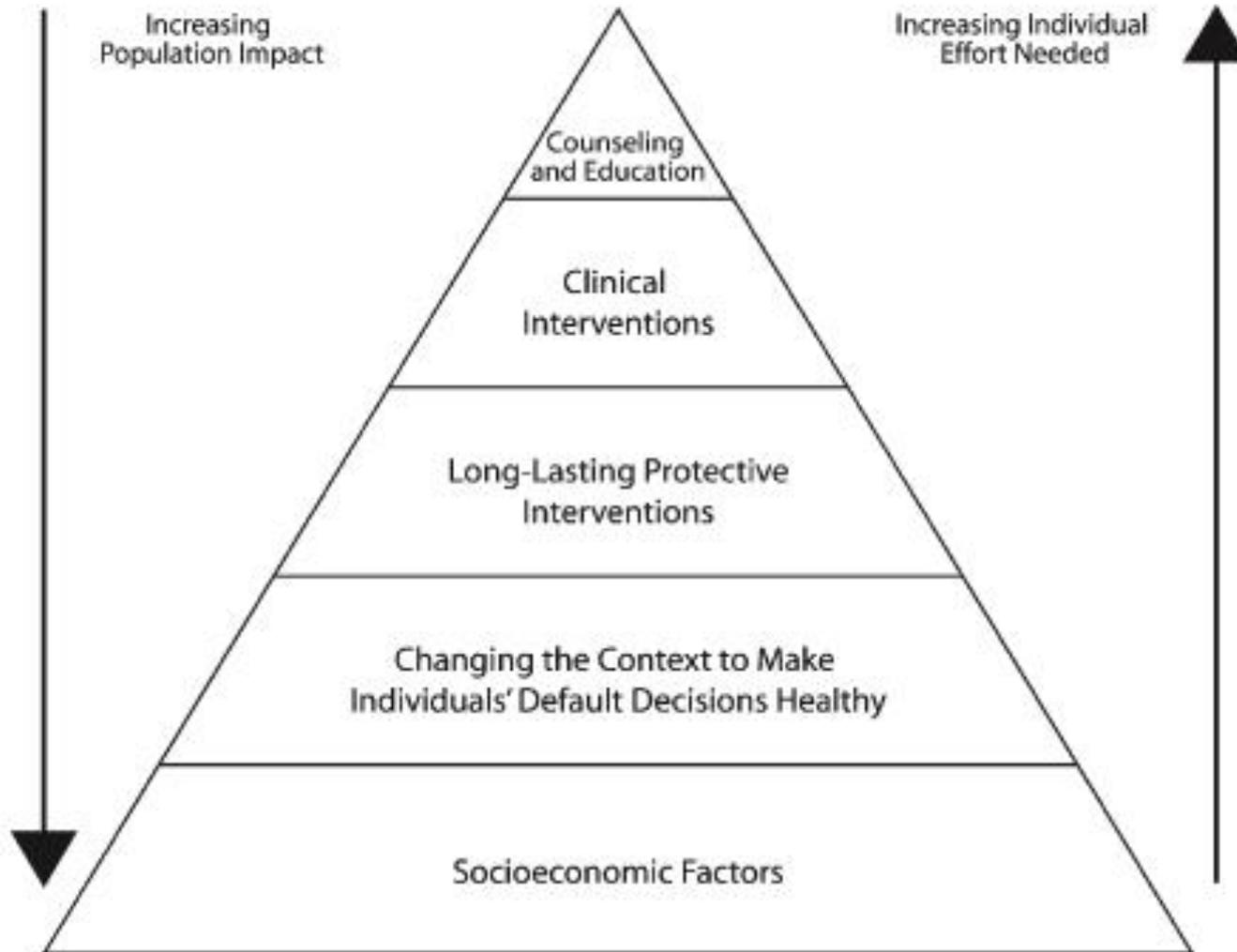
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In hundreds of neighborhoods across the country, nutritious, affordable, and high quality food is out of reach —

