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Einstein Healthcare Network and Philabundance Bring Back Fresh for All Produce Market

PHILADELPHIA, September 10, 2020 – Einstein Healthcare Network and Philabundance brought back Fresh for All, the weekly produce market where fresh fruits and vegetables are distributed at no cost. The program, which was on hiatus due to the coronavirus pandemic, started back September 8 with new safety precautions for participants and volunteers. Fresh for All is now offered every Tuesday morning starting at 10 a.m. at a new location: 5500 block North 11th Street, between Tabor Road and Clarkson Avenue, Philadelphia, PA 19141, on the Einstein Medical Center Philadelphia campus.

As a safety measure, Fresh for All volunteers pre-package all of the produce and the packages are placed on tables for a “grab and go” set-up to reduce contact and help move the line faster. Every package is filled with identical produce. Participants are asked to perform physical distancing by staying six feet apart when waiting in line when possible, and to wear a face mask.

“With the pandemic and resulting loss of jobs and income, food insecurity is an even greater problem for so many families, so Fresh for All is needed more than ever,” says Dixieanne James, President and Chief Operating Officer for Einstein Medical Center Philadelphia. “Fresh for All provides nutritious produce without financial strain and fresh foods can help improve the overall health and wellness of our patients and our community.”

To help identify patients who could benefit from Fresh for All, Einstein added questions about food insecurity to its electronic medical record questionnaire and those patients are made aware of Fresh for All and other resources.

On average, every participant receives between 10 and 20 pounds of fresh produce each week. There are no income restrictions, no identification is required, and participation does not affect any other food-related benefits. The pop-up produce market is offered every week, year-round, rain or shine, except in extreme weather.

Einstein's Fresh for All started in the spring of 2018 in partnership with Philabundance, the organization that developed the model of the pop-up produce market and whose mission is to end hunger and address food insecurity. Since Einstein Fresh for All started, almost 13,000 individuals and families have been provided with more than 250,000 pounds of fresh produce distributed with the help of more than 750 volunteers.

About Einstein Healthcare Network

Einstein Healthcare Network is a healthcare system with approximately 1,000 beds and more than 8,700 employees serving the communities of Philadelphia and Montgomery County, Pa. The Network is made up of three acute care hospitals including Einstein Medical Center Philadelphia, the largest independent academic medical center in the Philadelphia region training over 3,500 health professional students each year with 400 residents in more than 30 accredited programs; Einstein Medical Center Elkins Park; and Einstein Medical Center Montgomery. The Network also includes MossRehab, consistently ranked by *U.S. News & World Report* as a top rehabilitation hospital in the nation; Willowcrest, named by *U.S. News & World Report* as one of the best nursing homes for short-term rehabilitation care in Philadelphia; outpatient care centers; and a network of more than 900 primary care physicians and specialists throughout the region. For more information, visit www.einstein.edu or call 1-800-EINSTEIN.

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