BALTIMARKET
AMERICAN HEART ASSOCIATION, BALTIMORE CITY HEALTH DEPARTMENT & NO BOUNDARIES COALITION

TARGETS FOR 2020

- low-income age 50 and above served: 38,100
- virtual supermarket sites serving: 14
- unique customers: 600
- healthy meals made by AHA Simple Cooking With Heart participants: 5,000
- stocking and selling healthier foods: 50
- sourcing and selling Fresh at the Avenue produce: 30

HEALTHY STORES corner store program

PROJECT DESCRIPTION

As part of a public-private partnership between the American Heart Association (AHA), Baltimore City Health Department, and No Boundaries Coalition, this project aims to:

- Expand the Baltimarket program locally by starting new Virtual Supermarket and corner store sites
- Increase the frequency of AHA Simple Cooking with Heart programming at Baltimarket sites
- Increase the scale of produce distribution at corner stores through the No Boundaries Coalition
- Improve Baltimarket’s evidence base for future scaling

“This grant will take Baltimarket to the next level because it will focus us on those outcomes that articulate our real impact—moving past looking at head counting and how many people we are reaching and getting to that outcome piece.”

–Laura Flamm, Director of Healthy Eating and Active Living at BCHD
**PROJECT HIGHLIGHTS**

- **Community-based Approach:** Baltimarket takes a community-based approach to food access and healthy food promotion. Building capacity in community leaders by training them as Neighborhood Food Advocates ensures targeted program delivery and easier adoption as the program scales.

- **Collaborative Program Administration:** With a public-private partnership between local government, a national organization, and a community-based non-profit, Baltimarket builds upon the strengths from each organization while offering a unique model for future replication.

**EVIDENCE BASE**

**USDA SNAP Online Purchasing Pilot**

Baltimarket is partnering with ShopRite grocery store to participate in the USDA’s Supplemental Nutrition Assistance Program Online Purchasing Pilot. The Pilot allows for Baltimarket participants to purchase eligible SNAP items using the Virtual Supermarket. ShopRite stores then fulfill the order and deliver directly to Baltimarket sites. Participation in the Pilot will help to inform the future direction of SNAP program administration.

“I used to depend on my children or grandchildren to take me to the grocery store. Now I don’t have to. I don’t have to worry about going out in the bad weather—it comes to you.”

—Baltimarket Virtual Supermarket Participant

“Our seniors are the foundation of our community. They have sacrificed and deserve access to every support mechanism we can provide to make their golden years comfortable and productive. We are grateful to AARP Foundation for investing in Baltimore’s elder residents.”

—Catherine E. Pugh, Mayor of Baltimore

**ABOUT BALTIMARKET**

Baltimarket is a community and market-based approach to transforming low-income seniors’ food environments through grocery delivery to senior buildings, produce delivery to corner stores, and hands-on cooking and nutrition education.

[Visit Baltimarket.org](http://baltimarket.org)

**ABOUT AARP FOUNDATION**

AARP Foundation works to ensure that low-income vulnerable older adults have nutritious food, affordable housing, a steady income, and strong and sustaining social bonds. We collaborate with individuals and organizations who share our commitment to innovation and our passion for problem-solving. Supported by vigorous legal advocacy, we create and advance effective solutions that help struggling older adults transform their lives. AARP Foundation is the charitable affiliate of AARP.