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COUNCIL OF THE CITY OF PHILADELPHIA

3

PUBLIC HEARING

4

BEFORE THE COUNCIL COMMITTEE ON

5

HEALTH & HUMAN SERVICES

6

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Room 696, City Hall

7

Philadelphia, Pennsylvania

Tuesday, 4/16/02

8

1:25 p.m.

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12 RES. 020133 - Re access to proper nutrition for
13 low-income children and families in Philadelphia as
14 well as investigation of potential solutions to this
15 health threat.

15

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COUNCILMEMBERS PRESENT:

18

Marian B. Tasco, Chair

19

Frank DiCicco, Vice Chair

Blondell Reynolds Brown

20

Donna Reed Miller

Angel L. Ortiz

21

Frank Rizzo

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1	HEALTH & HUMAN SERVICES COMMITTEE INDEX	
2	WITNESS	PAGE
3	Duane Perry, Executive Director, Food Trust.....	9
4	Dr. Eugene Mochan, Associate Dean.....	40
5	Philadelphia College of Osteopathic Medicine	
6	James Plumb, M.D.	43
7	Lorraine Matthews, Phila. Health Department.....	47
8	P. Temple-West, Nutritional Development Services	52
9	M. Gowin, Wakefern Food Corporation.....	63
10	Orien Reed, ShopRite Partners in Caring.....	67
11	Richard Savor, Pathmark.....	71
12	Frank Johnston, Emeritus Professor, U of P.....	87
13	Danny Gerber, University Nutrition Initiative...	92
14	Linda Kilby, North Inc.	97
15	Lorraine Thomas, U of P Nursing School.....	103
16	Jo Ann Connelly, Greater Phila. Food Bank.....	107
17	Bill Clark, PhilAbundance.....	120
18	Beth Showell, Community Representative.....	130
19	Lilly Cobbs, People's Baptist Church.....	139
20		
21		
22		
23		
24		
25		

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 COUNCILWOMAN TASC0: Good afternoon.

3 This is a public hearing of the Health and Human
4 Services Committee. The sponsor of this
5 resolution, Councilwoman Blondell Reynolds Brown,
6 is to my left, Councilman DiCicco is right there,
7 and I believe Councilman Rizzo is on his way, but
8 this being a resolution, we can begin and then
9 establish the quorum as soon as they arrive.

10 This resolution today, on 020133, that
11 we're considering is just another step in trying to
12 improve the quality of life for our most vulnerable
13 citizens through addressing the issue of nutrition.

14 We also, before this committee, will
15 discuss soon a resolution that I have sponsored
16 that is closely tied to nutrition, and that is on
17 infant mortality, and our research has shown that
18 the concerns around nutrition and an adequate diet
19 are paramount for protection against infant
20 mortality for the health of the prospective mother.
21 So we will ask you to come back soon to participate
22 in that hearing as we discuss the issues of infant
23 mortality in the City of Philadelphia

24 Councilwoman Blondell Reynolds Brown is
25 the prime sponsor of this resolution, and she will

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 serve as the questioning chair. I chair this
3 committee, but as the sponsor of the bill, she will
4 be the main person who will conduct -- I will
5 recognize you, but she will conduct most of the
6 questioning to the members of the committee, and
7 those of us who are here will chime in and ask
8 those questions as we feel appropriate.

9 So now I will ask Councilwoman Blondell
10 Reynolds Brown for opening remarks, and now I
11 recognize Councilman Rizzo who has just joined us,
12 which gives us a quorum.

13 COUNCILWOMAN REYNOLDS BROWN: Thank you,
14 Madam Chair.

15 Let me thank my colleagues for joining
16 us on what all of us believe to be an important
17 issue and for you, all of you, for urging this
18 committee to closely look and examine this problem
19 with ultimately crafting or recommending a range of
20 solutions of what we can do differently and better
21 as it relates to the poor nutrition of our children
22 here in the City of Philadelphia.

23 So let me thank everyone for taking your
24 time out of life's busy schedules to attend today's
25 hearing on the issue of access to proper nutrition

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 for low-income children and families in our city.

3 We know that access to proper nutrition
4 is important. Today we're here to discuss this
5 issue of food security for low-income children and
6 families. Food security exists when people have
7 physical and economic access to sufficient, safe
8 and nutritious foods to meet their dietary needs
9 and food preferences for an active and healthy life at
10 all times.

11 As we all know, healthy foods can
12 promote health and reduce the risk of chronic
13 diseases such as heart disease, certain types of
14 cancer, diabetes, stroke, as these diseases are the
15 leading cause of death and disabilities among
16 Americans. And what becomes equally exciting for
17 me is to know that the work that we're doing really
18 will be some groundwork for our purposes but also
19 for the pending hearings that Councilwoman Tasco
20 will be having on infant mortality.

21 Also, nutritious diets can also reduce
22 major risk for chronic disease, such as obesity,
23 high blood pressure, and high blood cholesterol.

24 In Philadelphia, it is a fact that there
25 is a public epidemic of poor access to nutritional

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 foods. I am joining you today in an attempt to
3 foster greater awareness around this issue, and I
4 thank those who came to my office to raise my
5 awareness, and together, we've worked to put this
6 up on the radar screen. Know that we are committed
7 to developing this critical analysis of this
8 problem, potential solutions, with the bottom line,
9 an ultimate promotion of change. I'm confident
10 that if we work together, we can make a difference
11 on this pending issue.

12 So with that, we will move to our
13 panels, if that's okay with you, Madam Chair.
14 Okay, Madam Chair will handle that.

15 COUNCILWOMAN TASC0: Normally, we read
16 the resolution into the record, but --

17 COUNCILWOMAN REYNOLDS BROWN: We
18 haven't.

19 THE CLERK: I have it.

20 COUNCILWOMAN TASC0: Okay, Miss Frazier
21 will read the resolution for the record.

22 THE CLERK: Resolution No. 020133,
23 authorizing the City Council Committee on Public
24 Health and Human Services to hold hearings on the
25 issue of access to proper nutrition for low-income

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 children and families in the City of Philadelphia.

3 Whereas, in the City of Philadelphia,
4 findings indicate that communities with the least
5 access to affordable, healthy foods also suffer the
6 highest rates of death related to poor nutrition;
7 and

8 Whereas, major metropolitan areas in the
9 United States, Philadelphia is second only to
10 Boston in the number of supermarkets per capita;
11 and

12 Whereas, the resulting shortage of
13 supermarkets means that many residents are
14 regularly forced to shop at more expensive corner
15 and convenience stores with less selection and
16 poorer quality food, or to travel out of their
17 communities and the City to purchase food; and

18 Whereas, the lack of affordable,
19 nutritious food choices strains the families'
20 abilities to provide for their children,
21 exacerbates health problems, and increases
22 mortality rates resulting from diet-related
23 diseases; and

24 Whereas, inadequate access to food
25 imposes a significant toll on low-income

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 neighborhoods of Philadelphia, affecting their
3 revitalization, the education of children and the
4 development of healthy youth and families; and

5 Whereas, poor nutrition among children
6 can lead to a host of physical, behavioral, and
7 developmental risks that can affect their long-term
8 health, cognitive ability, academic performance and
9 in turn, their future; and

10 Whereas, there is a public health
11 epidemic of malnutrition and diet-related diseases;
12 and

13 Whereas, proper nutrition has proven to
14 be an effective strategy in building healthy
15 families in assuring greater success in education
16 and employment. And there is a critical need to
17 increase access to nutritional foods to low-income
18 children and families of Philadelphia. There is
19 also a need to inform the public.

20 Now, therefore, be it resolved by the
21 City Council of Philadelphia that the City Council
22 Committee on Public Health and Human Services
23 conduct hearings on the issue of access to proper
24 nutrition for low-income children and families in
25 its City of Philadelphia.

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 Councilwoman?

3 COUNCILWOMAN TASC0: Thank you very
4 much.

5 The Chair recognizes the first person to
6 testify, and that's Mr. Duane Perry, Executive
7 Director of the Food Trust.

8 (Witness comes forward.)

9 COUNCILWOMAN TASC0: I believe our
10 Councilwoman has set the witness list into panels,
11 and Mr. Perry's going to give us an introduction.

12 MR. PERRY: Good afternoon, Madam Chair
13 and members of the committee. I am Duane Perry,
14 Executive Director of the Food Trust and thank you
15 for inviting me to testify about the lack of access
16 to affordable, nutritious food in Philadelphia, in
17 Philadelphia's neighborhoods.

18 The Food Trust works in inner-city
19 communities, establishing farmer markets, student-
20 run school markets, and a comprehensive school
21 nutrition policy. This year, we are operating 11
22 weekly farmers markets; sponsoring 16 student-run
23 school markets involving over 2,000 students and 74
24 teachers; piloting a comprehensive school nutrition
25 policy in 4 schools, reaching 3200 students and 120

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 teachers; and working with the Philadelphia
3 Corporation for Aging and the WIC Office North
4 Incorporated to provide over 34,000 Philadelphians
5 with farmers market nutrition program vouchers.

6 We are very concerned about the lack of
7 affordable, nutritious food in Philadelphia's
8 neighborhoods and the high incidence of
9 diet-related disease that plagues these
10 communities, especially lower-income communities.
11 Research has repeatedly shown that people with
12 access only to poor food eat poorly.

13 We commissioned a special record called
14 "Food for Every Child," which is attached to my
15 testimony, to identify the gaps in food
16 availability and the relationship between that and
17 the incidence of diet-related disease in
18 lower-income neighborhoods. And let me first
19 provide you with some background information on
20 Philadelphia's health and then tell you what this
21 study found.

22 As Councilwoman Brown said, there is a
23 public health epidemic of diet-related diseases in
24 Philadelphia: 7 percent of adults are diabetic,
25 23 percent of adults are obese, and 59 percent of

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 adults are overweight. And these proportions are
3 increasing.

4 In the U.S., cases of diabetes rose
5 49 percent and obesity by 61 percent between 1991
6 and the year 2000; 22 percent of Americans are
7 obese, and less than half of the U.S. adults are a
8 healthy weight.

9 Heart disease accounts for 29 percent of
10 all deaths in Philadelphia, cerebral vascular
11 disease accounts for another 6 percent, and
12 diet-related cancers account for another 24 percent
13 of all deaths.

14 The lack of activity, combined with poor
15 nutrition, is the second leading cause of
16 preventable death of Americans of all ages after
17 tobacco use. Poor diet and inactivity cause more
18 deaths every year than alcohol, harmful bacteria,
19 sexual behavior, illicit use of drugs, and firearms
20 combined.

21 Our children's future depends on good
22 nutrition. Poor nutrition among children can lead
23 to physical, behavioral, and developmental risks
24 that affect their long-term health, cognitive
25 ability, and academic performance. Children living

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 in lower-income communities have a higher incidence
3 of obesity, lead poisoning, and other diet-related
4 problems.

5 The African-American infant mortality
6 rate is 16.8 percent in Philadelphia. African-
7 Americans suffer significantly higher rates of
8 illnesses such as diabetes and hypertension, almost
9 twice the rate of Caucasians in some cases.

10 The costs of these diet-related problems
11 are staggering. The economic costs of unhealthy
12 diets and physical inactivity add up to almost
13 \$100 billion each year.

14 To help stop this epidemic, everyone
15 needs access to affordable and nutritious foods,
16 and unfortunately, that's just not the case in
17 Philadelphia. A nationwide study, as was mentioned
18 before, of 21 metropolitan areas found that
19 Philadelphia has the second lowest number of
20 supermarkets per capita for a major metropolitan
21 area.

22 For the study "Food for Every Child," we
23 put together a map which identifies the location of
24 180 supermarkets in Philadelphia and plots their
25 sales volume over a mile-radius. As you can see on

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 the map, there are large areas of Philadelphia with
3 few supermarkets and many neighborhoods where none
4 exist, including large portions of North
5 Philadelphia, Olney and Oak Lane, the near
6 Northeast, South Philadelphia west of Broad, and
7 West Philadelphia.

8 Because supermarkets are not evenly
9 distributed in Philadelphia, many Philadelphians
10 are forced to travel considerable distances to buy
11 food at a supermarket in one of a few shopping
12 centers.

13 An additional map that we put together
14 shows the location of supermarket sales relative to
15 where people live. The light areas on the map have
16 a below-average number of supermarkets relative to
17 their population; obviously, the darker areas on
18 the map are where the supermarkets are
19 concentrated.

20 Many of the people who suffer from this
21 uneven distribution of food in Philadelphia are
22 low-income. As you can see from Map 3 in the
23 testimony, the areas shown in red are the
24 low-income areas where there are few or no
25 supermarkets.

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 More critically, the study found that
3 there is a direct relationship between the
4 incidence of diet-related diseases and the lack of
5 supermarkets, and we mapped the ratio of
6 diet-related deaths per total population provided
7 by the City Health Department and overlaid that
8 information with a map of weekly sales volume at
9 supermarkets and income.

10 Map 4 in the testimony, titled "Areas
11 With Greatest Need," shows the lower-income
12 neighborhoods where there are few or no
13 supermarkets, a high number of deaths due to diet-
14 related diseases, including portion of North
15 Philadelphia, Olney and Oak Lane, Kensington, the
16 near Northeast, South Philadelphia, West
17 Philadelphia, and Southwest Philadelphia.

18 When there are no supermarkets nearby,
19 people are forced to shop at corner and convenience
20 stores to feed their families. Most of the food
21 from these stores is often high in fat and sugars
22 and contributes to diet-related disease.

23 The findings from the "Food for Every
24 Child" study shows that poor supermarket access in
25 Philadelphia is linked to the high incidence of

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 diet-related diseases in many low-income
3 neighborhoods. We need to address this problem if
4 we are going to decrease the significant incidence
5 of diet-related health problems that are impacting
6 Philadelphia's adults and children.

7 When Philadelphia was founded, the City
8 understood that it had a responsibility to provide
9 a safe and reliable food supply to its citizens,
10 and that's why the Department of Public Property
11 began as the Department of Public Markets.

12 Philadelphia needs to declare its
13 responsibility to its citizens to ensure that
14 affordable and nutritious food is available to
15 everyone, regardless of where they live. We need
16 to erase the gap between neighborhoods that have
17 plenty of good food and those that have none.

18 In the long term, the public sector, the
19 City, the State, and the federal government need to
20 invest in the development of food retailing in
21 lower-income communities to help combat the
22 epidemic of diet-related diseases that is
23 threatening our children and adults. This should
24 be a large part of a public agenda since it is a
25 key building block that will help transform our

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 neighborhoods.

3 The fact is that the type of food
4 offered for sale differs if a community is wealthy
5 or not or made up of whites or blacks, as other
6 studies have found. We need to end public policies
7 that have facilitated the development of this
8 disparity. We need to make strategic public
9 investments to support the development of a more
10 equitable system of food marketing and end the
11 redlining of low-income neighborhoods.

12 We are proposing two recommendations to
13 increase the availability of affordable and
14 nutritious food in areas of Philadelphia with the
15 greatest need:

16 First, the City should support the work
17 of the Food Marketing Task Force. The Food Trust
18 is convening a task force of health experts, food
19 retailers, nutritionists, food advocates, business
20 experts, and community leaders to identify ways to
21 improve the quality and amount of affordable,
22 nutritious food available in lower-income
23 communities. This task force will examine the
24 barriers and opportunities to increasing the
25 availability of food in Philadelphia's

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 neighborhoods. We are requesting funding of
3 \$75,000 per year.

4 Second, the Mayor's Office should direct
5 this task force to report back to City Council and
6 an interagency group, including the Health
7 Department, the Commerce Department, PIDC, and the
8 Planning Commission. In its report, the task force
9 will recommend both short- and long-term public
10 policies to improve the availability of affordable
11 and nutritious food to Philadelphia areas with the
12 greatest need.

13 Philadelphia is a city of contrasts. In
14 some neighborhoods, there is abundant food and a
15 higher percentage of healthy people, but many
16 neighborhoods in Philadelphia are not well-served
17 by supermarkets. This lack of stores that provide
18 fresh food is negatively impacting people's ability
19 to obtain a nutritionally adequate diet.
20 Diet-related deaths are associated with many
21 factors, one of them being the ability to procure a
22 nutritionally adequate diet.

23 With the support and help of this City
24 Council and the Mayor, we can work together to end
25 the epidemic of diet-related disease that is

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 afflicting the people of Philadelphia and ensure
3 that affordable, nutritious food is available to
4 everyone.

