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Happy June, Everyone!

Nothing says summer like fresh produce. As the world regains its footing, there's no better way to feel grounded than by sinking your teeth into a juicy peach, a crisp cucumber, or the very first sweet corn of the season. Come visit the Philadelphia Wholesale Produce Market and let Mother Nature lift your spirits!



Visit PhillyFreshProduce.com

Speaking of encouraging news, check out what's happening this month at the Market!

Farmers to Families Food Box Program



They say good things come in small packages. Well, a 20 lb. box full of fresh produce may not be so small, but it's full of good things.

In response to the coronavirus crisis, the [United States Department of Agriculture \(USDA\)](#) established an innovative way to help people on two fronts – American families in need as well as the food industry that suffered staggering losses. The USDA's Agricultural Marketing Service (AMS) developed the Coronavirus Food Assistance Program (CFAP) **[Farmers to Families Food Box Program](#)**. In a nutshell, the program seeks to provide critical support to American farmers, distributors, and processors, while ensuring that all Americans have access to fresh and wholesome food during this national emergency.

COVID-19 forced the closures of restaurants, hotels, and other food service establishments. Those closures did not only impact the establishments themselves but the distributors and growers throughout the supply chain. To address the issues of job losses, food waste, and a growing hunger in the US, the USDA AMS sought bids to create family-sized “food boxes,” the contents of which had to be grown or raised in the U.S. The boxes would then be transported to various non-profits to help people in need.

Three companies within the [Philadelphia Wholesale Produce Market](#) won contracts to produce and distribute produce boxes – the [Mid-Atlantic Regional Cooperative \(MARC\)](#), [T. M. Kovacevich-Philadelphia, Inc.](#), and [John Vena Inc.](#) All three are grateful for the opportunity to work with the USDA AMS and collaborate with other partners to make the program a success story.

The Mid-Atlantic Regional Cooperative (MARC)



The MARC, a program of Feeding Pennsylvania, already had extensive experience sourcing and transporting fresh produce for its 26 member food banks. Thanks to a grant from Feeding America, the MARC began producing 20 lb. mixed produce boxes to address the challenges that COVID-19 presented and enabled a low-touch distribution system that was fast and efficient. The Farmers to Families Food Box Program seemed a natural extension and expansion of this existing program.

The MARC will be producing and distributing more than 160,000 fresh produce boxes to food banks across the Mid-Atlantic.

T. M. Kovacevich-Philadelphia, Inc.



TMK Produce secured a contract that offers produce boxes consisting of four pints of blueberries and three 2-lb. bags of peaches. TMK partnered with [Sunny Valley International](#) for peaches and blueberries from Georgia and South Carolina now, then up the coast to New Jersey later in the program. [Eastern Pro Pak LLC](#) is doing the packing. Sunny Valley and Eastern Pro Pak are sister companies located together in Glassboro NJ.

The produce boxes are going to dozens of non-profits in the area, including [Blessings of Hope](#) of Leola, PA, [Philabundance](#), [Caring for Friends-Philadelphia](#), and [Revive](#) in Elmer, NJ. TMK is thrilled to see so many agencies getting wholesome food out to those who really need it.

John Vena Inc.



John Vena Inc. is utilizing a variety of their American suppliers and local partners to create 20 lb. boxes of mixed fruits and vegetables with items such as apples, oranges, avocados, sweet potatoes, onions, and broccoli to support the weekly fresh produce needs of a small family. The boxes that they create at their PWPM packing facility will be distributed in and around the Philadelphia metro area by their partners at [Share Food Program](#), a non-profit organization serving a regional network of community organizations engaged in food distribution, education, and advocacy.

Currently the Farmers to Families Food Box program will run from May 15th through June 30, 2020, although the USDA has indicated their intention to continue programming through December of 2020 if needed.

The Philadelphia Wholesale Produce Market is proud to answer the call to action to ensure that people have access to healthy produce during this pandemic. Our tagline says it all - **“Fresh is Our Life’s Work.”**



June 2020 Highlights

June 5 – Happy 9th birthday, PWPM!

June 14 – Flag Day

June 20 – First Day of Summer

June 21 – Father's Day

New Market Hours

Sunday: 9:00 am to Sunday: 12:00 pm

Sunday: 9:00 pm to Monday: 10:00 am

Monday: 9:00 pm to Tuesday: 10:00 am

Tuesday: 9:00 pm to Wednesday: 10:00 am

Wednesday: 9:00 pm to Thursday: 10:00 am

Thursday: 9:00 pm to Friday: 10:00 am



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