



FOR IMMEDIATE RELEASE
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Schenectady Greenmarket's New Food Box Program Starts May 1
Program will Offer Pickup and Delivery Options for Customers

Schenectady, NY – Schenectady Greenmarket is launching a new Food Box Program on May 1, 2022, supported by a grant from The Schenectady Foundation, for pickup and delivery of produce for lower income customers throughout its Outdoor Market season. Schenectady Greenmarket's Outdoor Market operates around Schenectady City Hall on Jay, Franklin, and Clinton streets from 10 a.m. – 2 p.m. every Sunday through November 20. Schenectady Greenmarket serves as a vital food-system in downtown Schenectady connecting farm and city to provide fresh, local produce and products from over 80 diverse vendors.

Schenectady Greenmarket's new Food Box Program is a low-cost weekly food box share program where eligible participants would pay at the market \$10 for a small share (5-7 produce items) or \$14 for a large share (10-12 produce items). Sign ups will be available the third Thursday of each month and close the following Thursday. For those picking up their products, they would be able to choose their own items from a variety available each week at the market table. A delivery option is also available for eligible customers within 10 miles of City Hall.

Thanks to a grant from The Schenectady Foundation, the Schenectady Greenmarket Food Box Program was able to hire three part-time, seasonal employees: a Food Box Program Coordinator, an Assistant Food Box Site Coordinator, and a Food Box Delivery Driver.

"I was born and raised in Schenectady and currently raising my family here," **said Ariel White, Food Box Program Coordinator.** "As a community member I believe in connecting people to the vast resources and programming this city provides. Taking on this new Food Box initiative with Schenectady Greenmarket is completely grassroots, which I love. Through this program, we are able to make fresh and locally grown food accessible to people who may not realize what's in their own backyard. We are bringing the community together and by doing so creating a stronger, healthier Schenectady."

The Food Box Program was created for customers with limited financial resources. However, applications are open to anyone. The program allows for a limited amount of shares each month. Should the program reach capacity, preference will be given to those with the greatest need.

Schenectady Greenmarket ~ P.O. Box 954 Schenectady, NY 12301 ~ www.schenectadygreenmarket.com



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“Our market continues to grow following the challenges of the COVID-19 pandemic with our most vendors ever, an expanded market footprint, and the launch of new programs and incentives for EBT/SNAP customers,” **said Haley Viccaro, Chair of Schenectady Greenmarket.** “We are excited to launch this new Food Box Program, thanks to support from The Schenectady Foundation, which will offer customers pickup of produce or delivery right to their front door, helping to increase food access and reduce transportation barriers in the city. We remain committed to increasing access to fresh, local, and healthy food and addressing the issue of food insecurity among individuals and families throughout the City of Schenectady, particularly in the city’s neighborhoods.”

The Food Box Program was made possible thanks to a \$20,000 grant from The Schenectady Foundation. The grant runs through the Outdoor Market season until November 20. Schenectady Greenmarket will move back inside Proctors for the winter on December 4. Continuation of the program will depend on future funding and results.

“One of our highest priorities is ensuring that residents have access to healthy food,” **said Robert A. Carreau, Executive Director of The Schenectady Foundation.** “We were excited to invest in this program as an innovative approach to connect more people to the Greenmarket and all it has to offer. Our intention is to eliminate all barriers to people having a healthy diet.”

For more information and to sign up for the Food Box Program, please visit our website at <https://www.schenectadygreenmarket.com/foodbox> or contact the Food Box team at foodbox@schenectadygreenmarket.org.

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Schenectady Greenmarket connects farm and city to create a responsible, sustainable food-system in the heart of downtown Schenectady. Year-round every Sunday from 10 a.m. to 2 p.m., vendors, shoppers, musicians, and friends attend the market and purchase fresh, local produce and artisan goods in a festive community marketplace. Schenectady Greenmarket is a 501(c)3 non-profit run by a board of volunteers. Visit schenectadygreenmarket.com for weekly updates and information about vendors, events, parking and more.

The Schenectady Foundation was created by community leaders as a charitable trust to benefit the health and well-being of people who live and work in Schenectady County, NY. William H. Milton, 3rd, a leader at Schenectady Trust Company, developed the idea for the Foundation. In 1963, with the bank's support, he engaged the community's leaders to establish The Schenectady Foundation. Today, the Foundation is a catalyst for change through strategic initiatives and grant making, and convening community partners around the issues that matter most to Schenectady. Visit schenectadyfoundation.org for more information.

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