5 Thank you.

6 COUNCILWOMAN TASCO: Thank you very
7 much.

8 The Chair recognizes Councilman DiCicco.

9 COUNCILMAN DICICCO: Good afternoon.

10 MR. PERRY: Good afternoon.

11 COUNCILMAN DICICCO: In your testimony,
12 you spoke of about 11 farmers markets, I think,
13 that are operating now. They're the same farmers
14 markets that are in my district -- the one at
15 Second and Lombard and the one at Fifth and South.

16 MR. PERRY: Yes, yes.

17 COUNCILMAN DICICCO: Why do we only have
18 11? Do we have the resources to put more of those
19 farmers markets out there, or is it a question that
20 the communities aren't accepting those?

21 MR. PERRY: In most cases, it's both a
22 lack of adequate resources to manage them and it's
23 also a lack of adequate farmers. We are gradually
24 increasing the number of farmers markets in the
25 City, but that is a relatively slow process and we

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 add about two or three every year.

3 COUNCILMAN DICICCO: Who makes the
4 decision as to where those farmers markets would be
5 located?

6 MR. PERRY: It's typically made by the
7 community; they normally would approach us.

8 COUNCILMAN DICICCO: The reason I'm
9 asking is, when I hear in your testimony that some
10 of the less affluent neighborhoods have problems
11 with the types of supermarkets and the quality of
12 food, wouldn't it make more sense -- and I'm using
13 only the two in my district -- I think there's
14 three, I think there's one just above Northern
15 Liberties, the Fishtown section as well, all along
16 Frankford Avenue.

17 Wouldn't it make sense to take the two
18 that are in Society Hill, where we have some of the
19 probably higher-end supermarkets, if you will,
20 already operating there and utilize -- even though
21 it's only two, I know we need a lot more than two,
22 but relocate those farmers markets to neighborhoods
23 that do not have the adequate facilities or
24 supermarkets?

25 Again, I know it's not the total

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 solution, but I'm just wondering. You know, I
3 mean, we set up shop at Second and South on a
4 Saturday afternoon, which is a couple hundred yards
5 away from Chef's Market, you set up shop at Fifth
6 and South, which is a few blocks west of Chef's
7 Market and a few blocks now from Fresh Fields, and
8 there are many other stores around there --
9 SuperFresh, to name just a few.

10 I'm just curious as to why we put more
11 emphasis in -- meaning no disrespect -- in the
12 poorer neighborhoods where we're not adequately
13 providing the kinds of food, the healthy foods,
14 that we're talking about today.

15 MR. PERRY: Well, I agree that it would
16 make sense to locate more farmers markets in
17 lower-income communities, and we are working to do
18 that. In particular, the Second and South Street
19 market was set up specifically to help subsidize
20 the operation of markets in lower-income
21 communities.

22 So there are two things that happened at
23 that market: Farmers who attends that market are
24 urged, and eventually will be required, to also go
25 to a market in a lower-income community, and the

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 fees that are generated by the farmers at that
3 market help to offset the cost of operations for
4 the management of the markets in the lower-income
5 communities.

6 This program has been operated with the
7 support of foundation funding and the support of
8 funding from the federal government; to date, it is
9 operated without City funding. And as I mentioned,
10 funding is one of the issues which inhibits our
11 ability to add to the markets.

12 So while I think conceptually, it makes
13 a lot of sense to move the markets; if we in fact
14 move the Seconds and South market, we would lose
15 some of the ability to sustain the operations of
16 markets in lower-income communities.

17 COUNCILMAN DICICCO: Do you know what
18 kind of subsidies you're talking about there? I
19 mean, it only operates on a Saturday for, I don't
20 know, five, six hours or whatever it is.

21 MR. PERRY: When we operate a market, it
22 costs us slightly below \$10,000 a year per
23 market, and that pay for staff, which does two
24 things at markets: One is, the staff manages the
25 market to make sure that it operates in concert

13 COUNCILMAN DICICCO: Do any of the
14 larger supermarket chains support in any way
15 financially the farmers markets?

18 COUNCILMAN DICICCO: As we're sitting
19 here talking about Second and South, although you
20 initially testified that most of the farmers
21 markets come at the request of the community, there
22 was a major battle, as you know, that went on with
23 the first one at Fifth and South and then the
24 second one at Second and South.

25 I would probably be willing to say that

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 some of the markets that exist that were opposed to
3 the farmers market might actually be willing to
4 contribute some money if the farmers market at
5 Second and South were to relocate. This may get me
6 into trouble with my constituents -- it's one of
7 those no-win situations for me but, you know, it's
8 business, we're talking business.

9 And if Chef's Market is correct that the
10 these farmers markets are in some way taking
11 business out of their establishment and causing
12 them to do less business, it may behoove them, and
13 they may be willing, to volunteer to give some
14 money towards this program.

15 I could be wrong in business but, I
16 mean, I've been in business a couple times in my
17 life -- not successfully, I'm sorry to say. But,
18 you know, it might not be a bad idea to reach out
19 to them. And by doing that, I think what you do
20 is, you can do some sort of advertising on behalf
21 of the market, or markets, that are contributing to
22 the financial support of the farmers market, which
23 givers them a broader advertising for -- I'm using
24 Chef's Market as an example.

25 But the bottom line is the bottom line

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 in business -- and I'm not saying that there is,
3 but if there is some negative effect on Fresh
4 Fields or SuperFresh and some of the other markets
5 in and around the Society Hill, Queen Village,
6 Wash. West community, it might not be a bad
7 business move for them to do that, so I just offer
8 that as some talking points.

9 Two questions and I'll be quick.

10 You mentioned something about how we
11 need to do something about the public's policy that
12 creates the disparity, or the redlining, if you
13 will. Could you expound on that a little bit.
14 What is it that public policy -- when you say
15 "public policy," are you referring to government
16 policy that is allowing this or causing this to
17 happen, or is it just the policy of the larger food
18 chains and where they make a decision to go or not
19 to go?

20 MR. PERRY: Well, I think it's a complex
21 equation.

22 In part public policies, which are very
23 broad scale, have impacted the ability of business
24 to develop in inner city areas, and the list of
25 those policies is fairly extensive, and it's either

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 a federal government policy -- or I guess many of
3 them are federal government policies which date
4 back to the '50s, and then some of them have been
5 certainly state and city policies in terms of where
6 money is invested or where redevelopment occurs in
7 the City.

8 Those policies have -- I don't believe
9 they were intended to deter development from inner
10 city areas, but they've had the effects of, I
11 think, deterring development from those areas.

12 Supermarkets today -- and I would again
13 defer to people who are going to testify later, but
14 supermarkets today require specific footprints,
15 parking requirements, transportation access, which
16 are just very difficult to get in many inner-city
17 neighborhoods.

18 I think the City does have an
19 opportunity perhaps through the neighborhoods
20 transformation effort

21 COUNCILMAN DICICCO: I was just going to
22 say that, yeah.

23 COUNCILWOMAN MILLER: (Inaudible,
24 off-mic.)

25 COUNCILMAN DICICCO: Yeah, I'll yield

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 for my last question, then I'll want to come back
3 for my final question.

4 COUNCILWOMAN MILLER: I just wanted to
5 make a comment about the public policy and
6 supermarkets or policy that doesn't -- inner-city
7 neighborhoods don't have the five acres that
8 Pathmark, ShopRite, etc., needs; but on the other
9 hand, the markets want to follow the other markets
10 just in terms of locations, you know, the critical
11 mass.

12 If Pathmark or ShopRite -- ShopRite
13 wants to follow Pathmark, so that may be one of the
14 reasons why they're just located in certain areas
15 of the City. It's not that neighborhoods don't
16 want them or public policy is keeping them away;
17 it's really what the markets want.

18 You know, we've been approached by
19 numerous supermarkets -- I'm sure most District
20 Councilpeople have, but they always want to come
21 where someone else in the neighborhood is, close by
22 another market for the whole competition and all of
23 those kind of things.

24 So I just wanted to make that point.

25 COUNCILMAN DICICCO: Thank you.

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 And my final question or comment is:

3 You mentioned about maybe the City should hire
4 someone for \$75,000 a year as a public advocate to
5 go and do some studies as to how we can correct
6 some of these problems.

7 Has anyone discussed with the Mayor or
8 the Administration -- you know, the Mayor hired
9 someone a year or two ago -- I forgot the lady's
10 name -- who was supposed to have made us physically
11 fit.

12 COUNCILWOMAN REYNOLDS BROWN: Gwen
13 Foster.

14 COUNCILMAN DICICCO: Gwen Foster. I
15 assume she's still working for the Administration,
16 but that may be a resource to go and speak to
17 because her mission, at least as it was explained
18 by the Mayor, was to get Philadelphians fit, and
19 food obviously is -- it's not just the exercise;
20 it's the food that you eat that creates weight
21 problems and things like that.

22 So we already have someone we're paying
23 now, and that may be a good starting point to link
24 up with Miss Foster, I believe her name is.

25 Just a suggest that you start there.

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 I have no further questions, Madam
3 Chair. And thank you for yielding.

4 COUNCILWOMAN TASC0: The Chair
5 recognizes Councilwoman Brown.

6 COUNCILWOMAN REYNOLDS BROWN: Thank you,
7 Madam Chair.

8 And, Councilman DiCicco, I agree with
9 you completely. Prior to these hearings, we had a
10 conversation about Miss Gwen Foster and the
11 critical role she can play as we go down this road.

12 Mr. Perry, please tell us how old the
13 Food Marketing Task Force is.

14 MR. PERRY: The Food Marketing Task
15 Force is something that we are just starting to
16 create, so it's not something which is in
17 existence; and, in fact, the funding that we have
18 suggested would provide support for a staff to the
19 task force.

20 COUNCILWOMAN REYNOLDS BROWN: Very well,
21 okay, that's helpful to know because my next
22 question would have been: Given the need, what
23 kind of conversations have been had with
24 supermarkets in our community? And I would imagine
25 that that becomes a question that goes on the

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 agenda for supermarkets to look at and consider.

3 Finally, in terms of health benefits for
4 the community, have farmers markets been found more
5 successful than supermarkets or not? We know that
6 they have value; to not have them creates a void.

7 Given those realities, how successful
8 have you found them to be?

9 MR. PERRY: I think farmers markets
10 provide a piece of the puzzle here but, as you
11 know, farmers markets are seasonal in nature, so in
12 most cases, they operate from June until November,
13 and in most cases, they operate for four hours a
14 day or maybe slightly longer.

15 Obviously, you and I and everybody eats
16 on a 7-day-a-week, 24-hour-a-day and for 12 months
17 out of the year, so having access to food on a
18 constant basis provided through the normal food
19 retailing channels, I think, is very important. I
20 don't think farmers markets can at all substitute
21 for supermarkets or other types of food market
22 outlets.

23 COUNCILWOMAN REYNOLDS BROWN: My final
24 comment is that you're on the right track, knowing
25 that the opportunities is ripe with regards to the

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 task force and the Mayor's blight initiative
3 program, because this can be -- and in my personal
4 view should be -- a piece of the puzzle, to use
5 your word, if we're serious about transforming our
6 neighborhoods.

7 So the time is ripe, and that becomes an
8 opportunity for the members of the task force to
9 register that with the point person to the Mayor's
10 blight initiative program.

11 Thank you for your testimony.

12 MR. PERRY: Thank you.

13 COUNCILWOMAN TASC0: Councilman Rizzo.

14 COUNCILMAN RIZZO: The community
15 gardening program that are actually in the
16 neighborhoods where people are growing tomatoes and
17 corn and things like that, I guess I've learned,
18 don't ever assume in this business. Are some of
19 the community folks able to go to those community
20 gardens get a cucumber or get vegetables for
21 consumption; is that available to them?

22 'Cause that program is, again, something
23 that is supported by government, so I'm wondering
24 what we've done there to get at least that part of
25 it in place.

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 MR. PERRY: I think that Philadelphia
3 should be very proud of its community gardening
4 program. I'm not an expert in this area, but my
5 sense is that we have one of the largest in the
6 country. And so I think the success and support of
7 the City efforts there should be applauded.

8 As you well know, gardening is not for
9 everybody, and so it's not going to provide an
10 answer for everybody, but it does provide a needed
11 nutritional resource for the people who are doing
12 it.

13 There is some breakdown, I understand,
14 between the garden center devoted to fruit and
15 vegetable and the garden center devoted to flowers.
16 So not every garden is ideal, or not every gardener
17 is not into that, but it's certainly a resource,
18 yes.

19 COUNCILMAN RIZZO: You know, I walked in
20 a few minutes late, and maybe in your testimony you
21 addressed the issue. The bigger picture, the
22 bigger problem itself on many the these
23 supermarkets closing and something -- only a
24 fast-food establishment available for people to
25 basically shop, and it's very, very expensive. You

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 know, I get sticker shock when I walk in and buy
3 something at a fast-food store versus a
4 conventional supermarket, so I can imagine what
5 some of the people are spending there just to buy
6 the bare essentials.

7 Have you analyzed exactly -- and I'm
8 sure it's just strictly an economic and maybe a
9 safety issue. I don't know why some of the
10 supermarkets have just gone away. The one that I
11 worked in as a kid, and I don't know what the
12 status of it is now. At Broad Street and Stenton
13 was a big Penn Fruit Store there, which I know when
14 that supermarket closed, there was quite a lot of
15 discussion about that. And other supermarkets; the
16 other one was on Ogontz Avenue at 74th or
17 Washington Lane. It's gone, I believe, today.

18 Have we tried to figure out how we can
19 attract back -- and I'm sure that these big
20 supermarket chains have people out there, the same
21 as Wawa does. My God, the minute you turn around,
22 there's a new fast-food establishment.

23 Do the big supermarket chains have
24 people out there, or have they just written off the
25 inner city? Because I'm not sure exactly where we

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 are with why we're in the situation we're in and
3 why we can't dig ourself back out, because those
4 folks, I would assume, would rather go to a
5 supermarket and get three of something that are
6 shopping in the fast food rather than going in and
7 get one. So I can't imagine them not supporting.

8 But I've heard about a store on that was
9 on Stenton Avenue; I believe an African-American
10 owned that store. And the complaint was that it
11 wasn't being supported, that people were going to a
12 store that was out of the area for many reasons, I
13 don't know -- bigger selection, newer environment,
14 lower prices.

15 But, obviously, we've got to deal with
16 that issue of why we are where we are and how do we
17 get out of that situation.

18 MR. PERRY: I agree, and I think I would
19 defer to my colleagues who are in the supermarket
20 industry to tell you specifically what the reasons
21 are from their perspective.

22 I would just offer one observation,
23 which is that if I went out, which I have, gone out
24 to Genuardi's in Wynnewood and look around the
25 parking lot, and I can see half of the cars have

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 that Philadelphia identification on them in terms
3 of the old -- the now-old yellow sicker. So it's
4 not as though people in the City don't value a
5 supermarket or want to shop in a supermarket.

6 I think that there are complex web of
7 factors which are inhibiting or preventing
8 supermarkets from making appropriate investments in
9 many communities.

10 COUNCILMAN RIZZO: By the way, PennDOT
11 was supposed to make that now optional. They've
12 stalled, and we're all getting the yellow stickers.
13 So wherever we travel, we are targeted.

14 (Laughter.)

15 COUNCILMAN RIZZO: Thank you.

16 MR. PERRY: Thank you.

17 COUNCILWOMAN TASC0: I do know that
18 there was an effort to put a -- and I note that you
19 talk about Olney and Oak Lane a lot in your
20 testimony, and those are the areas that I
21 represent.

22 There was an effort to put a farmers
23 market, but I don't think that there was too much
24 thought given to the location -- not you, but the
25 effort was to put it at Broad and Olney, where

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 there's just a lot of congestion. And I think the
3 community would be receptive to it, but I believe
4 you have to find a location where you don't
5 increase the traffic. You have the buses, you have
6 major traffic on Olney Avenue, and I think they
7 wanted to do sort of like a sidewalk kind of thing.

8 And, I tell you, I did not support it
9 because I said, You need to go back to the drawing
10 board and figure out how to look out for the
11 greater good of the entire community, that you find
12 a place for the farmers market where it will not
13 add to the congestion that already exists at Broad
14 and Olney, 'cause you have that large bus depot and
15 the hospital and the parking, and all of it. It's
16 just too much there at the location where they
17 wanted it.

18 MR. PERRY: Mm-hmm.

19 COUNCILWOMAN TASC0: I just have a
20 couple of questions, and I know that the dynamics
21 of the supermarket are complicated because we have
22 been trying to identify a supermarket for Broad and
23 Godfrey, where the supermarket closed, okay?