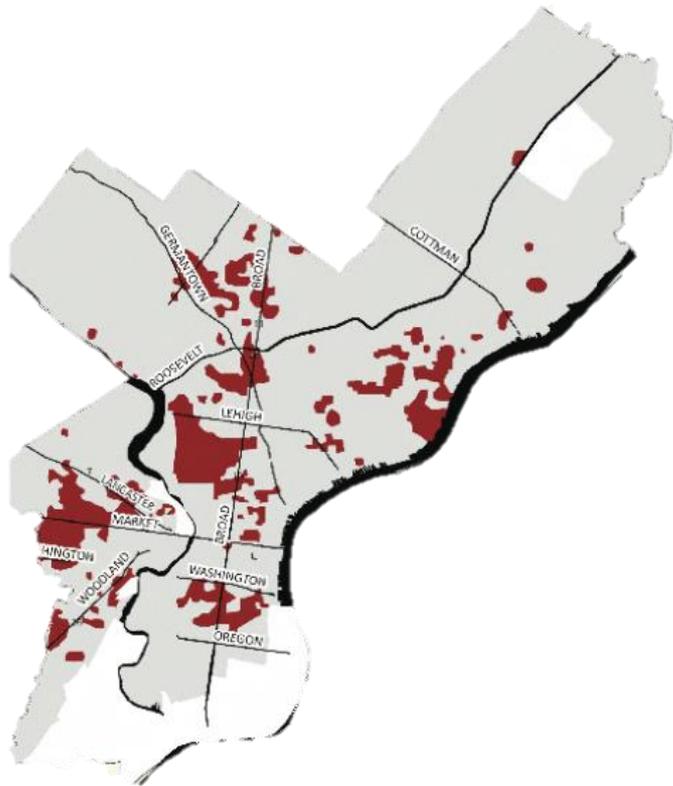
particularly low-income neighborhoods, communities of color, and rural areas.



Health Impacts Pyramid



Making the Case for Healthy Food Access in Philadelphia



- 2001 *Food for Every Child* mapping report
- 2003 convening of the *Philadelphia Food Marketing Task Force*
- Release of policy recommendation report, *Stimulating Supermarket Development* → **PA Fresh Food Financing Initiative**

Creation of Pennsylvania Fresh Food Financing Initiative

- *A vision: health policy meets economic development policy*
- Public-private partnership:
 - Commonwealth of Pennsylvania
 - The Food Trust
 - The Reinvestment Fund
 - Urban Affairs Coalition
- Launched in 2004
- \$30 million seed investment from the Commonwealth



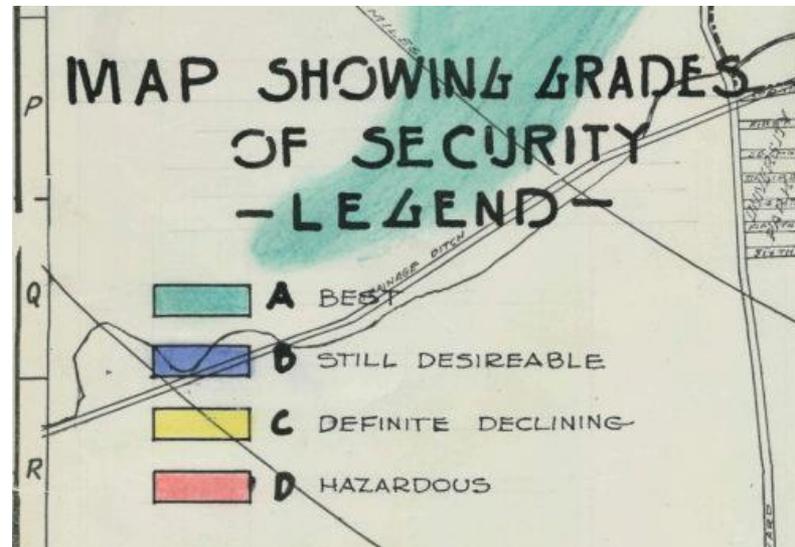
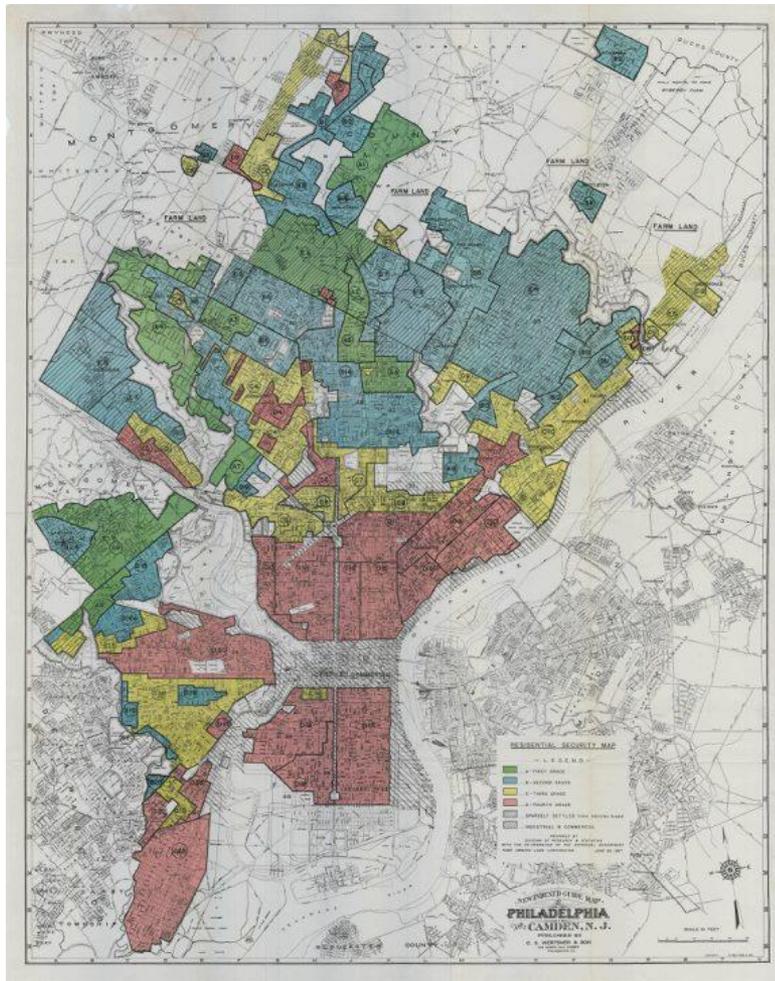
PA FFFI Outcomes

