



BRINGING QUALITY FRUITS AND VEGETABLES TO YOUR NEIGHBORHOOD

Do you currently sell fresh fruits and vegetables? Do you want to enhance your business and increase your sales? The city may be able to help!

The Philadelphia Department of Public Health launched the Philly Loves Fresh campaign in 2024 to support and promote small businesses, like produce trucks, that sell fresh fruits and vegetables. Small produce businesses serve as a valuable resource for healthy food in our communities. The Philly Loves Fresh campaign aims to increase awareness of fresh produce options in the city and encourage fruit and vegetable consumption.

Philly Loves Fresh has supported nine small businesses so far. We hope to expand this network by partnering with Philadelphians like you.

Philly Loves Fresh participants will receive the following:

- Custom-designed Philly Loves Fresh signs and posters for your business
- Photos and videos of your business from a media shoot
- Media promotion of your business through social media, radio, and/or newspaper ads
- Website promotion through the Philly Loves Fresh web pages on www.foodfitphilly.org/phillylovesfresh
- Mini-grants to enhance or support your business operations
- Assistance with future license, grants and loan opportunities/applications

To participate in the Philly Loves Fresh campaign, you must meet the following eligibility requirements:

- Are currently operating a mobile or stationary produce truck, stand or cart
- **Sell** mainly fresh produce (inventory is at least 90% fruits and vegetables)
- Are open at least 5 days per week, 6 hours per day and have set operating hours that can be publicly shared
- Have all required City licenses and permits to operate your business in Philadelphia or be in the process of updating or obtaining them
- Do not sell or promote the sale of tobacco products

Priority will be given to produce operators located in, led by, and/or serving historically underserved communities, including but not limited to: communities with limited access to fresh produce; communities of color; immigrant populations; low-income communities; and, people with disabilities.

Grant Award Funding

- Awarded applicants will receive up to \$2,500
- Awardees will be notified in mid to late April 2026 if they were selected
- Funds will be provided in one lump sum payment via check

Mini-grant funds can be used for:

- Purchasing equipment to improve presentation of produce such as bins, shelving, or awnings
- Increasing produce inventory to scale business to expand and reach more customers
- Truck maintenance or enhancements
- Refrigeration and/or storage of produce
- Paying for SNAP/EBT equipment, fees and other related costs
- Marketing/signage to advertise and promote business
- Paying license and permit fees to allow for future operations
- Setting the groundwork to expand business such as opening an additional location

Submission deadline

Proposals are due March 31, 2026 by 11:59 pm

There will be an Info Session on March 12, 2026 from 6pm – 7pm. Register at the Zoom link: https://pdph-phila-gov.zoom.us/meeting/register/e-_V6WX3TEC-XSsluJ3JCg

Proposal submission

Please use this link to submit your application: <https://forms.office.com/g/bsv8cY1CDH>

If you have questions or issues with submitting your proposal electronically, email ousmane.diarra@phila.gov.

Reporting Requirements

March 2026

- Awardees will be required to complete a survey after grant implementation to track how funds were used and share experiences with the program

Application questions

Please use this link to submit your application: <https://forms.office.com/g/bsv8cY1CDH>

- Operator First Name
- Operator Last Name
- Name of produce truck, cart or stand
- Location of produce business
- Business address (mailing address)
- Main point of contact (first and last name)
- Main point of contact email address
- Main point of contact phone number
- Is your business a
 - Truck
 - Cart
 - Stand
 - Other
- How long has your produce business been in operation?
- Are you seasonal or open all year long?
- If you are open seasonally, please indicate which months you are open.
- Please specify your hours of operation for each season you're open.
- Please estimate what percentage of your merchandise is fruits and vegetables.
 - Less than 50%
 - 50% to 79%
 - 80% to 89%
 - 90% to 100%
- If less than 90% of your inventory is produce, what else do you sell?
- Do you sell tobacco or nicotine related products?
 - Yes
 - No
- Is your cart/stand/truck able to move to different locations?
 - Yes
 - No
- Do you have permits/licenses to operate your business in the city?
 - Yes

- No
- In process of getting them
- I don't know
- Please list which permits/licenses you currently have.
- Is there anything more you would like to tell us about your produce business?
- Who does your produce business serve? Describe any specific communities, age groups, or languages spoken
- How do you engage the community in your operations?
- Do you promote your business through social media?
- Which social media platforms do you use?
 - Twitter
 - Instagram
 - Facebook
 - WhatsApp
 - Tiktok
 - YouTube
 - Other
- Do you promote your business through community events or organizations? Please provide a brief description of activities you have tried most recently.
- Please select how you will use the funds from the following menu of options:
 - Purchasing new equipment – awning, umbrella, shelving, etc.
 - Increasing produce inventory
 - Maintenance/truck repair
 - Refrigeration/storage
 - SNAP/EBT start-up or maintenance costs
 - Promotional materials/advertising
 - Paying license and permit fees
 - Expansion efforts
 - Other
- Describe how these funds will be used to help your business increase or expand access to produce, promote access to healthy food and/or promote use of nutrition assistance programs like SNAP/EBT.
- After the grant is received, you will be asked to complete a survey to track how funds were used and share your experiences with the program. Are you comfortable with completing that survey?

If you need this information in another language, please email ousmane.diarra@phila.gov.

Arabic:

إذا كنت بحاجة إلى هذه المعلومات بلغة أخرى، يُرجى إرسال بريد إلكتروني إلى ousmane.diarra@phila.gov

Chinese: 如果您需要获取此信息的其他语言版本，请发送邮件至

ousmane.diarra@phila.gov。

French:

Si vous avez besoin de ces informations dans une autre langue, veuillez envoyer un courriel à l'adresse ousmane.diarra@phila.gov.

Haitian Creole: Si ou bezwen enfòmasyon sa a nan yon lòt lang, tanpri voye yon imèl bay ousmane.diarra@phila.gov.

Korean: 다른 언어로 본 정보가 필요한 경우, ousmane.diarra@phila.gov로 이메일을 보내주시길 바랍니다.

Russian:

Если вы хотите получить эту информацию на другом языке, пожалуйста, пишите по адресу электронной почты ousmane.diarra@phila.gov.

Spanish: Si necesitas esta información en otro idioma, envíe un correo electrónico a ousmane.diarra@phila.gov.

Vietnamese: Nếu quý vị cần thông tin này bằng ngôn ngữ khác, vui lòng gửi email tới ousmane.diarra@phila.gov.