24 MR. PERRY: Mm-hmm.

25 COUNCILWOMAN TASC0: We also have a

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 SuperFresh at Front and Godfrey that is closing.
3 We had a supermarket, not necessarily in my
4 district, but at Broad and Wingohocking that was
5 opened by Triumph Baptist Church that is closed.

6 So I guess we have to look at why
7 people, if there is a supermarket, they're not
8 utilizing the supermarket. What is it? Is it
9 quality of products, quality of service? I mean,
10 those dynamics have to be evaluated as to why
11 people don't go the a supermarket when a
12 supermarket is sitting across the street from you.

13 The other thing is, the reason people go
14 for the fast food is because that's what they see
15 on television. They are marketed to buy the
16 McDonald's, the Big Mac, the Whopper, the sub, all
17 of those things, and they're easy. Education is
18 extremely important in teaching people about the
19 value of nutrition.

20 I came out of the old school, I'm from
21 down South; they taught us the food groups:
22 Vegetables, whatever all those food groups -- you
23 had three food groups, and I said I have to have
24 three food groups to my grandmother, and I'm not
25 eating properly if I don't have starch, vegetable,

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 appreciate the idea of the farmers market; I
3 support them and I think it's great. But there are
4 so many other factors involved in this, and I'm
5 sure we will hear it as we go forth.

6 The other thing -- Councilwoman Miller
7 said that in your testimony, you know, that we have
8 180 supermarkets, and she wanted to know, how many
9 do we need?

10 MR. PERRY: Well, if we were to compare
11 ourselves to the City of Chicago and to come up
12 with the same number on a per capita basis, we
13 would need 70 more supermarkets.

14 Now, the problem with that number is,
15 while that number mathematically works out, it is a
16 big number, and most people say, Well, that's way
17 too many. But I think what it points out is that
18 there's a big gap. It's not just one or two, but
19 we need many more supermarkets if we're really
20 going to meet the need of the people in the City of
21 Philadelphia.

22 COUNCILWOMAN TASC0: There are other
23 places, for instance, in my district, at Rising Sun
24 and Adams; the supermarket closed. Now there is an
25 Asian market there, but I see a need in that area

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 for a farmers market would be good, so as you
3 identify where you may want to relocate or locate
4 your farmers market, you know, we'd like to have
5 that discussion. So I appreciate your testimony.

6 Are there other questions?

7 (No further questions.)

8 COUNCILWOMAN TASC0: Thank you very
9 much.

10 MR. PERRY: Thank you.

11 COUNCILWOMAN TASC0: The next panel, the
12 Physicians Health Report panel.

13 Those who are testifying, just come
14 forth and move the chairs over. This is a panel.
15 You'll each identify yourselves and make your
16 presentation, and at the end of the presentations
17 by the four of you, we will ask questions. That
18 way we can get the testimony in and we won't
19 interrupt you.

20 Anyone can go first, and you can just
21 identify yourself, please.

22 DR. MOCHAN: Good afternoon, Madam
23 Chairman and members of the committee. Thank you
24 for inviting me, and it's a pleasure to be here and
25 listen to these very important issues.

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 I'm Dr. Eugene Mochan. I'm the
3 associate dean for primary care at the Philadelphia
4 College of Osteopathic Medicine. I'm also a family
5 physician that's very interested in teaching
6 medical students, the future doctors, as well as
7 dealing with major problems in the country, and one
8 of the major problems that you have already defined
9 here by members is the issue of weight management.

10 All I can say is that I would confirm
11 all of the facts that were mentioned by the
12 previous speakers as being really authentic.
13 Actually, we might even add that the Surgeon
14 General has recently moved up obesity to the
15 number-one killer in this country, replacing
16 cigarette-smoking, which has moved down to number
17 two.

18 It was very interesting: At the
19 Philadelphia College of Osteopathic Medicine, we
20 have recently embarked on a weight management
21 program that we call the "Healthy Life Styles
22 Weight Management Program," and today, we've dealt
23 with people from the health-care centers that we
24 serve, and 150 different African-American women who
25 have the problem have attended our program.

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 And one of the things they tell me --
3 and we listen very closely to the issues -- is that
4 access is extremely important to them. And I would
5 just echo that.

6 And also, as we train physicians for the
7 future, we also have to point out that not everyone
8 has access to the kinds of things they should have,
9 particularly healthy foods, etc.

10 Another thing that I think is another
11 recent finding from the research point of view that
12 is very critical in terms of children is that we
13 recently have seen studies come out that say that
14 people who are at high risk of diabetes, their
15 sugar is kind of high but quite not there, when you
16 have them participate in a research study where
17 they eat properly and do exercise, that you could
18 stop the development in the diabetes of those
19 people.

20 So we think that is a real major issue
21 to be concerned about, and particularly when we
22 think about kids, as they've also been exposed to
23 higher weights that -- and the increase, by the
24 way, of diabetes, type 1 and type 2 diabetes, the
25 adult type in kids, has alarmingly increased.

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 So we have ways now to perhaps stop this
3 kind of thing, and one of them has to do with the
4 very important role that diet plays in this.

5 What I would say just in summary is that
6 I think that it's very important that access be
7 addressed, and I think we all have to learn how to
8 make that go better. People need that, people want
9 that. It's not the only thing issue involved, but
10 it certainly is a very important issue.

11 And it's -- I think, the Food Trust is
12 to be commended for their attempts to get the ball
13 rolling as many other groups. I do interact with
14 Gwen Foster's group, and I think they do a
15 marvelous job also in terms of bringing out
16 awareness.

17 So I think the access needs to be
18 addressed and also the education issue from the
19 kids, but I also would point out, and I noticed
20 that "families" was in the title, and I'm a family
21 physician, that healthy eating doesn't work just
22 for some people in the family; the whole family has
23 to eat healthy so that everyone feels a part of
24 that process. And I think that kind of support is
25 needed very much.

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 Thank you very much.

3 COUNCILWOMAN TASC0: Thank you very much
4 for your testimony.

5 Next?

6 DR. PLUMB: Good afternoon, folks. My
7 name is Jim Plumb, and I'm a family physician from
8 Thomas Jefferson University, where I also teach
9 residents and medical students, but also direct a
10 department that has multiple programs throughout
11 the City that are community-based in churches and
12 schools.

13 I represent lots of -- or am wearing
14 lots of hats today. I think one is with the
15 health-care systems that exist in the City, and we
16 certainly have a wide variety of high-quality
17 health-care systems and high-quality public and
18 private human-service organizations. But as this
19 committee knows, numerous indices and markers for
20 the health of Philadelphia reflect poorly on the
21 City, and I'm ashamed of that, I'm embarrassed by
22 that.

23 I call your attention to a report card
24 that was put out by the United States Department of
25 Health Research and Services Administration. It's

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 basically a report card comparing cities and
3 communities across the United States and then
4 ranking Philadelphia compared to 30 peer counties
5 across the United States, and to see that
6 Philadelphia has a lower life expectancy, poorer
7 self-reported health status -- we've touched on
8 higher infant mortality rates, but we also have
9 higher breast, colon, and lung cancer rates and a
10 greater report of unhealthy days. I think that's
11 an embarrassment for the City for our public and
12 private sector.

13 I think the folks today have testified
14 about the role that nutrition plays, and certainly
15 in my practice of family medicine for the last 25
16 years, it's clearly one of the major determinants
17 of health. Six of the ten leading causes of death
18 in the United States are related to diet.

19 It's interesting to me that we were
20 talking about kids, when we really should be
21 talking about adults. If adults choose unwisely or
22 have little choice, then their children follow.
23 And the major nutrition problem for children to me
24 relates to the food choices that children have.
25 Children and adolescents eat on average 3.6

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 servings of fruits and vegetables per day, but
3 fried potatoes account for a large part of these
4 fruits and vegetables. So only one in five
5 children eat five servings, but those who do eat
6 the servings, it's fried potatoes that make up the
7 majority of what they eat.

8 I call your attention to the Surgeon
9 General's report, and I brought a copy of that that
10 I'd like to leave it with you, and that's really a
11 call to action, and it provides a great deal of
12 information for this committee to work on.

13 I applaud the Market Trust [sic] for
14 their bringing this attention to me through their
15 report to my medical school and my hospital, and I
16 seriously urge the committee to act on their
17 recommendations, but I'd also like to make three
18 others.

19 Even with supermarkets in a community,
20 one has to change the cultural norms of that
21 particular community. And I think Gwen Foster and
22 her work with Fit, Fun and Free in Philadelphia is
23 making a valiant attempt to change the cultural
24 norms of everyone in Philadelphia through the 76
25 days of -- 76 tons and 76 days and those sorts of

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 initiatives, and she needs support from a much
3 broader constituency, including City Council, to
4 keep abreast of what she's about and what she's
5 been able to accomplish.

6 The second thing is, we can't dismiss
7 the issue of safety in the communities related to
8 the ability to get to places either to exercise or
9 to shop.

10 And, thirdly, the educational system and
11 looking at as the School District reorganizes and
12 thinks about what it's going to be about, one of
13 the components is reorganizing the nutritional
14 program.

15 And, lastly, the workplace, where folks
16 spend a good bit of their time is thinking about
17 ways to impact nutrition in the workplace, either
18 through time allocated for a meal, and then if time
19 is allocated, healthy choices.

20 Thank you.

21 COUNCILWOMAN TASC0: Thank you for your
22 testimony. You can see we have the bananas and the
23 fruit here for you today instead of cheese and
24 crackers and pastry and potato chips.

25 Good afternoon.

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 MS. MATTHEWS: Good afternoon,
3 Councilwoman Tasco and Councilmembers. My name is
4 Lorraine Matthews and I'm giving testimony on
5 behalf of the Philadelphia Department of Public
6 Health.

7 As an employee of the Health Department
8 for over 31 years, I've spent my career providing
9 food and nutrition services primarily to low-income
10 people in Philadelphia. I started out in the
11 Philadelphia General Hospital -- that gives you an
12 idea of how old I am -- and then I worked at the
13 City nursing home and the City prisons, and now I
14 work in the Division of Early Childhood, Youth and
15 Women's Health.

16 And along the way, I've also raised
17 three children, I have three grandchildren, and I
18 have a hard time convincing them to eat green
19 vegetables as well.

20 I relate all of this to just demonstrate
21 that I have a personal and a professional
22 experience in working with families.

23 And I'm also the treasurer of the
24 Greater Philadelphia Coalition Against Hunger.

25 So food security is a real issue and

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 concern of mine.

3 I do believe that we have a major
4 problem here in the City, and Duane Perry's
5 testimony and the document that you have in front
6 of you is very useful, and I just want to use the
7 example -- I'm a sort of a visual person, I have to
8 see things, and I want to use the example of
9 Lancaster Avenue, which is a major thoroughfare in
10 West Philadelphia.

11 It starts on 34th Street here in the
12 City and goes to City Line Avenue. There is not
13 one major supermarket along Lancaster Avenue. But
14 when you get on the other side, in Montgomery
15 County, and every few miles, there's a supermarket;
16 some of them are right across the street from each
17 other, and it's very striking.

18 I don't pretend to understand the
19 economics, and I'm sure we'll hear about that soon,
20 but I know that it's very tough for those families.
21 And the people in West Philadelphia are left with a
22 variety of small, expensive corner stores and
23 takeout shops.

24 Yes, they can drive to these other
25 places and they can take public transportation, but

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 unless you're someone who has tried to carry two or
3 three bags of groceries on the bus with a toddler,
4 I think you should not criticize people who do not
5 want to go too far, 'cause it's a tough thing to
6 do. I have done that in my younger years.

7 We often hear complaints about
8 low-income families' food choices, particularly in
9 regard to public funds such as food stamps and WIC
10 and so on but, again, it is a real struggle for
11 many of our families to do what they have to do and
12 to use the large supermarket.

13 And I would add, we complain about the
14 corner stores that are more expensive and the
15 takeout places, but for many families, their food
16 stamps don't last the whole month, and the corner
17 stores do often give credit. So while we complain
18 about of a lot of things, they do serve a role.

19 So I would say very simply that in a lot
20 of areas in the City, we would like to see more
21 access to food, and we can debate where they should
22 be and so on and so forth, but I would -- it is
23 important to recognize the economic realities of
24 these stores and shops, and most of them are small
25 business that are trying to make a living in the

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 area, and they feel fill a void, but I think that
3 doesn't take away from the fact that we need more
4 access to good supermarkets.

5 Now, this morning, I was in the -- I
6 work in the prenatal clinic at Strawberry Mansion
7 Health Center, and we do have a supermarket there
8 within walking distance of the City health center,
9 but this is a very depressed area and it's one of
10 the areas, I believe, where NTI is going to start.
11 As we move out into the other areas, I hope that we
12 will look at what we put into -- like, if we do new
13 shopping areas and so on, we always seem to be able
14 to have one of the major video stores there, and we
15 always seem to be able to have one of the big
16 drugstore chains there, so I hope as we do new
17 places, that we can add some good food resources as
18 well and to improve the quality of life of these
19 areas.

20 One of the things I wanted to mention
21 about the study that the Food Trust did, and
22 particularly in your interest in infant mortality,
23 if you were to overlay the highest rates of infant
24 mortality over those maps, you'd see those same
25 general areas, so it's a multifaceted problem.

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 The Health Department is also focused in
3 providing nutrition information as it relate to all
4 of the residents of Philadelphia. Currently, we're
5 in a partner in a large grant from the U.S.
6 Department of Agriculture's food stamp program that
7 enables us to put qualified nutritionists in all of
8 the City's health centers, and they see over 1500
9 clients a year individually and in groups, and they
10 provide nutrition education and counseling. And
11 we're currently doing a study to measure the
12 effectiveness of that.

13 And my unit also develops educational
14 material for multicultural and low-income groups,
15 and I brought some of that along that you can look
16 at that later if you'd like to.

17 But for most people, the most important
18 thing they can do to improve their health is
19 increase the number of fruits and vegetables that
20 they eat every day. This benefits their heart,
21 their blood pressure, their weight, and may even
22 prevent some types of cancer.

23 We're not all within walking distance of
24 farmers markets and supermarkets that have good-
25 quality produce, and so I hope that we -- and in

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 South Philadelphia, even the Italian Market and so
3 on, those are all resources that lots of us use,
4 and I happen to live out in the Eastwick section of
5 the City, and we do have a good supermarket and
6 resources out there.

7 So I hope that throughout this, we can
8 put more attention to this so that we can help some
9 of the folks in our city who don't have quite the
10 same resources as the rest of us do and that we can
11 improve their overall health.

12 And with that, I'll stop.

13 COUNCILWOMAN TASC0: Thank you very
14 much.

15 MR. TEMPLE-WEST: Madam Chairwoman,
16 committee members, thank you for holding these
17 hearings and inviting me to participate. I suspect
18 I'm on this panel because I have a degree in public
19 health, but I'm going to be talking a little bit
20 more about practical aspects.

21 My name is Pat Temple-West. I'm the
22 director of Nutritional Development Services. This
23 is an agency of the Roman Catholic Archdiocese of
24 Philadelphia.

25 NDS was established 30 years ago to

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 assist organizations to provide food to children
3 and the needy. Over the years, NDS has been asked
4 by community after community in the low-income
5 areas of Philadelphia to help them to develop an
6 alternative to the local corner store and remote
7 supermarkets. In the 1970s and 1980s, NDS helped
8 get started over 100 food-buying clubs, 25 farmers
9 tailgate markets, and a revolving loan fund to
10 assist the development of supermarkets in
11 low-income areas.

12 All of these efforts, while initially
13 successful, ended for a variety of reasons; the
14 single largest reason being lack of funding for
15 administrative oversight and assistance.

16 We have found that we can inspire,
17 innovate, and initiate, but we are not equipped to
18 sustain community and economic development over a
19 long period of time, and these projects require a
20 lot of time. We're very supportive of the work of
21 the Share Food Program and the Food Trust and
22 cooperative food-buying and farmers markets. Both
23 of these organizations are trying to bring food-
24 buying alternatives to the low-income communities,
25 alternatives to the local corner store and remote

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 supermarkets; also alternatives to emergency food
3 centers and soup kitchens.

4 About 20 to 30 percent of income is
5 spent on food and, all persons, regardless of
6 income level, have to eat. This is an enormous
7 market that in Philadelphia is unmanaged,
8 unplanned, and to be quite frank, generally
9 overlooked by City government. The food marketing
10 system is very complex and intricate and is not
11 easily understood. The fact that St. Joseph's
12 University, a local university, has an
13 undergraduate degree complexity attests to this
14 complexity.

