

Elbow Room at the Farmstand



Fair Food Executive Director Ann Karlen cuts a cornhusk ribbon and welcomes customers to the new Farmstand

The Fair Food Farmstand triples in size

THE NEW AND IMPROVED Fair Food Farmstand celebrated its grand opening on October 2, after months of diligent planning and construction. The Farmstand's new home, on the 12th Street side of the Reading Terminal Market, provides more space and visibility for the ever-growing hub of locally-sourced foods.

No longer tucked away in a cramped corner, the new location offers three times the amount of space for produce and twice as much freezer space. It can accommodate more customer traffic and is illuminated by natural light through the 12th Street windows.

Customers and staff are thrilled with the expansion. "Our core customers have been blown away," says Fair Food's Emily Gunther. "They remember when we were just on a folding table once a week."

Fair Food brought in Re:Vision Architecture, a local green planning and consulting architectural firm, to ensure that the new design would be functional and in line with their sustainable mission. Jeremy Avellino, who managed the project, wanted to help Fair Food plan for future growth. "It was important for the design to be adaptable over time," Avellino says. All of the produce "arks" are on wheels and can be easily shifted around. Even the refrigerators are moveable.

Salvaged chalkboards, reclaimed wood (including telephone poles) and all-natural milk paint were just some of the environmentally-friendly resources used to construct Fair Food's new home.

The Fair Food Farmstand is now open seven days a week, Monday through Saturday 8 a.m. – 6 p.m. and Sunday 9 a.m. – 5 p.m.



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Higher Education Meets Higher Nutrition

The University of Pennsylvania sources more local food for their cafeterias

The local food movement is reaching beyond Philadelphia's progressive cafés into one of our oldest institutions.

The University of Pennsylvania strives to source 25 percent of their food locally year-round, and close to 50 percent during peak growing season. "We consistently look for opportunities to add local options to our menu," says Marie Witt, Vice President of Penn's Division of Business Services. "Next year our [year-round] goal is 35 percent."

Penn recently brought in Bon Appétit Management Company to replace Aramark in their cafeteria operations and to help further their commitment to sustainability and social responsibility. "Our intent is to continue to build more relationships in the community in

line with our philosophy, now that we have joined with Bon Appétit," says Witt.

The University was a charter member of the Fair Food Farm-to-Institution program, and has been a longtime supporter of the Common Market, a distributor of food produced in Philadelphia, and Slow Food, an international educational organization dedicated to sustainable food. They believe buying local, seasonal and sustainable ingredients preserves flavor and regional diversity, and also ensures peak nutritional value in each meal.

According to Witt, it's also about supporting the local economy. "Penn has a strong commitment to economic inclusion. Purchasing our foods locally allows us to develop and nurture mutually beneficial relationships with local, family farmers."