

FOR IMMEDIATE RELEASE

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**SAM KASS TO KICK OFF NEW MARTHA'S TABLE -ARCADIA MOBILE MARKET LAUNCH JULY 10
TO COMBAT HUNGER AND PROMOTE HEALTHY FOOD CHOICES**

New partnership brings the farm to the District's food deserts during summer months

Martha's Table and Arcadia Center for Sustainable Food and Agriculture are collaborating on a weekly mobile farmers market that will extend nutrition benefits to underserved families with children at eight elementary schools in the District and Prince Georges County during July and August when school is out.

The mobile market launches on Thursday, July 10 from 3 to 5 p.m. at Hendley Elementary School, located at 425 Chesapeake St. SE, Washington, D.C. Sam Kass, Executive Director of the White House's Let's Move initiative, will begin the formal program with remarks at 4:15 p.m. Patty Stonesifer, President and CEO of Martha's Table, and Michael Babin, Chairman of Arcadia Center for Sustainable Food and Agriculture and Owner of Neighborhood Restaurant Group, also will speak and be on hand for the event.

The initiative will fill a gap in the food safety net that has existed in past summers. Family food budgets can increase by as much as \$300 per month when children are not in school and eligible for free and reduced-cost breakfast and lunch. During the school year, Martha's Table coordinates monthly Martha's Markets to nearly 3,000 families at the same eight schools where at least 75% of students qualify for free or reduced lunches. At these pop-up healthy grocery markets, families choose from a variety of produce and shelf-stable foods and enjoy cooking demonstrations, information and tastings. Martha's Markets have proven to be vital for many families.

"In addition to offering convenience and a familiar setting to our Martha's Market families, our Martha's Table/Arcadia mobile markets will bring a bountiful array of locally sourced farm-fresh products," says Martha's Table's Stonesifer. "This is much needed given the food deserts that surround our schools. It gives our families a better chance to eat fresh, healthy and delicious foods throughout the summer."

A bright green box truck emblazoned with the Martha's Table and Arcadia logos serves as the roving farm-stand, which will feature free and for-sale produce and groceries. It will have a weekly morning or afternoon stop at each school location. These include the John Burroughs and Brown education campuses and Amidon-Bowen, Smothers, Powell, Garrison and Hendley elementary schools in D.C., and Thomas Stone in Maryland. See full schedule at www.marthastable.org/marthasmarkets.

"The mobile market gives families the opportunity to choose among top quality, locally grown foods in a farmer's market atmosphere – to taste samples and ask questions about how to prepare it. That increases the likelihood that they will eat and enjoy what they pick," said Pamela Hess, executive director of Arcadia.

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Martha's Table partnered with Arcadia to expand Arcadia's mobile market service and include the schools this summer. In turn, families with a child enrolled at one of the partner schools are eligible to receive a membership card that gives them access to special offers at the Martha's Market/Arcadia mobile market.

The Martha's Market/Arcadia membership card confers a number of valuable benefits. While many cards have already been distributed to school families, new cards can be obtained at any Martha's Table/Arcadia Mobile Market. The card is printed with a list of available assistance, market stops and a schedule.

Benefits include:

- Complimentary groceries once a month. Cards can be presented on any one market day of the member's choice during the month to receive a selection of Martha's Table non-perishable staple items along with \$10 worth of produce and a dozen farm-fresh eggs.
- An additional 5% membership discount. At check out, members receive a 5% discount on their total purchases, including yogurt, cheeses, meats, and granola. This discount is available at any time from any Martha's Table/Arcadia Mobile Market.

Another boost to low-income families at the mobile market is that they can double the value of their produce purchase when they use the Supplemental Nutrition Assistance Program (SNAP) or (Women, Infants and Children (WIC) cards. Also, individuals with WIC, Medicaid and SNAP cards can receive an additional \$10 worth of produce, free of charge, weekly at any participating farmers market in the city.

The membership card, coupled with the benefits of using a WIC, Medicaid or SNAP card, offers considerable savings and flexibility for underserved families' weekly and monthly grocery shopping and purchases. It also offers them the freedom to exercise their discretion and taste in choosing their family's foods.

The Martha's Table/Arcadia Mobile Market is open to the entire community to shop and will accept SNAP or WIC cards to purchase fresh-from-the-farm products at affordable prices.

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About Martha's Table

Martha's Table, an important community partner for low-income families for the last 35 years, works to build a better future through healthy food, quality education, and affordable clothing. Martha's Table's food programs include 11 Martha's Market grocery distribution sites across the District of Columbia and the 365-days-a-year mobile food delivery program, McKenna's Wagon, which serves three locations nightly. It also operates two Martha's Outfitters clothing shops in the District and Anacostia and offers premier early-childhood and after-school education programs to children 3 months to 13 years, whose parents would not otherwise have access to quality education for their children. Martha's Table works with more than 250 partner organizations, over 10,000 volunteers and more than 25,000 donors annually. For more information, please visit www.marthastable.org

About Arcadia

Arcadia Center for Sustainable Food & Agriculture is a nonprofit organization dedicated to creating a more equitable and sustainable local food system in the Washington, D.C. area. Through three program areas – Sustainable Agriculture, Farm and Nutrition Education, and Food Access – Arcadia addresses specific needs in the community while collectively engaging consumers, farmers, schools, and institutions. Arcadia Mobile Market program, launched in 2012, consists of two mobile farm stands that distribute local, sustainably produced food at 18 Market stops in underserved communities in the Washington, D.C. area. Arcadia accepts all forms of payment and doubles the purchasing power of federal nutrition benefits (SNAP, WIC, and Senior FMNP). In the first two years of operation, the program sold more than \$110,000 of food, with 40 percent purchased using nutrition benefits and our matching dollars programs. For more information please visit www.arcadiafood.org .