15 Those of us who are concerned that all
16 persons have access to good, safe, affordable, and
17 food need help in addressing the food marketing
18 needs of low-income areas. We need the City's
19 help.

20 Right now, we do not need big money --
21 and I defer to Duane for his \$75,000 -- because we
22 don't know the best place to spend it. What we do
23 need is your interest and leadership in helping to
24 define the gaps in the food system in low-income
25 areas and to help us prioritize solutions to fill

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 these gaps

3 Thank you.

4 COUNCILWOMAN TASC0: Well, thank you
5 very much and I guess we appreciate all of your
6 testimony.

7 The question I have, having been
8 intimately involved in trying to recruit
9 supermarkets to my district, particularly at Broad
10 and Godfrey, for holding up a business
11 establishment that wants to move into that location
12 because the requirement is that we put a
13 supermarket there because we don't have a
14 supermarket. And the City has been very, very
15 supportive, the Commerce Department, in trying to
16 help us move that forward.

17 The resistance is not on the part of the
18 City but on the part of the supermarkets to move
19 into the City, into the inner city. So what we
20 have to do is try to convince them that there is a
21 market there for their business and that they
22 should move into the City.

23 I mean, I'm embarrassed to continue to
24 hold up this project because we want the project to
25 move forward, and we are, you know, holding up a

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 business that needs to be open, because we are
3 trying to find a supermarket for that area.

4 The other frustration is having a
5 supermarket close in the Front and Olney area that
6 was thriving. And I understand that there may be
7 some internal problems with that, not for a lack of
8 business, but for whatever their internal economic
9 problems are, that market moved from Front and
10 Olney to Godfrey and Front. And we have a ShopRite
11 down at Front and Olney.

12 And so we have to engage the
13 supermarkets in some conversation, because I do
14 know the City worked very hard to try to recruit
15 the markets to come into the City.

16 Miss Matthews mentioned the issue of the
17 small stores, and you struck something in my mind
18 when I talked about the grocery store at Broad and
19 Wingohocking. One of the problems that -- one of
20 the issues raised -- and this is hearsay and I
21 don't have the facts, but there are facts around
22 that -- is that the neighbors in that community,
23 while there is no supermarket, had established
24 relationships with the smaller markets. And I
25 believe -- and don't quote me. It was either

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 \$4 million a year or \$4 million a week that these
3 small stores were pulling in.

4 So the dollars are there to support the
5 market, but they had developed a relationship with
6 those small stores because they do take the food
7 stamps and they do probably give the credit.
8 That's probably one of the other reasons. And
9 also, the supermarket probably needed to do some
10 marketing and stuff.

11 So it's not a simple answer but, you
12 know, I appreciate your comments, and I will have
13 some other questions, but let me check with my
14 members if they have questions.

15 Councilwoman?

16 COUNCILWOMAN REYNOLDS BROWN: I do have
17 a comment.

18 Your findings are extremely compelling,
19 and the challenge is, how do we take what you've
20 shared with us today and manage that information in
21 such a way where it makes economic good sense to
22 supermarket chains for them to invest in Lancaster
23 Avenue. And that visual was -- you can't get
24 better than that in terms of the magnitude of the
25 problem.

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 So I want to personally thank you for
3 your very compelling, and know that you have the
4 commitment from my office to move this in a real
5 tangible way to the next step of taking those
6 findings to where we need to get them, to a
7 business piece of this puzzle.

8 And before many more persons leave, I do
9 want to acknowledge the fine work of the intern in
10 my office from Bryn Mawr who worked so hard to pull
11 this hearing together today, Alicia Wilkins. Stand
12 up, Alicia, so that we can all see who you are.

13 (Applause.)

14 COUNCILWOMAN REYNOLDS BROWN: That gives
15 you a chance to put the name with the face, because
16 I know she spoke with a number of you on the phone.

17 So thank you for responding to her
18 requests.

19 COUNCILWOMAN TASC0: Councilman Rizzo,
20 do you have any questions?

21 COUNCILMAN RIZZO: No.

22 COUNCILWOMAN TASC0: To the doctors:
23 Does what the mother eats or does not eat
24 predispose the newborn to infant mortality?

25 DR. PLUMB: I think absolutely that

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 there's a direct relationship between the protein,
3 vitamins and so forth that a mother ingests and the
4 ability of the child to develop normally. So those
5 mothers who are malnourished have a higher
6 incidence of premature birth or early birth, yes.

7 COUNCILWOMAN TASC0: Do you have an idea
8 what percentage of expectant mothers in low-income
9 families are obtaining adequate food allowances and
10 the proper combination of foods to sustain them
11 during pregnancy?

12 DR. PLUMB: I don't know but I could
13 find out specifically and get that information for
14 you.

15 COUNCILWOMAN TASC0: I should have asked
16 this of Mr. Perry about the WIC program. Are there
17 any changes in the WIC program?

18 They're going to talk about that? Okay,
19 thank you.

20 Any other questions of this panel?

21 COUNCILWOMAN REYNOLDS BROWN: The
22 relationship between diet and disease, has it
23 proven to be causal or correlational? What is it?
24 Please, any one of you.

25 DR. MOCHAN: We would say that people

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 who are overweight are very much at increased risk
3 for developing a whole bunch of disorders that we
4 talked about.

5 So there is obviously something going on
6 when you're overweight that puts you at risk for
7 developing diabetes and heart disease, etc., a
8 number of other ones.

9 COUNCILWOMAN REYNOLDS BROWN: Okay.
10 Thank you all.

11 COUNCILWOMAN TASC0: Just before you go,
12 Dr. Plumb did you talk about -- no, Dr. Mochan, did
13 you talk about the study that puts Philadelphia
14 high on the list?

15 DR. MOCHAN: Right. Dr. Plumb mentioned
16 that, but that's really an important point.

17 DR. PLUMB: It's low on the list
18 relative to other cities' life expectancy, rates of
19 colon cancer, breast and coronary artery disease,
20 compared to 30 of our comparable communities across
21 the country.

22 And these are statistics that have been
23 available for a couple of years, and just I found
24 them a few months ago and am just surprised at the
25 number of people who don't know about these city

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 report cards.

3 So I have a copy, again, to share with
4 you but, it's caused me to think about the health
5 of the public of Philadelphia and looking for
6 different ways to impact the health of the public.

7 COUNCILWOMAN TASC0: Would those rates
8 be found in greater numbers in males or females?

9 DR. PLUMB: It's in both genders.

10 COUNCILWOMAN TASC0: Both genders.

11 DR. PLUMB: It's gender nonspecific.

12 COUNCILWOMAN TASC0: Do you think it has
13 to do with the lack of access to health care?
14 Would that have any impact?

15 DR. PLUMB: I think it's complex and --
16 it's complex. I think access, insurance, the
17 environment and on and on.

18 But we have to take another look at why
19 that's happening, 'cause other cities have
20 environment and access and insurance issues, and
21 what's unique about the Philadelphia situation?

22 COUNCILWOMAN TASC0: Mm-hmm. So is
23 there a move afoot to --

24 DR. PLUMB: Yes.

25 COUNCILWOMAN TASC0: To look at that?

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 DR. PLUMB: Well, I'm proposing a
3 dialogue of leaders from across different groups
4 and organizations, and I'm calling it "Healthy
5 Philadelphia," and I hope you'll hear more about
6 that. I want to garner some support for that, and
7 clearly nutrition is just one of the issues
8 relating to the health of our public.

9 COUNCILWOMAN TASC0: Okay. We'd like to
10 recognize Councilman Ortiz, who has joined us, and
11 earlier, Donna Reed Miller was here to ask a
12 question.

13 So we appreciate their attendance and we
14 appreciate your taking the time out from your busy
15 schedules to come and share the information with us
16 today. Let us hear from you about your discussion
17 on healthy Philadelphia.

18 DR. PLUMB: We'll talk to you about
19 that.

20 COUNCILWOMAN TASC0: Okay, thank you.

21 The Chair recognizes the supermarket
22 panel. We have Mary Ellen Gowin and Orien Reed and
23 Richard Savnor.

24 (Witness comes forward.)

25 MS. GOWIN: Good afternoon.

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 COUNCILWOMAN TASC0: Good afternoon.

3 MS. GOWIN: Thank you for inviting us
4 and giving us this opportunity to talk specifically
5 about the food and security issue.

6 My name is Mary Ellen Gowin, and I'm
7 vice president of consumer and corporate affairs
8 for Wakefern Food Corporation. Wakefern is the
9 member-owned wholesale cooperative that operates
10 ShopRite supermarkets. ShopRite is actually not a
11 chain; ShopRite stores are owned and operated
12 individually by families, so we're a little bit
13 different. Although we have about 190 stores in
14 six states, these are all independently owned.

15 I want to share with you a study that we
16 did in December of 2000, and it was done just after
17 the national election, and it's called the
18 "ShopRite Partners in Caring Study," which asks 900
19 people in urban, suburban, and rural communities in
20 New York, New Jersey, Philadelphia, and the
21 Connecticut regions about hunger. And the survey
22 found that a disturbing 30 percent of residents say
23 they know someone in their community who is
24 currently struggling with finding enough food or
25 the right kind of food to meet the nutritional

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 needs of their families.

3 Now, equally alarming is that 28 percent
4 of the same people who responded admitted they at
5 sometime have experienced hunger or food insecurity
6 personally or in their immediate family.

7 Now, when we asked the open-ended
8 question, what is the biggest social problem facing
9 your community today? hunger was not mentioned as
10 the top-of-the-line social concern, while drugs,
11 crime, and education were the most common
12 responses.

13 And in an aided question that listed a
14 number of social problems, hunger did not rise to
15 the top as a common problem in their communities.
16 In fact, hunger risks rated dead last in every
17 region, whether it's urban, suburban, or rural,
18 including the Philadelphia area.

19 These are only a few of the
20 contradictory findings that reveal a significant
21 gap between perception and the reality of hunger.
22 And I'll leave a complete copy of this survey with
23 you if you would like to look at this study
24 further.

25 Now, there is obviously a role for

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 supermarkets to play. ShopRite has been a key
3 supporter of Checkout Hunger and has enjoyed a
4 20-year partnership with food banks. One such
5 example is ShopRite's Partners in Caring Program
6 that has donated \$5 million in the last three years
7 to the grassroots agencies that help to feed the
8 hungry through a partnership with area food banks.
9 In the greater Philadelphia area alone, this
10 program supports 47 churches, 47 community
11 organizations, 7 senior citizen organizations, 27
12 food pantries, 3 homeless organizations, 6
13 health-related organizations, 2 shelters for women,
14 8 children's organizations, and 4 ethnic
15 organizations.

16 The way this program works is that each
17 ShopRite store selects qualified, local,
18 hunger-fighting charities in the ShopRite
19 neighborhood and sets up an account for them at
20 their local food bank, allowing them to stretch
21 their food dollars further to access the type of
22 food that they need to serve or to provide for
23 their clients.

24 This program is working because it links
25 to the well-established system of those who are

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 helping to feed the hungry. It works because it
3 meets a very real need at the local level. It
4 works because each of the partners in the program
5 is dedicated to making sure the resources are going
6 to where they are needed the most.

7 And while having access to food is
8 critical, as we've heard this afternoon, making
9 good choices about that food is essential in the
10 overall health of our families. Certainly,
11 supermarkets have a role to play, whether it's in
12 support of educational programs or being supportive
13 with the communities, schools, and other
14 educational organizations.

15 Finally, we need to realize that as much
16 as there is a need for food to help the hungry,
17 there is also an overwhelming hunger to help.
18 Oftentimes, folks just don't know how to link up
19 with the neighbors and charities that need their
20 assistance. Connecting those who want to help with
21 local organizations is a vital role we can all
22 play.

23 Thank you.

24 COUNCILWOMAN TASCO: Thank you.

25 MS. REID: Madam Chair and members of

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 City Council, it is indeed a pleasure. My name is
3 Orien Reed, and it's a pleasure to be here, and I
4 applaud you in focusing on what is a public health
5 epidemic in the City of Philadelphia and one that,
6 with your leadership, I am sure, in partnership
7 with the supermarket community and the other
8 interested constituencies in this city that we can
9 address and get a handle on.

10 My entire career has focussed on helping
11 consumers get information about services that would
12 improve their quality of life. And for me,
13 children are the most important; their public
14 health and welfare is the most important to me.

15 And that's why I'm proud -- you heard
16 Mary Ellen Gowin mention the Partners in Caring
17 Program. I'm very proud to work for that program
18 because this is a program that's addressing hunger
19 and that's addressing providing food, access to
20 food, and proper nutritional food.

21 We're concerned about the continuing
22 struggle of people even after welfare reform; they
23 may be off of welfare, but they're not out of
24 poverty, and they're forming what we're calling the
25 "burgeoning class of the working poor," people who

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 simply don't have enough money, even with food
3 stamps, don't have enough money to provide the
4 right kind of nutrition for their children, for
5 their families the whole month, the entire month.

6 This is critical because it undermines
7 the future, the physical, emotional and spiritual
8 well-being of the City's children and their
9 families.

10 We believe the supermarket industry is
11 compelled to address this epidemic. We must
12 develop and accelerate more community-based
13 programs that provide foods directly to families
14 and children.

15 Our ShopRite Partners in Caring Program
16 does just that: Providing a safety net for
17 hundreds, indeed thousands, of children right here
18 in the Philadelphia area. You heard Mary Ellen
19 list the number of agencies. For shelters like,
20 the Roxborough Home for Children; for church and
21 community cupboards, like those at Mt. Airy Church
22 of God, St. Barnabas Mission, and Tenley Temple.
23 We also donate to after-school programs like To Our
24 Children's Future.

25 Now, the director, Dr. Robin

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 Foster-Drain of To Our Children's Future in
3 Haddington, told me that she has about a hundred
4 children in her program. And she said, you know,
5 many of the children simply would not get a good
6 meal each day if they didn't get it there. She
7 said by the time she gets them at the end of the
8 day after school, they are really, really hungry.
9 So it's providing, we're providing the access.

10 We at ShopRite want to join the members
11 of Council in developing more opportunities to stem
12 the tide of this epidemic right here in
13 Philadelphia, and we have some suggestions:

14 An awareness program, starting with a
15 Council proclamation and campaign, devoting a
16 period of time to focus on children's nutrition and
17 health. We're committed to working with you to
18 raise awareness.

19 You talked about television; television
20 has a huge impact on children. And just as your
21 grandchildren may want a hamburger, as my
22 grandchildren do, we can really turn children
23 around with a public campaign, and that's what we
24 need to do. So we're willing to work with you to
25 launch a public television and radio campaign with

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 newspaper editorials, whatever we have to do.

3 We want to beef up our efforts to get
4 more people in Philadelphia to volunteer and make a
5 donation to a local food bank or community
6 organization that is providing the proper access to
7 nutrition for so many families.

8 We are willing to work with schools to
9 educate children, because that is also an important
10 role that we can play. It's educating children
11 early about what they should eat and how they
12 should eat it. We want to educate them about
13 hunger and encourage the children themselves to
14 volunteer. Kids like to do that. They need to
15 volunteer so that they can contribute in their own
16 way so that children like them won't have to go
17 angry.

18 Again, I want to thank you for this
19 opportunity, and I think together, we are taking
20 the first steps in fighting this problem.

21 Thank you.

22 COUNCILWOMAN TASC0: Thank you.

23 MR. SAVNOR: Good afternoon.

24 COUNCILWOMAN TASCO: Good afternoon.

25 MR. SAVNOR: My name is Rich Savnor, and

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 I'm from Pathmark stores. I'm the director of
3 public affairs and government relations for the
4 company. And in my previous career with Pathmark,
5 I was the person who did a lot of the site location
6 and market research selection for the company, so I
7 do have a little bit of background in some of the
8 other testimony that I heard addressed previously
9 by the other Councilmembers.

10 And I join with my colleagues at
11 ShopRite in voicing our support for efforts that
12 can be conducted by the supermarket companies in
13 getting the word out regarding nutritional value.

14 Sometimes you don't realize, I think,
15 how many people actually come through the lot of
16 larger supermarkets -- I can't speak for the
17 smaller mom-and-pop stores but, you know, you're
18 talking about an average of 20 and 30,000 folks who
19 come through our registers each week, so I think
20 from that aspect, we are a vehicle certainly to
21 getting the message out regarding nutrition.