- \$30m state seed investment → \$190m total project costs
- 88 projects statewide
- 5,000+ jobs created/retained
- 400,000 people with improved food access
- Store development, expansion, and renovation



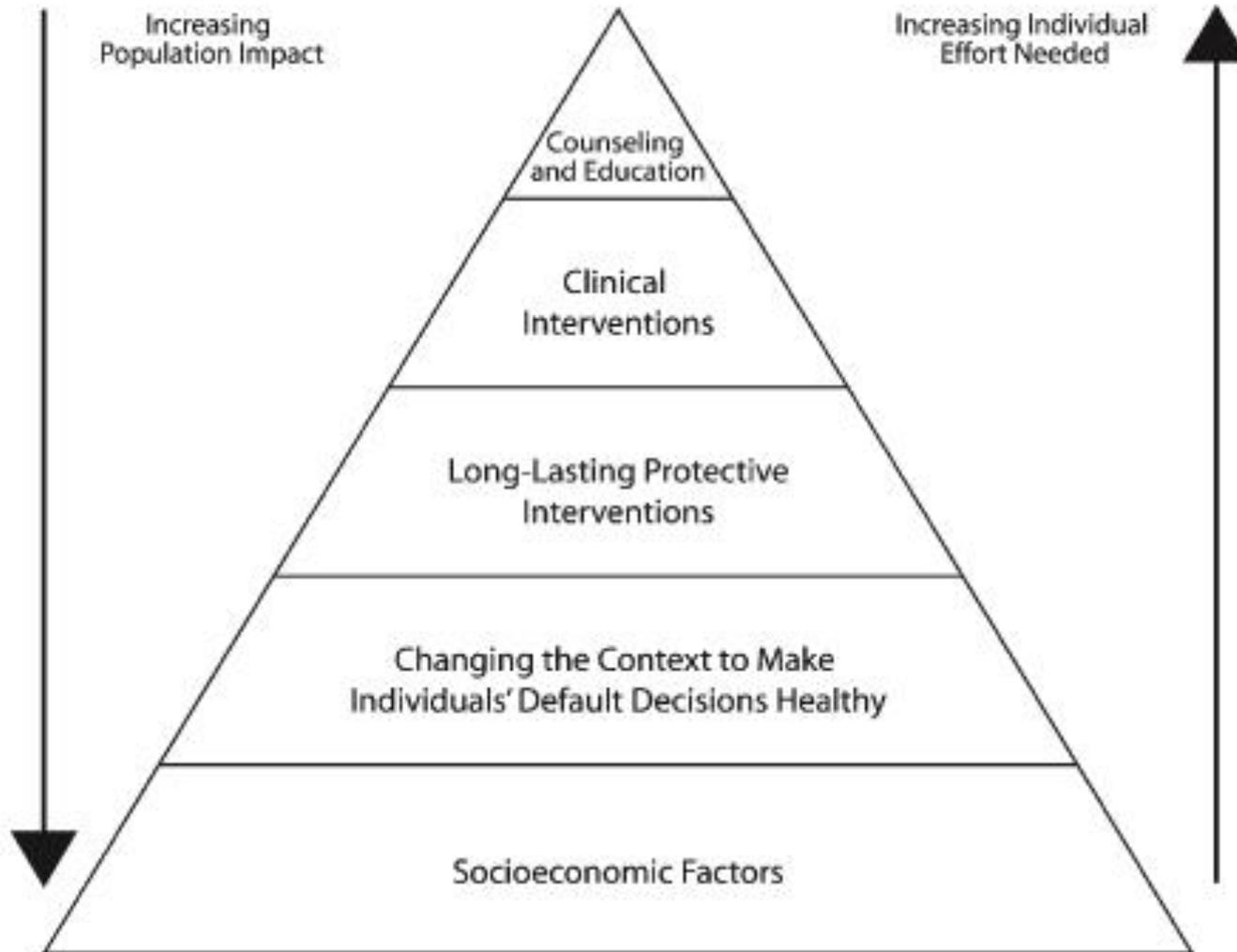
Reversing Historical Inequities

e.g. Lending Practices and Redlining



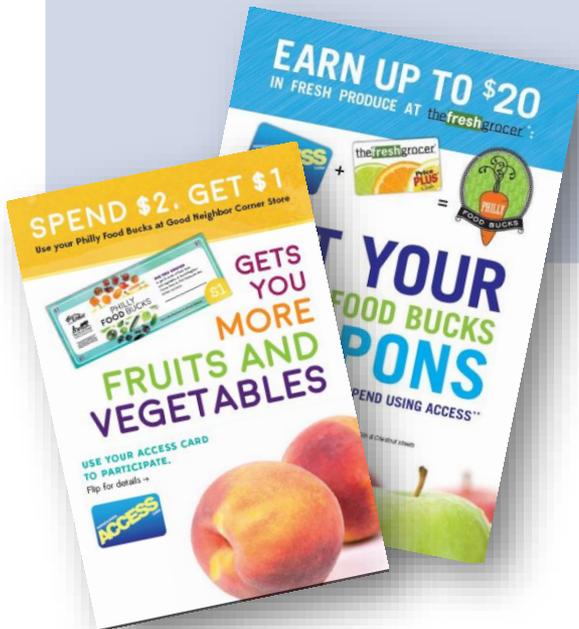
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Health Impacts Pyramid



Healthy Food Incentives

Pre-FINI (2010-2014)	FINI 1 (2015-2018)	FINI 2 (2017-2020)
<ul style="list-style-type: none"> • Food Bucks at Philadelphia-area farmers markets (PDPH) • Spend \$5 worth of SNAP, earn \$2 for fresh produce 	<ul style="list-style-type: none"> • Expansion to farmers markets beyond Philly (statewide network) • Supermarket and corner store programming in Philly • Database for tracking Food Bucks 	<ul style="list-style-type: none"> • Supermarket and corner store programming statewide and in NJ • Introduce Food Bucks Rx



Healthy Food Incentives – Program Models

Supermarkets

Earn and redeem on fresh produce only

Spend \$5, earn \$2 or 50% discount on fresh produce

Mix of discounts, paper and electronic coupons and tracking

Corner Stores

Earn on SNAP eligible items, redeem on fresh produce only

