



## **Presenter Bios: Understanding SNAP & WIC Programs as Sources of Revenue for Food Retailers**

*March 29, 2012*

**Nessa Richman, Brightseed Strategies:** Nessa is the Founder of Brightseed Strategies consulting group. Brightseed Strategies works with national, regional, state, and local leaders in the healthy food system field. Ms. Richman has extensive experience successfully completing projects that have resulted in increased low-income food security, stronger local and regional food systems, greater support for sustainable agriculture, enhanced protection for our food supply and the environment, new community food projects, and expanded opportunities for farmers' markets in both urban and rural areas.

**Stacy Taylor, The Food Trust:** Stacy is the Project Manager for Healthy Food Access at the Food Trust, a Philadelphia-based nonprofit working to ensure that everyone has access to affordable, nutritious food. In this role she helps to coordinate national, state, city and local partnerships and projects to promote the development of healthy food retail. Prior to working with The Food Trust, Stacy worked with a number of human service organizations on strategic planning and program development including work related to housing, job creation through social enterprise development, and design of innovative financial services for underserved communities. She also served as Acting Director of the Shepherd Program for the Interdisciplinary Study of Poverty and Human Capability in which she helped to integrate sustained rigorous academic study and focused direct service to disadvantaged communities and persons. She is a graduate of Princeton Woodrow Wilson School of Public Affairs and Stanford Graduate School of Business.

**Nicky Uy, The Food Trust:** Nicky is responsible for the planning, development, implementation and day-to-day management of the Food Trust's signature Farmers' Market Program. Her responsibilities include developing and monitoring the program budget, supervising market managers, increasing sales at markets, developing marketing and promotional campaigns, coordinating nutrition education campaigns, recruiting farmers, overseeing the Philly Food Bucks program, and evaluating sites for new markets. She also works with community partners and outside collaborators to conduct outreach to customers, especially those in low-income communities who rely on SNAP benefits and WIC or Senior FMNP vouchers.