22 From Pathmark's perspective, just to add
23 on to the food bank participation, which we also
24 take part in with the Checkout Hunger Program,
25 we're members of the Five-A-Day Program where we're

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 talking about nutritional concerns for children to
3 push eating of the fruits and vegetables of five, a
4 combination thereof.

5 So anything we can as well to support
6 that effort, we would welcome that opportunity.

7 Perhaps I could just speak a little bit
8 then, since my colleagues addressed that issue, on
9 the nutritional side, it's supermarkets looking for
10 locations in the City, and we certainly have a
11 long-standing history of operating stores in urban
12 marketplaces between New York City, the urban
13 markets in New Jersey, as well as here in the City
14 of Philadelphia. We have eight stores in the City,
15 and we've had pretty good success in operating
16 those stores.

17 Most recently, you may be aware of the
18 store we just opened up just north of here on Broad
19 Street at Glenwood in the old train station, which
20 received support from the previous administration,
21 which we were thankful for, and we are getting
22 cooperation from the current administration in
23 terms of continuing to pursue other locations.

24 And I think that there are locations
25 available for supermarkets further to be developed

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 in the City. But perhaps thinking of it from the
3 private sector's perspective, there's certainly --
4 I don't believe any of us are nonprofit
5 organizations, so it still involves a business
6 decision by our company and, I would assume, any
7 member that operates from Wakefern or SuperFresh.

8 I don't pretend to speak for them, but
9 we do our analysis and we go out and we canvass the
10 area and do our market research and evaluate a
11 trading area -- urban, suburban, you name it, we've
12 done it. And I market-researched the Broad and
13 Glenwood location, and I did also the Germantown
14 location, which was occupied by a former
15 SuperFresh, which is the last store we operated.

16 And there's factors that need to be
17 considered, and it all, I think, comes down to the
18 company or the organization or entity's ability to
19 have what their risk tolerance is, because
20 certainly, building and developing a store in the
21 inner city is just as expensive, if not more so,
22 than it is in the suburbs.

23 Our store up in Harlem, New York, for
24 instance, it cost us a huge sum of money, in excess
25 of \$15 million to develop that project, and that

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 had a certain unique development to it, but that's
3 just an example that it's not inexpensive to
4 develop in a city; it's quite costly. And, again,
5 the risk is returned.

6 For an industry which averages making
7 between a penny and two pennies on the dollar
8 profit, there's not a high margin of error when you
9 make a decision to sign a 25-year lease beyond
10 that, so you want to make as sure as you can when
11 you do decide to operate that store.

12 So we run a pro forma analysis to
13 determine whether or not the payback is worth it.
14 And, as I said, we haven't, from our perspective,
15 completed our canvassing of the City of
16 Philadelphia. I heard some of the locations that
17 were vacant mentioned earlier, and we've been
18 looking at some of them, to be quite honest with
19 you, as I'm sure the Wakefern folks have as well.

20 But we have, as I said, eight stores,
21 and we have several stores just on the outskirts of
22 the City, which also draw people from the City of
23 Philadelphia to those stores. You're correct, they
24 will go to the suburbs, such as Upper Darby or
25 Cheltenham, to shop.

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 So we have to have a strategy that says
3 if put a store here, are we going to impact our
4 existing stores for business. It's not only
5 generating your own business, but you take, you
6 know, \$50,000 a week in volume from a sister store
7 that you're currently running, it impacts the
8 profitability of that store as well.

9 And so those are factors that determine
10 whether or not -- not only a store in the City is
11 viable, but a store that anywhere we build, and
12 between the two of us, I would venture to say that
13 we pretty much saturate a lot of our marketplaces
14 so that what we're evaluating now is dropping
15 stores in amongst the sister stores. And so
16 there's a tougher consideration when it comes to
17 determining the impact you're going to have on
18 existing operations.

19 And I would also say, don't overlook the
20 fact that we also have what we call "non-trade-
21 class competitors." Wal-Mart is a competitor.
22 They're not considered a supermarket, but if you
23 ever walked out of a Wal-Mart or a Sam's Club or
24 the warehouse clubs, there's people who buy a lot
25 of food in those stores, so that's also a

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 consideration.

3 Public transportation is great, and I
4 heard the woman in the previous panel speak about
5 the busing situation, and that's very helpful to
6 have, but when you're talking about operating a
7 supermarket and having mass transit, that's one
8 issue, but we need the folks who can load up a
9 carriage and put it in their car and take it away
10 because that's what help drive our business, and to
11 the end that we can have adequate parking
12 facilities in the sites that we develop, that
13 becomes an issue as well.

14 I just wanted to talk a little bit
15 about -- I heard public assistance program
16 mentioned, and while I wouldn't pretend to be an
17 expert on the area of public assistance, I became
18 involved quite a bit with the electronic benefits
19 transfer roll-out in this state several years when
20 there was a lot of difficulties implementing that
21 system.

22 We had some unfortunate experiences in
23 our store because these customers are very
24 frustrated when the system breaks down. And unlike
25 customers who have cash or credit cards, it's their

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 only means of buying food, and we worked as hard as
3 we could but, quite frankly, we didn't get a lot of
4 support from the State of Pennsylvania in holding
5 the fire to the folks who were responsible for
6 implementing that system. And I don't think I'm
7 underestimating when I say there were some
8 unfortunate situations in stores that we had.

9 With regard to the WIC program -- and
10 I'll make this quick comment in closing. When we
11 opened the store up at Broad and Glenwood, the
12 public assistance, we couldn't get a WIC
13 authorization for that store when we opened it. My
14 challenge and my role in the company is to make
15 sure we get those licenses prior to the stores
16 opening because, let's face it, if a store doesn't
17 have something when it opens and a customer comes
18 there and they find out that they can't get what
19 they want, they may not come back.

20 So I couldn't get a WIC authorization.
21 There was a lawsuit in the State that was filed
22 that was holding things up but, as I later found
23 out, even when the lawsuit was resolved, there's a
24 limit on the number of slots available in the
25 geographic boundaries where WIC authorizations are

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 permitted. And at that time, there was no
3 authorizations available either, even if there
4 weren't this lawsuit holding us up.

5 And I think since that time, if I'm not
6 wrong, the State has taken a look at authorizing
7 more WIC opportunities in the City of Philadelphia.
8 I think they've added perhaps 25 more slots, but
9 those are the kind of things that, you know, we
10 counted on when we opened the store. And as I
11 said, when we didn't have it to begin with, I can't
12 tell you that that is the most determining factor
13 in the store's success or not, but it certainly
14 didn't help our issue as well.

15 So just for what that's worth, I'd like
16 to let you know that there's some firsthand
17 experience with both the public assistance
18 perspective from food stamps and WIC.

19 Thank you.

20 COUNCILWOMAN TASC0: Thank you. I think
21 that testimony is helpful to us. And those of us.
22 The locally elected officials, can certainly work
23 with the State Representatives to address those
24 issues in helping you because we want you to come
25 into the community to service our constituents. We

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 certainly want to make it easy for you and for you
3 to have the ability to provide the services. So
4 that's good to know.

5 And we say to you if you're going into
6 an area, you should certainly contact the
7 Councilperson.

8 MR. SAVNOR: Councilwoman, if I may, I
9 contacted Senator Kitchen; she knew of the problem,
10 so did senator Louise Bishop. They couldn't help
11 us. They did their best, I'm not saying they
12 didn't try, but that was the frustrating part.

13 COUNCILWOMAN TASC0: Right, right.
14 We'll work on that. Let me just say I would like
15 for you to look at Godfrey and Front.

16 MR. SAVNOR: No comment.

17 (Laughter.)

18 COUNCILMAN ORTIZ: A few years ago,
19 Councilwoman Tasco and myself were involved in
20 trying to keep a supermarket in the district, the
21 Acme supermarket at Duncannon, remember that?

22 COUNCILWOMAN TASC0: Oh, yeah.

23 COUNCILMAN ORTIZ: 'Cause they were
24 leaving. They said in essence that they could not
25 make a profit, and that was not the only one across

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 the City that was closing up shop and leaving black
3 and Latino neighborhoods because, in essence, they
4 could not make a profit.

5 The Councilwoman's office and my office
6 and ourselves -- I remember Maria was working with
7 you at that time. We spent countless weeks,
8 because if you look at the place, the area that
9 we're leaving is a mall, and the Acme was the
10 anchor. Without the Acme, that would have turned
11 into a shooting gallery very quickly. Without
12 having an anchor store there, that would become a
13 place of crime, all sorts of things, hanging out
14 and so on.

15 And we could not convince the
16 supermarket, the Acme, the Acme executives, even
17 when we offered, through the Councilwoman's office
18 and my office, to put forward some economic
19 enticements and so on.

20 And we have seen this throughout the
21 City. Right now around 29th and Girard in North
22 Philadelphia, the supermarket closed seven years,
23 and I could tell you because I lived for 20 years
24 at 20th and Parrish, and that was one place where
25 we could very easily go up and shop.

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 And from then on, we had to go up to
3 Aramingo, to the Pathmark or the Acme up on
4 Aramingo. And we were lucky that we had cars so
5 that we were able to do that.

6 But supermarkets have consistently --
7 and we've been trying lately to try to entice them
8 back, and I know that some community folks and 5th
9 and 29th and Girard are getting together. And, in
10 fact, a gentleman just yesterday talked to me about
11 what help we could be in doing that.

12 But they have left the inner city in
13 terms of -- I mean here in the fringes, Fifth and
14 Glenwood, but in the inner city, supermarkets have
15 generally left it, and we have not been able to get
16 'em back.

17 And I -- you know, what is the process
18 and what's needed, because the mom-and-pop store
19 has gone, and we have not been able to replace
20 that, the small, little supermarket, because of the
21 competition of the supermarkets. And they're
22 really not competitive.

23 So what -- how is that going on? I know
24 that you just spoke about coming in, back into the
25 urban areas, but we have areas in which we need

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 markets, and people can't travel that far.

3 MR. SAVNOR: I'll try to take a stab.

4 Do you want me to speak on behalf of why I think

5 the small mom-and-pops are not locating in the

6 City?

7 COUNCILMAN ORTIZ: The mom-and-pops are

8 not making it because the supermarkets have too

9 much -- they run 'em out, in essence, and the

10 competition, the economic competition is not there.

11 MR. SAVNOR: Well, I can't speak to the

12 fact of why the mom-and-pops are going.

13 It's a tough business, I have to tell

14 you that. It's not easy. I think it's probably as

15 much a competitive business in this part of the

16 country as there is anywhere. Between the I-95

17 corridor from New York City, we go head to head

18 with these folks in almost every community we

19 operate on, and they're as good a competitor as we

20 have.

21 And the mom-and-pops have the issue --

22 well, first of all, we have size requirements,

23 Councilman. We can't operate a store that's the

24 mom-and-pop size, we can't make out in operating a

25 store of 10,000 15 or 20,000 square feet. Even the

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 store that we just took over in the Germantown
3 section is smaller than we'd like to operate
4 ideally. So there are size requirements for us.

5 The mom-and-pop stores, they have a
6 difficult issue because, depending on whether
7 they're a part of a different distribution network,
8 like "Super Value," it's called, or the Shop 'n Bag
9 or the Thriftway operators, they're distributed
10 from the Super Value organization, and they get
11 some help with advertising and their pricing
12 structure.

13 But by and large, they may be limited on
14 how much business they can do just by virtue of the
15 size and their ability to compete on price,
16 frankly. And I would venture to say that between
17 the two of us at this table as well as Acme, we're
18 probably the price leaders in the Philadelphia
19 marketplace.

20 And price is a very big issue to the
21 consumer. I think, you know, you could say store
22 cleanliness is an issue, but in my mind,
23 convenience and price are two of the biggest issues
24 when you shop at a supermarket. And those folks
25 are have good at knowing price and what we call

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 "cherry-picking." You may get them in your store,
3 but they're going to go to their store and the
4 other stores, and they're very savvy consumers
5 because they have to be nowadays. Some of them are
6 living hand to foot. So it's a cut-throat business
7 for the most part.

8 I don't have the answer for you, quite
9 honestly, sir, what the mom-and-pop predicament is.
10 I just think that you're right, they're up against
11 some chain competition. And some of us have more
12 leverage than others, but we have a hard enough
13 time doing well in the City ourselves. While we're
14 not complaining, we have a hard time understanding
15 our own business and trying to make it work in --

16 COUNCILMAN ORTIZ: We just went through
17 a struggle that I was involved in in the previous
18 to secure loans in order for opening up a big
19 supermarket up at Sixth and Diamond. And Brown's
20 was the individuals that were running that, and
21 they could not turn a profit, and they closed. And
22 we're lucky enough that the same person that we got
23 to move into Duncannon place, Cousins, took over
24 the ones at Sixth and Diamond.

25 But then what you do is quality aspects,

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 the quality aspect of the meats, of the foods and
3 so on then come into play. And what we look at is
4 that in certain areas where there are poor people,
5 that certain supermarkets and the quality of their
6 meats is not the same as they would do in Chestnut
7 Hill or up in the far Northeast and so on. The
8 quality of the foods is not just quite same.

9 And, you know, those things I have seen
10 personally, because as the switch-over has
11 occurred, you constantly see the quality of level
12 of certain aspects of the market goes down.

13 MS. REID: I just want to say that many
14 of the consumers are price-savvy because of the
15 work that I did as a consumer reporter.

16 And I would also say that I would -- and
17 I'm sure, as Rich would say, as a result of that,
18 speaking just for ShopRite, I would stand our
19 stores up against any of the other stores in terms
20 of the quality. We have three really inner city
21 stores, when you look at them, and our quality is
22 it same whether it's in inner-city Philadelphia or
23 in the Northeast or in one of the suburban areas as
24 well.

25 COUNCILWOMAN TASCO: We thank you very

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 much for your passionate testimony.

3 Certainly, I'm sure, Councilwoman Brown
4 will take you up on your offer to expand education
5 and about nutrition. This is her resolution.

6 To the extent that we can be helpful, we
7 certainly will do that, and we encourage the two
8 supermarkets to find additional locations in
9 Philadelphia. I have one at Front and Godfrey.

10 (Laughter.)

11 MS. REID: We heard you.

12 COUNCILWOMAN TASC0: And there is a old
13 Hechingers's at Rising Sun and Adams that could be
14 a Pathmark or a ShopRite 'cause we have that Mill
15 Creek housing development and a large community
16 there that goes all the way up to Rising Sun and
17 Cottman. If you look at the demographics, it could
18 be very interesting to you.

19 MS. REID: We have a store there. It's
20 called "Front and Olney."

21 COUNCILWOMAN TASC0: Yeah. That's true.
22 That's true.

23 (Laughter.)

24 COUNCILWOMAN TASC0: But, see, for us,
25 that's a long way. You know, people to Adam and

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 Rising Sun, they're not going down there.

3 MS. REID: Thank you.

4 COUNCILWOMAN TASC0: Thank you so much
5 for your testimony. We appreciate it.

6 Our next panel is the Existing Programs
7 Panel.

8 (Witnesses come forward.)

9 COUNCILWOMAN TASC0: Good afternoon and
10 thank you for coming.

11 DR. JOHNSTON: Madam Chairperson and
12 members of Council, I would like to thank you for
13 having this important set of hearings and also for
14 the opportunity for me to come and speak to you on
15 issues that concern me and concern all of us.

16 My name is Frank Johnston, and I'm an
17 emeritus professor at the University of
18 Pennsylvania. In 1990, I started at the John B.
19 Turner Middle School at 59th and Baltimore, in West
20 Philadelphia, a program that was to become what is
21 now the Urban Nutrition Initiative, and I've been
22 it's faculty director ever since.

23 The Urban Nutrition Initiative or, as we
24 call it, UNI, is a comprehensive community
25 school-based program that works to improve the

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 nutritional well-being and health of the West
3 Philadelphia community through a partnership of the
4 University of Pennsylvania at present with three
5 schools: The Drew School at 38th and Powelton;
6 Turner, which I've already mentioned; and
7 University City High School.

8 This gives us a coverage -- Madam
9 Chairperson, you mentioned early on the importance
10 of children in this whole process of improving
11 nutritional health. Well, at UNI, we have a
12 coverage from kindergarten through the 12th grade.

13 We do this through a related group of
14 projects and activities that are aimed at promoting
15 education and, more important, learning about food,
16 nutrition, and health through a curriculum that is
17 problem-based, it's based on problem-solving, at
18 generating more positive attitudes towards a
19 healthy diet, and at helping children and youth
20 change their behavior.

21 Again, I think, Madam Chairperson, you
22 mentioned that this is about change. Well, I think
23 we need to be able to change the behavior of
24 children in ways that will promote a healthy life
25 style and reduce nutrition-related disease.