Spend \$5, earn \$2 or spend \$2, earn \$1

Paper Coupons

Farmers Markets

Earn on SNAP eligible items, redeem on fresh produce only

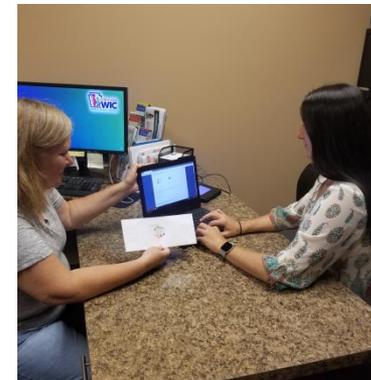
Spend \$5, earn \$2

Paper Coupons



Food Bucks Rx: Healthcare Partnerships

- Healthcare partners provide eligible patients with prescriptions for fresh produce
- Range from \$20-\$90 per visit
- Setting include pediatric clinics and diabetes prevention programs
- Redemption sites include farmers markets, as well as supermarkets and corner stores
- Over \$15,000 worth of FBRx redeemed so far



Healthcare Partnerships

Pennsylvania

- Jefferson (Philadelphia)
- Lankenau (Philadelphia)
- Temple Hospital (Philadelphia)
- Einstein (Philadelphia)
- University of the Sciences: School of Pharmacy (Philadelphia)
- UPMC Children's Hospital (Pittsburgh)
- Healthy Food Center, Allegheny Health Network (Pittsburgh)

New Jersey

- Camden County Department of Health and Human Services (Camden)
- Cooper Pediatric Hospital (Camden)
- Virtua Health Center (Camden)
- Capital Health (Trenton)
- St. Francis Medical Center (Trenton)

Delaware

- Christiana Care Health System (Wilmington)





THANK YOU!

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