

FY2016-17 Special Appropriations Grant Awardee, JANUS YOUTH PROGRAMS, INC.

Grant Project: VILLAGE MARKET

Village Market is designed to meet a basic community-defined need: the lack of access to a local corner grocery store where fresh, healthy, culturally appropriate food can be purchased at a reasonable price. Village Market provides access to healthy affordable food for residents of New Columbia (Oregon's largest affordable housing neighborhood) and the Portsmouth Neighborhood. The project brings the opportunity for community building, civic engagement, employment, health and hope to the nearly 3,000 people living in New Columbia. The project also serves as a model for the region and helps to build the growing case for healthy retail access in our most vulnerable neighborhoods. In a neighborhood where other grocery stores are nearly two miles away, and 33% of households live without vehicles, the New Columbia and Tamaracks community now have a store offering fresh healthy produce, culturally appropriate meats, whole grains, low and non-fat dairy products and other household items found at a full-scale grocery store. The three items not sold at the Market are: tobacco products, alcohol and lottery tickets.

The Good Food Program provides a 30% discount of fresh, frozen or dried fruits and vegetables, whole grains, bulk items, beans, healthy fats, eggs, dairy and other healthy pantry items to people who are receiving SNAP benefits. 439 neighbors are members of the Good Food Program at Village Market. Since July 1, 2016, Good Food Program members have received a total of \$8,660 in discounted healthy food items. An average of 34% of all spending at Village Market is with SNAP dollars. The Market welcomes about 400 customers per day, many of whom are from the immediate affordable housing neighborhood. In the past 6 months, youth in the neighborhood have eaten over 8,031 free apples, oranges and bananas provided through the Free Fruit for Kids program at the market.

Below are candid snapshots of this year's grant project.





VILLAGE MARKET

HEALTHY HABITS HELP US EAT GOOD AND FEEL GOOD

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COLOR IS GOOD
FOODS RICH IN COLOR ARE RICH IN NUTRIENTS. EATING A VARIETY OF FRUITS AND VEGETABLES IS A GOOD IDEA.
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WATER IS GOOD
DRINKING LOTS OF WATER HELPS OUR ENTIRE BODY FEEL GOOD. ADD SOME LEMON OR FRESH FRUIT TO MAKE IT FUN.
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FATS ARE GOOD
FATS FROM PLANTS ARE ACTUALLY GOOD FOR US. NUTS, SEEDS, & OILS ARE HEART HEALTHY.
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GOOD FOOD AT HOME
COOKING AT HOME SAVES MONEY, LOWERS OUR PRESERVATIVE INTAKE & HELPS BUILD RELATIONSHIPS.

HOW TO USE THE GOOD FOOD CARD

- Fill out Survey
- STEP 01**



Fill out the survey to receive your Good Food Discount Card.
 - STEP 02**



Get Discount Card

The Good Food Discount Card gives you 30% off all fresh, unprepared & Good Food grocery items purchased for your purchase.
 - STEP 03**



Buy Fruits, Veggies & other Good Foods

 - All fresh & frozen fruits & vegetables
 - All fresh bread
 - Selected meats & eggs
 - Selected oils, canned foods & more
 - STEP 04**



Use Discount Card

Bring your discount card to Village Market every time you visit.
 - STEP 05**



Feel Good

Save time & money every time you choose fresh healthy fruits, veggies & other Good Foods.