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 UNI has a number of characteristics, I
3 think, that distinguish it. First of all, it's a
4 collaborative effort. I think the three things
5 that characterize UNI is collaboration, engagement,
6 and participation. This involves both the
7 University of Pennsylvania and its staff, students
8 and faculty, and also the schools themselves, their
9 staff, their teachers, and their students.

10 The overall agenda as well as individual
11 programs and procedures are developed and applied
12 through a process at which all participate in ways
13 that are mutually beneficial. You'll hear from my
14 colleague Danny Gerber in just a moment about the
15 UNI Program as one being the fruit and vegetable
16 stand at the various schools. That fruit vegetable
17 stand was designed in 1995 by 6th-grade students
18 from the Turner School, and that model has been
19 applied to the other schools at which we've worked.

20 UNI also works through the school
21 curriculum, through an integrated thematic learning
22 curricula as well as through a wide array of
23 after-school activities that are in operation
24 (indiscernible). So UNI operates 12 months a year.
25 You'll hear about those programs again from Danny

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 in just a moment.

3 While the focus of UNI is upon the
4 relationships between diet and health, we seek also
5 to empower children and youth to gain better
6 control of their lives through the development of
7 an informed decision-making capacity that will lead
8 to a better lifestyle. So UNI is not only thing
9 about food; it's about how living and nutrition
10 becomes the pathway through which children and
11 youth, perhaps the community as a whole, get a
12 better handle on their lives

13 And finally, UNI is a sustainable
14 program whose ownership is the community that we
15 serve. It's not a Penn program or it's not just an
16 administrative structure with a photocopy machine
17 and some telephones; it's really students,
18 teachers, and parents working together to build a
19 better community.

20 The Urban Nutrition Initiative has
21 another important feature: It's operated out of
22 Penn's Center for Community Partnerships, which a
23 few of you on the Council may know. And university
24 students are closely involved in its activities.
25 Each year, over 100 Penn students learn through the

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 integration of their academics with community
3 service through participating in the urban
4 nutrition initiative. They provide most of the
5 people power needed for UNI to reach its goals,
6 working as they do in the local school classroom,
7 in the school gardens, in the fruits and vegetables
8 stands and in Community Fitness Night.

9 The interaction of these students with
10 the local community has a positive impact on all
11 constituencies and all stakeholders: The
12 community, the school, and the university. It
13 serves to guide students towards careers in which
14 they'll bring their experience and their expertise
15 to bear on the social problems that are deeply
16 embedded in our society. And for all who are
17 involved it's a vital component of not just a
18 K-to-12 but now a K-to-16-plus educational system
19 that seeks to promote democratic ideals and
20 practices through a focus on collaborative
21 problem-solving.

22 UNI works. We can show, and we have
23 shown, that school and university students are
24 changed and their diets are changed by the
25 experiences they undergo. I think it's a

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 demonstration of what can be accomplished through
3 participation and a problem-oriented program of
4 academically-based community services, and it's a
5 powerful model of what can be done elsewhere using
6 a similar approach.

7 Danny Gerber, one of my colleagues in
8 this enterprise, will describe much more
9 specifically the activities and the programs that
10 make the Urban Nutrition Initiative what it is.

11 Thank you.

12 MR. GERBER: Madame Councilperson,
13 members of the City Council, I am Danny Gerber, and
14 I am a co-director of the initiative. I apologize
15 that Jennifer Rulf could not be here today.

16 I've worked in the Philadelphia schools
17 since 1992. I was a public school teacher for two
18 years, 1996 through 1998, and I'm so excited to be
19 here. This is -- my mind is racing with all of
20 these projects and ideas, and I wanted to share
21 some specifics about UNI programs, and then also, I
22 guess, what amounts to some food for thought, some
23 of my thoughts on things that I've heard today.

24 First of all, just something about the
25 problem. UNI is about community problem-solving

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 and trying to integrate community problem-solving
3 with the curriculum of public schools, and students
4 and teachers have really led the way in a lot of
5 the work that we've done.

6 As Dr. Johnston mentioned, it was
7 students at Turner Middle School who really came up
8 with the idea in 1995 of trying to improve diet by
9 trying to change access to fresh fruits and
10 vegetables. What started out as a one-time fruit
11 sale after school quickly became a weekly fruit
12 stand that, in 1998, was expanded to Drew
13 Elementary School.

14 At the same time, we see schools having
15 contracts with Coca Cola so that, you know, as we
16 have 2nd graders selling fresh fruits and
17 vegetables to their peers, their teachers, and
18 their parents after school, we also have the School
19 District, or whoever it is that makes these
20 decisions, allowing Coca Cola to sell unhealthy
21 snacks in school vending machines. That's kind of
22 the problem we're up against.

23 I was at a lecture two weeks ago. In
24 2001, McDonald's spent \$500 million on its "We Love
25 to See You Smile" campaign. I'm sure everyone in

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 here has heard that slogan. The National Cancer
3 Institute spent \$1 million on promoting the
4 consumption of fresh fruits and vegetables. This
5 is just, you know, a similar kind of NCI kind of
6 stacks up with McDonald's, and it's \$500 million to
7 \$1 million, so that's kind of the problem we're up
8 against, I think. And you can see again Coca Cola
9 Corporation in the schools.

10 We think that by engaging children as
11 community problem-solvers, that's our best chance
12 for trying to solve the nutritional problems.

13 Other programs that UNI runs now: A
14 community fitness night. I was really happy to see
15 that families were listed in the title of this
16 testimony. We think it's really important to get
17 entire families to do cooking classes together, to
18 start exercising together, to do something other
19 than watching television. I think that the amount
20 of television -- you know, after-school programs,
21 whether they be art or music or sports, can
22 contribute to the fight against the obesity
23 epidemic, because those are hours that children and
24 families are spending in action and not watching
25 television.

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 School gardens have been a tremendously
3 important part of what we do. We think that by
4 engaging children in raising vegetables and
5 beautifying their school yards, it not only
6 promotes, you know, self-esteem and pride in the
7 school, but it really encourages children to try
8 fruits and vegetables that they might not otherwise
9 appreciate, like broccoli.

10 We've run somewhere camps for the last
11 three years where students, K through 5 students,
12 plan their own healthy menus and that are involved
13 in cooking meals -- breakfast, a healthy snack and
14 lunch each day.

15 And then, finally, at the high school
16 level, we start children in 1st grade running fruit
17 stands, and we like to think about adding levels of
18 sophistication to this project as children get
19 older. So at the high school, we have students
20 running weekend farmers markets. It was so
21 successful last year that we ran a winter
22 purchasing club for community members. We have
23 students raising lettuce and selling it to local
24 restaurants, trying to create an entrepreneurial
25 focus that could sustain this project in the

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 schools.

3 And we also have students at the high
4 school working with people from every department at
5 Penn really to think about future projects.

6 And one thing that I'd like to say is
7 that in addition to supermarkets, I think food
8 cooperatives are something to look into. There are
9 some really strong examples from Chicago of
10 cooperatives that have been providing fresh produce
11 to low-income communities for the last 30 years.

12 One other thing about farmers markets.
13 I think that other cities really have pioneered the
14 idea of having successful markets in the wealthier
15 parts of town and then making farmers -- requiring
16 them to sell in the low-income community, and that
17 almost is a necessity to have high-end successful
18 markets in downtown Philadelphia if you're going to
19 get those same farmers to sell in Kensington, in
20 North Philadelphia, deep in South Philadelphia, and
21 in West Philadelphia. I think that it's a really
22 important strategy.

23 Finally about UNI. The project
24 transcends traditional models for nutritional
25 education by placing an emphasis on the role that

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 children must play in shaping the health of their
3 school, family, and community. And I think it's
4 engaging schools, teachers, and students in
5 problem-solving that makes UNI a success.

6 Thank you.

7 COUNCILWOMAN TASC0: Thank you.

8 MS. KILBY: Good afternoon. Thank you
9 so much for inviting us to come. It has been an
10 education for those of us who have come, and we
11 hope that we can provide you with additional
12 information that will help to keep this project at
13 the forefront and going forward.

14 My name is Linda Kilby and I'm the
15 executive director of North, Inc. We manage the
16 special supplemental nutrition and foods program
17 known as "WIC" for pregnant and breast-feeding
18 women and infants and children age birth to five
19 years of age. WIC provides benefits to families
20 within 185 percent of the poverty level, and many
21 of our families are working families.

22 Here in Philadelphia there are 18,
23 5-day-a-week WIC offices that are open from as
24 early as 7 in the morning to as late as 5 in the
25 evening. In addition, there are 30 part-time WIC

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 offices that are serviced by our mobile WIC staff
3 so that we provide services to members of the
4 community at all levels throughout the City of
5 Philadelphia.

6 I am here today to represent the more
7 than 50,000 families in Philadelphia County who are
8 enrolled for WIC benefits. WIC is a federally
9 funded program, with a 28-year track record. Many
10 studies have been done that have proven that
11 families enrolled for WIC benefits are less likely
12 to get sick, and that infants born to WIC moms are
13 usually full term and at or above normal birth
14 weight.

15 In addition to nutrition and
16 breast-feeding education and counseling, families
17 receive checks that list allowable nutritious foods
18 that are made payable to the participant and the
19 store choice, and this is where our problem begins.

20 As the director of the Philadelphia WIC
21 program and a registered dietitian, I am concerned
22 that many of the families are not receiving the
23 quality of food at a price that they can afford.
24 The WIC program monitors the more than 200 stores
25 that provide benefits to our participants. We are

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 very aware of the differences in the prices of
3 foods at the corner stores in comparison to the
4 supermarkets. The cost of WIC food items is
5 controlled, but that is not true for all of the
6 foods.

7 As an example of the differences in the
8 cost of WIC foods that are purchased at a
9 supermarket and those that are purchased at a
10 neighborhood mom-and-pop store, infants from 0 to
11 12 months -- usually we encourage moms to breast-
12 feed. If this is impossible, there is formula for
13 the first four months that is provided to these
14 infants. Then cereal is added at four months and
15 juice is added at 6 months. In Pennsylvania, the
16 contract formula is Ross, Similac, and Isomil for
17 the soy-based formula.

18 In a supermarket, a 13-ounce can of
19 Similac concentrate would cost \$3.07. In a
20 mom-and-pop corner store, that same 13-ounce can of
21 formula can cost as much as \$4.41, a difference of
22 \$1.34 per can, which is equal to \$41.54 per month
23 for 31 cans of formula, the regular food package
24 for an infant 0 to 12 months of age. The
25 difference in the cost would provide monies to

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 purchase an additional 13 cans of formula, if it's
3 purchased at the supermarket.

4 Many African-American and Asian children
5 are intolerant of milk-based formulas. We offer
6 them a soy-based formula. Both the milk-based and
7 soy-based formulas come in concentrate and in
8 powder.

9 A 14-ounce can of Isomil powder, which
10 is the soy-based powder, would cost \$11.09 in a
11 supermarket, but in a corner store, it could cost
12 as much as \$18.75. This difference of \$7.66 per
13 can, a total of \$61.28 per month for 8 cans, the
14 regular food package for infants who choose powder,
15 who are intolerant to milk-based formula is
16 unbelievable. The additional \$61.28 would purchase
17 5 additional cans of formula if purchased at a
18 supermarket.

19 Children who are 13 months of age
20 through 5 years of age receive food on three
21 checks. An example of the largest check that that
22 child would receive would have three half-gallons
23 of milk, a dozen eggs, two 46-ounce cans of single
24 strength juice, or two 12-ounce cans of frozen
25 concentrate, and 30 ounces of WIC-approved cereal.

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 In a supermarket, this food package could cost
3 \$20.20, and in a corner store, it could cost
4 \$29.10, again a difference of \$8.90.

5 For pregnant or breast-feeding woman who
6 get 4 half-gallons of milk, 2 dozen eggs, three
7 46-ounce cans of WIC-approved juice, and 36 ounces
8 of cereal in a supermarket would cost \$21.93; in a
9 corner store, \$32.88, which is a difference of
10 \$10.95.

11 The difference in the cost of regular
12 food items affects the total community: The
13 seniors, young families, working parents. The
14 negative impact of high-cost, lower-quality foods
15 is discriminatory.

16 Large markets have been closing in our
17 county for many years: The SuperFresh in Progress
18 Plaza, the Thriftway at North Broad Street that you
19 mentioned earlier, the Shop 'N Bag on Girard
20 Avenue, the IGA at Linley, which closed and became
21 a drugstore; the Thriftway that you mentioned at
22 Wingohocking and Broad Street; the Acme at Castor
23 and Wyoming; the SuperFresh at Godfrey and Front,
24 which was a beautiful store and had some of the
25 best food that you could find in the City; the

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 Thriftway at 54th and Chester; The Acme at 7720
3 City Avenue; and then the Acme at 8200 Roosevelt
4 Boulevard all closed for no apparent reason. These
5 were all WIC stores, in addition to serving the
6 community.

7 The fact that large markets have closed
8 or have chosen not to come into the City leaves the
9 inhabitants of the City with no choices. Of the
10 237 stores in Philadelphia who are authorized to
11 accept WIC checks, there are only 41 corporate
12 stores: Pathmark, Acme, Thriftway, SuperFresh,
13 ShopRite. Of the remaining 196 stores, 176 are
14 mom-and-pop neighborhood stores of various sizes,
15 shapes, and conditions. The 20 medium-sized stores
16 that are larger than mom-and-pop but are less than
17 10,000 square feet, and one owner may have more
18 than one of these stores, are located throughout
19 the City.

20 The discount grocery stores that have
21 sprung up in the inner-city neighborhoods, such as
22 Aldy's and Save A Lot are not WIC-approved stores.

23 Philadelphia is known because it's a
24 city of hospitals and universities. What has
25 happened to the grocery stores?

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 The public health concerns associated
3 with malnutrition and under-nutrition cannot be
4 addressed with medication alone. The people of all
5 levels who live and work within the confines of
6 this county must have the opportunity to purchase
7 fresh, nutritious food items at a competitive cost.

8 Thank you.

9 COUNCILWOMAN TASCO: Thank you very
10 much.

11 MS. THOMAS: Good afternoon. My name's
12 Lorraine Thomas, and I work for the University of
13 Penn School of Nursing. We have a medical center
14 run by nurse practitioners at the Frances Meyers
15 Recreation Center in Southwest Philadelphia.

16 I have lived in Southwest Philadelphia
17 for 23 years, and I now work in Southwest
18 Philadelphia also. There has always been a lack of
19 supermarkets with affordable and nutritious food in
20 our community.

21 Seven different supermarkets have opened
22 and closed in the last twenty-three years that I've
23 lived in the community. Seven may not sound like a
24 lot, but during this period, there was a lot of
25 gaps with no service at all. As the lady said from

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 the WIC, we don't have a supermarket now.

3 Thriftway at 54th and Chester has closed, so people
4 without transportation now have to travel now to
5 the Pathmark at Grays Ferry across the bridge or to
6 Olney Avenue or to Acme market, which is an
7 inconvenience for women with children and for our
8 seniors.

9 Our community doesn't have a
10 supermarket, so we do have these small mom-and-pop
11 stores, which don't have healthy or affordable
12 food. I notice in the community that I see a lot
13 of children using cards to buy peanut
14 butter-and-jelly sandwiches from these mom-and-pop
15 stores, which that should not be happening when a
16 person should be able to go to a supermarket and
17 can very well buy a large jar of peanut butter and
18 jelly or buy some fresh fruits and vegetables for
19 the family.

20 When I was asked to come here, I thought
21 about one lady that's lived in our community for 37
22 years. I hadn't seen her. Usually I would see her
23 every Sunday morning. I call her "Miss Ann." She
24 became sick and had to have surgery. So now she
25 has to change her diet. Miss Ann can't find

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 2 percent milk in our community now because
3 Thriftway is closed. Miss Ann can't find fruits
4 and vegetables in our community 'cause Thriftway is
5 closed. We don't know if we're going to get
6 another Thriftway or what we might get in the
7 community; all we do know is that we have mom-and-
8 pop stores.

9 At the Health Annex, when the University
10 of Penn opened up shop there seven years ago, they
11 planned to take care of the community mentally-
12 wise, and we have mental health there. But in my
13 waiting room, I heard a lady say she's a diabetic
14 and she only had a 5-pound bag of potatoes for that
15 week, so I said, I got to get this lady some food.
16 So because I'm a part of the Greater Philadelphia
17 Food Bank, I have connections where I know about
18 the super cupboards and people that are
19 participating in the food bank, and I was able to
20 go and get this lady some food.

21 So now I'm a part of the food bank, and
22 we actually keep food right there at the Health
23 Annex. I go to the food bank and get the free
24 fruits and vegetables for our patients a couple
25 times a week.

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 And so this is unusual. You know, the
3 University of Penn had no idea that they were going
4 to be setting up shop and giving out food, but I
5 live in this community and these are my neighbors,
6 and I said we can't have healthy patient if we
7 don't feed these people or help feed them.

8 So those are some of the things that
9 we've seen, you know, at our Health Annex. Some of
10 the things that are nurse practitioners are running
11 across is children with low iron, and we really
12 need to get that iron for our children because of
13 the lead problems that we have in Philadelphia.

14 Low weight for children because of lack
15 of healthy food. We have a lot of adults and
16 children who are overweight, and we also have a lot
17 of patients who have diabetes, high blood pressure,
18 cancer, heart disease. And let's not forget the
19 pregnant women that come in our community who don't
20 have enough of good and proper food.

21 So I'd just like to say to City Council,
22 there should be food for everyone and for every
23 child, and that should be a priority for City
24 Council.

25 Thank you.

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 COUNCILWOMAN TASC0: Thank you.

3 MS. CONNELLY: Well, good afternoon. I
4 am really honored to be here, Madam Chairwoman and
5 fellow Councilmembers. The last time I appeared
6 before some of you was when I was in the child
7 welfare world and I was advocating on behalf of
8 child welfare. So it's an honor to be here today.

9 I speak on behalf of the greater
10 Philadelphia Food Bank, and I was really touched
11 that the previous speaker mentioned the food bank.
12 In many ways, we describe ourselves as "the bridge
13 between those with food and those without," but I
14 think we're also the behind-the-scenes partner in
15 so many ways.

16 We're one of the largest distributors of
17 donated food in Southeastern Pennsylvania. We
18 distribute over 16 tons of nutritious food every
19 day to over 800 charitable organizations that feed
20 needy people in Philadelphia and the surrounding
21 communities. However, make no mistake about it:
22 75 percent of those 800 member agencies are located
23 in Philadelphia County.

24 We are honored to partner with those
25 agencies, and I think it's safe to say that if

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 there is a church or feeding program or a pantry or
3 a cupboard or a soup kitchen, after-school program,
4 senior centers, adult residences, child-care
5 centers, child residential programs, mental health
6 and mental retardation centers, just about all of
7 them, if they have feeding or distributing food as
8 a part of their mission, they belong to the Greater
9 Philadelphia Food Bank.

10 Agencies can access the donations of
11 food, and our goal is to do everything we can to
12 capture all of the excess food that's out there.
13 We work very closely with our partners in this.
14 PhilAbundance is one of our partners, the
15 Archdiocese, Share, the Farmers Trust -- the Food
16 Trust, rather. We work with them to make certain
17 that we can provide the precise quantities of
18 meats, vegetables, juices, fruits, pasta, soups,
19 cereal, snacks, and all of the other critical
20 items, whether dry, frozen, or refrigerated, to our
21 member agencies who are serving citizens in the
22 community in need every day.

23 Member agencies can come to our 49,000
24 square foot warehouse, which is located, by the
25 way, Councilman Ortiz, right down the street from

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 Steve Brown's supermarket that closed. We were
3 there at the opening, and Steve was a great
4 partners with us, and we were terribly dismayed
5 when it didn't work out.

6 COUNCILMAN ORTIZ: He had incredible
7 quality and they really catered to the community.

8 MS. CONNELLY: They did. They were
9 wonderful, yes.

10 In any case, in any case, the member
11 agencies can come to the warehouse or they can
12 arrange for delivery, or we even have a mobile
13 truck that takes the items from the food bank to
14 those smaller agencies who simply can't afford to
15 come to us and who want to have access and choice.

16 Additionally, because we recognize that
17 providing food for our member agencies is not
18 sufficient, we also in the last five years, have
19 become very active, as have our partners, in
20 nutrition education and outreach. So one of the
21 Kids' Cafes, the after-school feeding program that
22 was mentioned in earlier testimony, the Kids' Cafe
23 Program is a program at the Greater Philadelphia
24 Food Bank. We currently have 23 Kids' Cafes, and
25 essentially, they're supported, the food is

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 provided by the Greater Philadelphia Food Bank, the
3 items that are needed to get them up and running,
4 and what we ask is that they serve at least one hot
5 meal a week to children who would not otherwise get
6 it.

7 But in addition to that, we have a
8 nutritionist who works with them and goes in and
9 provides nutrition education programs. We also
10 encourage those after-school programs to reach out
11 to families so that part of what they do if, they
12 want to be a Kids' Cafe, is to provide a family
13 night where oftentimes the children are cooking the
14 food or providing the food, and then food is sent
15 back home with the families.

16 We also provide recipes on a weekly
17 basis to all of our member agencies and additional
18 recipes, of course, to these programs.

19 In addition to that, we are now in the
20 public high schools in Philadelphia, providing
21 nutrition education, life skills, shopping tips to
22 pregnant teens or to teens who are mothers and
23 struggling to care for their children.

24 And in the summer, we have a community
25 garden, and I would certainly recommend that as we

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 look at what we're going to do with all of these
3 vacant lots and cleared lands, that we consider the
4 whole issue of increasing the number of community
5 gardens.

6 You have heard referenced in previous
7 testimony the percentages of people that are hungry
8 in this area. The Food Bank participated in a
9 national hunger study with America's Second Harvest
10 last year, and I just have a few of those
11 statistics that are pertinent to today and that is
12 that:

13 30 percent of the clients served at the
14 feeding programs who are members of the Greater
15 Philadelphia Food Bank are children under 18;

16 85 percent of the households with annual
17 incomes of under \$18,000, 26 percent of those
18 client households have one or more adults employed.
19 And in the previous 12 months, 56 percent of the
20 clients reported that the food that they did buy
21 did not last;

22 And 27 percent of the clients with
23 children reported that their children were hungry
24 at least once in the previous months but that they
25 could not afford any more food.

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 I was very struck by the reference to
3 transportation and the role that that plays in the
4 City and access to food. In our study, 78 percent
5 of the clients have no working car, and so that
6 certainly is a barrier.

7 In any given week, over 60,000 people
8 are served by the emergency feeding system, and
9 although many of these clients reported some use of
10 and dependence on public assistance, what we're
11 finding is that what was originally intended as a
12 an emergency feeding network has, in fact, become
13 an efficient and dedicated system of supplemental
14 feeding programs. And these programs have
15 literally become very essential to the well-being
16 of families, children, and seniors as they struggle
17 to survive, and they've become an important part of
18 the communities in which they are located.

19 But each of these programs, many of
20 which are food-based, are working for the same
21 goals: One, to ensure that folks needing food can
22 easily find it and find it respectfully, and I
23 would venture to say that all of our member
24 agencies do that very well; but, secondly, they're
25 attempting to use their resources in order to lift

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 people out of poverty so that they can, in fact,
3 inhabit the world that we inhabit that is a
4 food-secure world, and you gave that reference
5 earlier in your testimony so that I won't repeat
6 it.

7 But I will say is that when these
8 clients are helped out of poverty and near-poverty
9 and are ready to enter the world that we inhabit --
10 namely that they can go into a supermarket and
11 choose food -- they're really often unable to
12 exercise that newfound independence.

13 And so we're confronted with the dubious
14 distinction of being able very successfully,
15 through much incredible volunteer effort and
16 devotion and food industry generosity, which you
17 heard referenced by our Pathmark and ShopRite
18 partners, they're wonderful, wonderful partners to
19 us, to meet the basic needs of those people who
20 need emergency food. But when these same people go
21 to buy food like you and me, there's not
22 necessarily a convenient place to go.

23 And as we've heard here this morning,
24 that's damaging to the people who have a right to
25 have stores nearby serving this most basic need, to

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 the community whose stability is really threatened,
3 and to the City in terms of health and other costs
4 when the nutritious variety of food is not easily
5 and economically available.

6 So what I would recommend to you in this
7 work which you're engaged in, which is just
8 wonderful, is that you look at ways to support the
9 nutrition education programs that have been
10 referenced here this afternoon; that you engage in
11 a dialogue with supermarkets and find out why they
12 can't thrive and work in the City.

13 My experience with the supermarket
14 industry is that they are among the most generous
15 people on earth. They make it possible for us to
16 survive. However, they're business people, and
17 whatever we can do to help them come in to the
18 inner city and connect with a very willing and
19 ready customer base would be time well spent.

20 And, finally, and I say this again, if
21 you would look to ways to link this initiative and
22 this work to what's happening with the clearing of
23 vacant lots throughout City. I don't have any
24 answers other than possibly additional farmers
25 market stands and community gardens.

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 And then, finally, America's Second
3 Harvest, a national network of food banks and food
4 rescue programs, of which the Food Bank and
5 PhilAbundance are members, is sponsoring on June
6 5th a National Hunger Awareness Day, and I'm sure
7 that both of us will be doing something, and we
8 would ask your support of that day. It is an
9 opportunity to raise the level of awareness
10 throughout the City of Philadelphia to the fact
11 that hunger does indeed exist, and we all have an
12 obligation to make it go away.

13 Thank you.

14 COUNCILWOMAN TASC0: Thank you.

15 Mr. Clark?

16 MR. CLARK: I'm William Clark, executive
17 director of PhilAbundance. I want to thank you for
18 holding this hearing and especially thank
19 Councilwoman Reynolds Brown for her initiative in
20 this area.

21 PhilAbundance is committed to providing
22 food to those in need. We work every day to end
23 hunger and malnutrition in the greater Philadelphia
24 area. While we are committed to providing this
25 food, we are especially committed to providing

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 nutritious food.

3 The low-income communities that we serve
4 suffer disproportionately from hunger in two
5 related forms: Under-nutrition, resulting in not
6 having enough to eat; and malnutrition, resulting
7 from the disproportional consumption of unhealthy
8 foods. We believe access to healthy foods is the
9 key to solving both of these growing problems in
10 our region.

11 We try to do what we can to provide one
12 form of access. We do this primarily by collecting
13 surplus food and primarily from the food industry
14 and distributing it to organizations in need. Our
15 six refrigerated trucks delivery perishable foods,
16 mostly fruit and vegetables, to other 200
17 charitable organizations serving the hungry in our
18 region. On an annual basis, that works about to be
19 about 13 million to 14 million pounds -- and,
20 again, 80 percent of that is produce.

21 However, we don't believe that
22 philanthropic food relief is a strategic and
23 long-term answer to this problem. We don't see
24 ourselves as an alternative to the commercial
25 sector.

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 And I'd also like to endorse the
3 testimony that's been given here before. Our
4 trucks drive every day throughout the streets of
5 the City, and clearly we see what some of these
6 numbers have indicated: That the poorer in the
7 area, the less likely they are to have
8 supermarkets. In North Philadelphia alone, if you
9 just consider the five major fast-food chains, they
10 operate 32 outlets to only 6 supermarkets, more
11 than a 5-to-1. In a more affluent area like
12 Roxborough, the ratio is 1 to 1.

13 The price we pay if don't address this
14 problem is enormous. We know that the diets that
15 most of the poor are forced to access is rich in
16 fats, salts, low in fiber, basically a perfect diet
17 to promote obesity and a wider range of chronic
18 diseases, including diabetes, cancer, and heart
19 problems.

20 But the problem we're discussing here
21 today is a multifaceted one. For the folks that
22 live in these needy areas and are struggling to get
23 by, the sheer lack of access to healthy food is one
24 important obstacle in their way, one more burden
25 that prevents them from lifting themselves up and

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 out of poverty.

3 We simply cannot blame a working mom who
4 gives into her kids crying for another Happy Meal
5 when the fast-food outlet is within walking
6 distance and the grocery store is not. And I would
7 refer back to Jo Ann's testimony that let's not
8 forget that 78 percent of the people that come to
9 organizations like ours to receive food assistance
10 don't have the access of a car. So nutritious
11 foods within walking distance is absolutely
12 critical.

13 But I also want to point out something
14 at the risk of compounding the situation, that
15 access to food knowledge is also a big issue.
16 Since I've been at PhilAbundance, one of the
17 surprising things I've had to deal with is how
18 often we deliver fresh produce to an agency and
19 it's rejected. Sometimes we have trouble giving
20 the free produce away.

21 And the answer most often given is that
22 our clients don't know what to do with that stuff.
23 We've had to work through problems with plantains,
24 eggplants, zucchini, acorn squash. And I sense --
25 and it's just my hypothesis at this point -- that

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 one of the cumulative effects of reduced access to
3 food in the inner city is the long-term
4 deterioration of our population's knowledge of how
5 to prepare these foods. What was common in a
6 grandmother's day is unknown how to process in
7 their daughters' day today, and it's one of the
8 factors that leads to them availing themselves more
9 frequently of a McDonald's, or even if there is a
10 supermarket nearby, the processed food alternatives
11 that are available at that supermarket.

12 Produce, as well as fresh meats and
13 dairy products, require a certain amount of
14 expertise to prepare and incorporate into your
15 diet, and if you've gone multiple generations
16 without having access to some of these things, you
17 can't be expected to all of a sudden know how to
18 use an eggplant an or acorn squash just because a
19 supermarket opened up in your neighborhood. So I
20 just want to just point out that even when we're
21 giving away this stuff for free, we have a hard
22 time.

23 But, to sum up, people have to eat.
24 There is certainly nothing more basic. The
25 temporary relief of the emptiness in one's stomach,

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 by any means, is simply just not good enough. A
3 regular, healthy diet is key to preventing a host
4 of the devastating health and development problems
5 we've had heard referenced here today. The science
6 is plain for all of us to see.

7 I urge this committee and the City
8 Council to find a solution, to solve the mystery as
9 to why we can't keep supermarkets operating in our
10 City streets. If we don't, the outcomes in the
11 long term are just disastrous. It will just be
12 simply unjust and unwise, if not immoral, not to
13 provide a strategic ability of our citizenry to
14 access nutritious foods in everyday life and within
15 walking distance of their homes.

16 Thank you very much.

17 COUNCILWOMAN TASC0: Thank you very much
18 for your testimony and to the entire panel.

19 Are there questions from members of the
20 Council?

21 COUNCILWOMAN REYNOLDS BROWN: I only
22 have two.

23 Those of you who are working intimately
24 with the schools could respond. I'm excited too
25 that there's some connect with the schools in our

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 city. With those where there exists a
3 relationship, was it a circumstance where you
4 reached out to the schools they said yes, or they
5 heard about the initiative and wanted to be a part
6 of it?

7 DR. JOHNSTON: I mentioned in my
8 testimony that I started at the Turner School in
9 1990, and that was directly from a teacher at the
10 Turner School, Marie Vogel, who came to the
11 University of Pennsylvania to the Center for
12 Community Partnerships and said, We need a
13 school-based nutrition education program.

14 Beyond that, it's very much a
15 collaborative. Not negotiated in a bad sense, but
16 very much a discussion that leads to that.

17 COUNCILWOMAN REYNOLDS BROWN: I'm
18 thrilled to hear that program still exists. I'm
19 actually aware of her efforts in West Philadelphia.

20 With the high schools, is that citywide?

21 MS. CONNELLY: No, that's not citywide,
22 Councilwoman; that's in a few select schools, and
23 they're primarily schools that have programs that
24 help teen moms and pregnant teens achieve their
25 GED, or who make time during the day for us to come

3 And it was not initiated by the schools.

10 However, the success of it really
11 depends on the willingness of the school to work
12 with us and allow us to come in there. So we're
13 starting small, but we're hoping to grow that
14 program.

16 DR. JOHNSTON: Could I just say one more
17 thing, and that is that I think these kinds of
18 school-based programs succeed by far the best if
19 they become a part of the mission of the school and
20 not simply an extra.

22 DR. JOHNSTON: And I think that's where
23 the discussion and the negotiation, that the common
24 goals become more important.

25 MR. GERBER: The schools also then serve

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 to promote it to other schools. Like at the high
3 school, we have a group of 25 high school students
4 who are awarding mini grants to other students
5 around the City who are doing nutrition projects.

6 So in that way, students are actually
7 seeking out to replicate fruit and vegetable stands
8 or other projects. So it usually tends to be the
9 schools approaching us for more resources or more
10 programs.

11 COUNCILWOMAN REYNOLDS BROWN: My only
12 final comment is as I heard the startling
13 statistics that you share with us and the fact that
14 you fact that you find it difficult to give away
15 free food, that becomes an opportunity as we move
16 forward with the initiative you've offered and how
17 we involve and rope in those who are currently
18 living and breathing this challenge every day. So
19 I suspect that we will do that.

20 Thank you.

21 COUNCILWOMAN TASCO: I would like to ask
22 a question of Miss Kilby. You heard the gentleman
23 from Pathmark talking about the problem in getting
24 the WIC certification. Are you aware of that
25 problem?

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 And also, when you answer that question,
3 about the limit to the number of certificates, how
4 is that determined? The money flows down from the
5 federal government to the states?

6 MS. KILBY: Yes.

7 COUNCILWOMAN TASC0: So is it federal
8 regulations or is it state regulations?

9 MS. KILBY: They're both. The WIC
10 program is a program that is monitored very
11 carefully. And in Pennsylvania, we have received
12 accolades from the federal government, but we
13 monitor the use of money so carefully. And the
14 stores have to meet specific criteria.

15 Now, the largest stores haven't always
16 been there, and the mom-and-pop stores have picked
17 up a lot of those slots. Prior to, I guess, ten
18 months ago, there were, I guess, 198 slots. There
19 are now over 230 slots. But when you look at our
20 total numbers, only 41 of those slots are filled by
21 corporate stores. Now, it's not that the slots
22 aren't there; the stores aren't there.

23 And we have stores throughout City but
24 you heard me name all of those that have closed,
25 and many of them are in your area.

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 COUNCILWOMAN TASC0: I know.

3 MS. KILBY: And the people need places
4 to shop. And what has happened is that the corner
5 stores have picked up the slack, and they have to
6 maintain a specific inventory. It's not that they
7 can just say, you know, maybe I'll carry some
8 infant cereal and some infant juice; they have to
9 have an inventory for infants, children, and women,
10 and they have to maintain it.

11 We visit those stores on a regular
12 basis. If they don't meet the inventory, they can
13 be taken off of the program. They're reevaluated
14 every other year. So they just don't always meet
15 it. It may not be the top priority in their lives
16 at that point.

17 COUNCILWOMAN TASC0: Well, he did say
18 that there was a lawsuit at the time that they
19 applied for their certificate.

20 MS. KILBY: Yes, and that was a major
21 problem, yes. And it's been resolved and it's a
22 federal problem, it's not just a state problem. So
23 it's not something that we had a lot to do with.

24 COUNCILWOMAN TASC0: Okay.

25 MS. CONNELLY: I happen to know that

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 because I've always been told that North
3 Philadelphia, West Philadelphia was very difficult
4 to get programs and funding in the district where I
5 am because, one, the census numbers are so high,
6 your people are so high-income and you can't get
7 this and you can't get that.

8 And then when I saw that article, that's
9 why we looked at the whole issue of this nutrition
10 as related to infant mortality. So when we do our
11 hearing on the incidence of increase in infant
12 mortality, we will invite you all to come back if
13 you're so inclined that that's an area that you
14 want to talk about.

15 MS. KILBY: The problem that we run into
16 is that we identify the mothers and the children
17 who are eligible for WIC benefits, but do you know
18 how difficult it is to get them to come for WIC
19 benefits?

20 In addition to getting WIC foods 12
21 months out of the year, they also get fresh fruit
22 and vegetables coupons starting in June. And there
23 is a problem for them because they don't have
24 anywhere to redeem those coupons because we don't
25 have neighborhood fruit and vegetables markets.

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 And the Trust has been very, very
3 helpful in working with Bob Pierson, trying to
4 locate more fresh fruit and vegetable market
5 places. But as you said, you have to be very
6 careful where you put them.

7 COUNCILWOMAN TASC0: Mm-hmm.

8 MS. KILBY: But we can use help from
9 everyone and anyone to help encourage these moms to
10 keep their appointments to come to pick up their
11 WIC checks and then take them and use them. They
12 will come and get them and then not go to the store
13 and use them.

14 Again, going back to what you said, they
15 have lived a life of fast foods. We offer them
16 fruits and vegetables, we offer them dairy
17 products, but they don't know what to use these
18 for. They don't know how to cook

19 COUNCILWOMAN TASC0: Well, we'll have to
20 give them some cookbooks.

21 MS. KILBY: Yes, we provide nutrition
22 education, but we need to provide them more.

23 WIC is in the process now of becoming a
24 super cupboard so that we can then provide cooking
25 demonstrations and cooking schools for them. But

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 this isn't just something that we can do; it needs
3 to be done by churches, by schools, by neighborhood
4 community programs.

5 COUNCILWOMAN TASC0: Well, we have a
6 great challenge for us, and certainly we have the
7 offer of ShopRite to engage in this effort with us.

8 COUNCILMAN ORTIZ: (Inaudible, off-mic.)
9 (Councilman Ortiz discusses
10 Health Department Momobiles.)

11 COUNCILWOMAN TASC0: The Momobile was
12 started after we had hearings on infant mortality
13 back in '87, and the City launched the Momobile to
14 travel throughout the City to give prenatal-care
15 information to mothers, prospective mothers. So we
16 are looking now to increase that so that we can get
17 maybe a Momobile in the northwest area of the City
18 of Philadelphia.

19 MS. CONNELLY: The Momobiles are one of
20 the primary recipients of a drive that we run in
21 the spring in churches called "Baby Manna," where
22 we collect as much money as we possibly can to
23 purchase infant formula to supplement in those
24 areas where, you know, they need formula. And the
25 Momobiles is one of the prime recipients of that

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 wonderful collection.

3 COUNCILWOMAN TASC0: Thank you. We
4 certainly appreciate your testimony. It was
5 informative. And we'll see you when we have the
6 hearing on the infant mortality. Probably we'll do
7 that in the fall, 'cause we need some time to get
8 it together.

9 Okay, our last two panelists, unless
10 there are others, are Beth Showell and Lilly cobs
11 of the People's Baptist Church.

12 Is there anyone else here to testify on
13 this issue?

14 (No response.)

15 (Witnesses come forward.)

16 COUNCILWOMAN TASC0: How you doing?

17 MS. SHOWELL: My name is Beth Showell,
18 and I kind of feel like I might be the knot to tie
19 everything together.

20 I think I should tell you a little bit
21 about myself, since everybody else here has comes
22 with some recognition. First, I'll tell you a
23 little bit about my education. I have a bachelor's
24 degree in health and physical education. I have a
25 master's degree in biochemistry, and particularly

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 concentrating on the chemistry of the human body.
3 I did my masters thesis on the chemistry of
4 learning. I have a doctorate's degree in
5 environmental education and did my research on the
6 environmental effects on the chemistry of learning.

7 Just to very quickly sum that up since
8 we're talking about nutrition, fish is a brain
9 food, and sugar interferes with the learning
10 process. I am a veteran of 35 years in the
11 classroom. I taught science for the Philadelphia
12 School District.

13 I have to make some notes for myself
14 because I'm at an age where I forget if I don't.

15 I taught nutrition to student nurses and
16 doctors at the University of Pennsylvania. I'm a
17 community volunteer and do demonstration cooking
18 and nutrition education at the farmers market in
19 Clark Park on 43rd Street between Baltimore Avenue
20 and Chester Avenue. I'm on the advisory committee
21 for the Penn State urban gardening. I garden at
22 the Warrington garden.

23 I'm sorry that Councilman Rizzo has left
24 because I've been a thorn in his side, and I should
25 let the rest of the Councilmembers know that the

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 county and City of Philadelphia is the only county
3 in the Commonwealth of Pennsylvania that does not
4 fund the Penn State extension service, there's no
5 money coming from the county of Philadelphia.

6 I served on the board and as president
7 of SETA Park Neighbors. I am rooted in the
8 neighborhood. I was on the Council PCNO back in
9 the days when Angel was also on that council. I
10 served on the board of the National Association of
11 Neighborhoods.

12 People just talked about the programs at
13 the Turner School; I was one of seven people sent
14 with Marie Vogel and Ira (indiscernible) at Penn to
15 Europe to study community schools. At the time,
16 Blondell was one of our bosses.

17 One of the things that I see that we
18 really need in areas of lower economic area is a
19 stress on education. It was mentioned that a lot
20 of people don't know how to prepare. It's part of
21 what I do at the farmers market.

22 But with my own children and with the
23 children at camp, and even with the children at the
24 market, we have a three-bite rule. You've never
25 tasted it before? Taste it now. We've won

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 children over to fruits and vegetables.

3 To give you an example, we had one woman
4 who came through -- the farmers used to tear the
5 tops off the beets and toss them, and I told them,
6 Don't do that, sell the whole thing, sell the beets
7 with the greens on them. One woman came to me and
8 said, "I'm 87 years old and I've eaten beets all my
9 life but I never knew you could eat the tops." And
10 one of the things that we've done is to do some
11 education as well.

12 One of the things that I found during my
13 studies working on my degrees is that if women are
14 nutritionally deprived and if the children that
15 they are carrying are deprived in utero, that
16 deprivation is never made up; it's passed on to the
17 next generation.

18 A little bit of personal information
19 about supermarkets. When I lived at 48th and
20 Walnut and my children were little, I could walk
21 down to, 48th between Spruce and Pine, and shop at
22 the Penn Fruit or the Acme, or I could walk to 46th
23 and Spruce and shop at the A&P. None of those
24 stores exist.

25 There is a supermarket now in the old

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 Acme building. Most of the people in the community
3 that have access to it do not shop there because
4 the previous owners, in order to save money,
5 unplugged the freezers at night. So if you went in
6 there early in the morning, the frozen food -- the
7 orange juice and vegetables -- had defrosted. They
8 plugged them back in and they refroze, which is
9 extremely unhealthy.

10 I live at 49th and Baltimore now, and
11 I've been there for 36 years. I go to Delaware to
12 shop. I'm 15 minutes from I-95 and get right on
13 and shop down on Concord Pike. Only because, one,
14 the food is cheaper; two, the quality of food is so
15 much better.

16 I was taking an 88-year-old neighbor of
17 mine out to the Acme at Penrose Plaza, and I told
18 her, Miss Kitty, you don't want to shop here. As
19 we walked in the door, a roach ran across her foot.
20 I mean, I can understand how people have to shop
21 there, but why would they want to?

22 I drive, so I can go wherever I want.
23 I'm used to shopping in supermarkets in New York
24 State and with my sisters on Cape Cod. It's
25 unbelievable the differences in the stores -- the

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 quality, the cleanliness, even the size of the
3 aisles, the presentation of the food, all of these
4 things.

5 So I'm coming to you, telling you my
6 background. I have been very fortunate for the
7 past five years to be able to be a volunteer at the
8 farmers market with the Trust and to be able to
9 serve my neighbors.

10 One of the things that's very ironic is
11 that a lot of the young women who do have their WIC
12 vouchers who come for fruit and vegetables want to
13 know why we don't have bananas or oranges, and we
14 tell them it's because we sell fresh fruit that's
15 grown right here in Pennsylvania. The farmers pick
16 the fruit in the morning vegetables in the morning,
17 bring it in, and sell it in the afternoon. And
18 because the University City area has a large ethnic
19 diversity, they are beginning to diversify in terms
20 of the types of vegetables that they sell.

21 I don't know what else I can say. If
22 you have any questions, I'd be happy to try -- oh,
23 I did not mention one thing that I should. I feel
24 connected to so many people in this room. I
25 mentioned Angel and PC&O, but I should also let you

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 know that I'm a 46-year card-carrying member of
3 Delta Sigma Theta.

4 COUNCILWOMAN REYNOLDS BROWN: Glad to
5 have you.

6 COUNCILWOMAN TASC0: Thank you so much.
7 I do get from Penn State their publications. They
8 invite us to events that they sponsor. I did not
9 know that we were supposed to contribute to their
10 extension program.

11 MS. SHOWELL: Well, as I said, of all of
12 the counties -- last year at the annual meeting, we
13 put Frank Rizzo Jr. on the spot and he said he was
14 going to come back to City Council.

15 At one time when the urban gardening
16 program especially started, the Penn State
17 extension service was a line item in Philadelphia
18 on the budget, and for some reason, it got cut, and
19 it has never been.

20 Philadelphia County is the only county
21 in the Commonwealth of Pennsylvania that does not
22 contribute to the extension service, even though --

23 COUNCILWOMAN TASC0: The extension
24 services, are they a part of the Penn State
25 University?

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 MS. SHOWELL: No. Penn State Extension
3 Service is the service that helps with the
4 community gardens in Philadelphia, with the
5 vegetable gardens, and even now, it has expanded to
6 doing flower gardens, helps farmers. The 4H
7 Program comes out of the --

8 COUNCILWOMAN TASC0: But are they
9 connected to Penn State?

10 MS. SHOWELL: Yes, Penn State, which is
11 a state university. The extension service is
12 something that has been around forever almost. I
13 think just about every state that has a land grant
14 college has an extension service to help people
15 grow food. We're the only county in the
16 Commonwealth that does not.

17 COUNCILWOMAN TASC0: We'll have to get
18 our State Representatives to appropriate some money
19 to Philadelphia.

20 MS. SHOWELL: Exactly. Whichever way.
21 Malcolm X said whichever way.

22 COUNCILWOMAN TASC0: But we do get the
23 information because I earlier was going to mention
24 them as a source of helping to educate, 'cause
25 education, as you said and I believe, is extremely

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 important for people to understand the value of --

3 MS. SHOWELL: Exactly. (Inaudible) that
4 is an educational program to help -- and they do
5 conduct classes and other things. I'm on the
6 advisory committee with them. They do a lot of
7 things too. But, you know, it's a matter of
8 funding the.

9 COUNCILWOMAN TASC0: Yes, I agree.
10 Thank you.

11 Any other questions or comments of
12 Miss Showell?

13 (No further questions.)

14 COUNCILWOMAN TASC0: Thank you so much
15 for coming in, we appreciate it. And
16 congratulations on your wonderful success in life.

17 MS. SHOWELL: Thank you.

18 COUNCILWOMAN TASC0: Miss Cobbs.

19 MS. COBBS: Yes, good afternoon, Madam
20 Chair.

21 COUNCILWOMAN TASC0: Would you speak
22 into the mic. You have a soft voice and we want to
23 hear you.

24 MS. COBBS: Good afternoon, Madam Chair.
25 My name is Lilly Cobbs, and I serve as the

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133
2 before I say the little few things that we
3 recommend, I do shop at the Food Bank, and the Food
4 Bank representative that spoke, we get a lot of
5 fresh foods, and whenever we do service, we only
6 service once a week, but when we service them once
7 a week, we try to have fresh foods for them to take
8 in their bags. And when we make their bags, we try
9 go make sure they have, like, three or four days'
10 food.

11 We recommend three key actions that
12 Philadelphia and state and local governments must
13 address this problem.

14 First, we need to erase the gaps in the
15 number of supermarkets between low- and high-income
16 significant public investment;

17 Second, economic- development agencies
18 should convene key leaders in the supermarket
19 industry to develop a strategy to create more
20 supermarkets in the lower-income communities;

21 Finally, state and local governments
22 should create linkage programs and require
23 supermarkets that build in higher-income
24 communities to build new stores in lower-income
25 neighborhoods. And in this way, it will be better

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 for all of us in our community.

3 COUNCILWOMAN TASC0: Well, thank you so
4 much for your testimony.

5 Are there questions or comments from
6 members of the committee?

7 (No questions.)

8 COUNCILWOMAN TASC0: Thank you. We
9 certainly appreciate you taking time out to come to
10 testify today.

11 And to you, Miss Cobbs, and to all of
12 you who have testified, it has been quite
13 informative and inspiring.

14 (Inaudible) and Councilwoman Blondell
15 Reynolds Brown because we will be dealing with the
16 issue of nutrition as well as infant mortality,
17 which are interrelated, and we need to talk about
18 the farmers market.

19 Thank you all.

20 There being no further business, this
21 Council is -- we'll recess to the call of the
22 Chair. That keeps the discussion open and we can
23 come back at any time and have further discussion
24 without having to do a formal call.

25 Thank you very much.

1 4/19/02 HEALTH & HUMAN SERVICES - RES. 020133

2 (Proceedings end at 4:23 p.m.)

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CERTIFICATE

I HEREBY CERTIFY that the foregoing
proceedings of the Council of the City of
Philadelphia's meeting of the Committee on Health
and Human Services of Tuesday, April 19, 2002, are
contained fully and accurately in the stenographic
notes taken by me, and that this is a true and
correct transcript of same.

RE: Resolution No. 020133

_____,
Josephine Cardillo
Registered Professional Reporter
and Notary Public

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