

Farmers as *Farmacies*: State Innovations

December 8, 2015



We take a **holistic, community based** approach to our initiatives, seeking **simple solutions** to **complex problems**.

We work **collaboratively** with farmers, farmers markets, community leaders, healthcare providers, nonprofits and government entities.



DOUBLE VALUE COUPON PROGRAM

Doubles the value of low-income consumers' federal nutrition benefits when spent at farmers markets on locally grown fruits and vegetables



FRUIT AND VEGETABLE PRESCRIPTION PROGRAM

Provides families affected by diet-related diseases with a prescription for fruits and vegetables to be spent at participating farmers markets and retail outlets



HEALTHY FOOD COMMERCE INVESTMENTS

Improves the supply chain for local food by working with food hubs to structure investments and enter large wholesale markets

VISION IN ACTION

110+ Partner Organizations

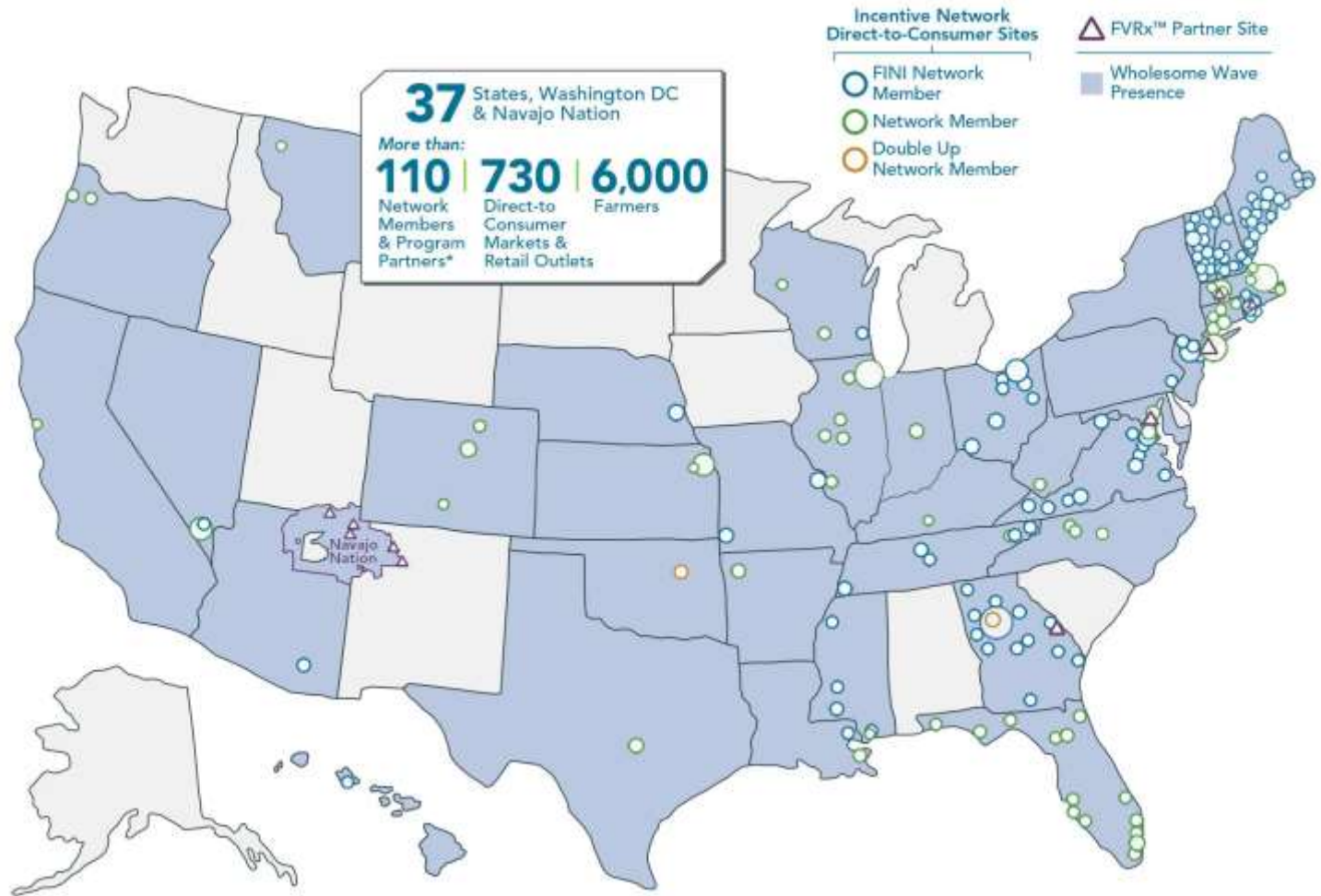
Direct-to-retail
Markets

Grocery Stores

Hospitals

Community
Health Clinics

Food Hubs



*Community-based Organizations, Healthcare Centers, and Hospitals

FOOD SYSTEM CHANGE: ECONOMIC LEVERS

Significant economic opportunity –
shift the demand curve

SNAP:\$70B+/year

Total SNAP household grocery spend =
\$490/month (of which \$257/month is SNAP)¹

Obesity and diet-related diseases cost
\$182B+/year²

Hospitals spend **\$11B+/year**
on food and beverages³



Image courtesy of:
<https://publichealthonline.gwu.edu/cost-obesity-infographic-nphw/>

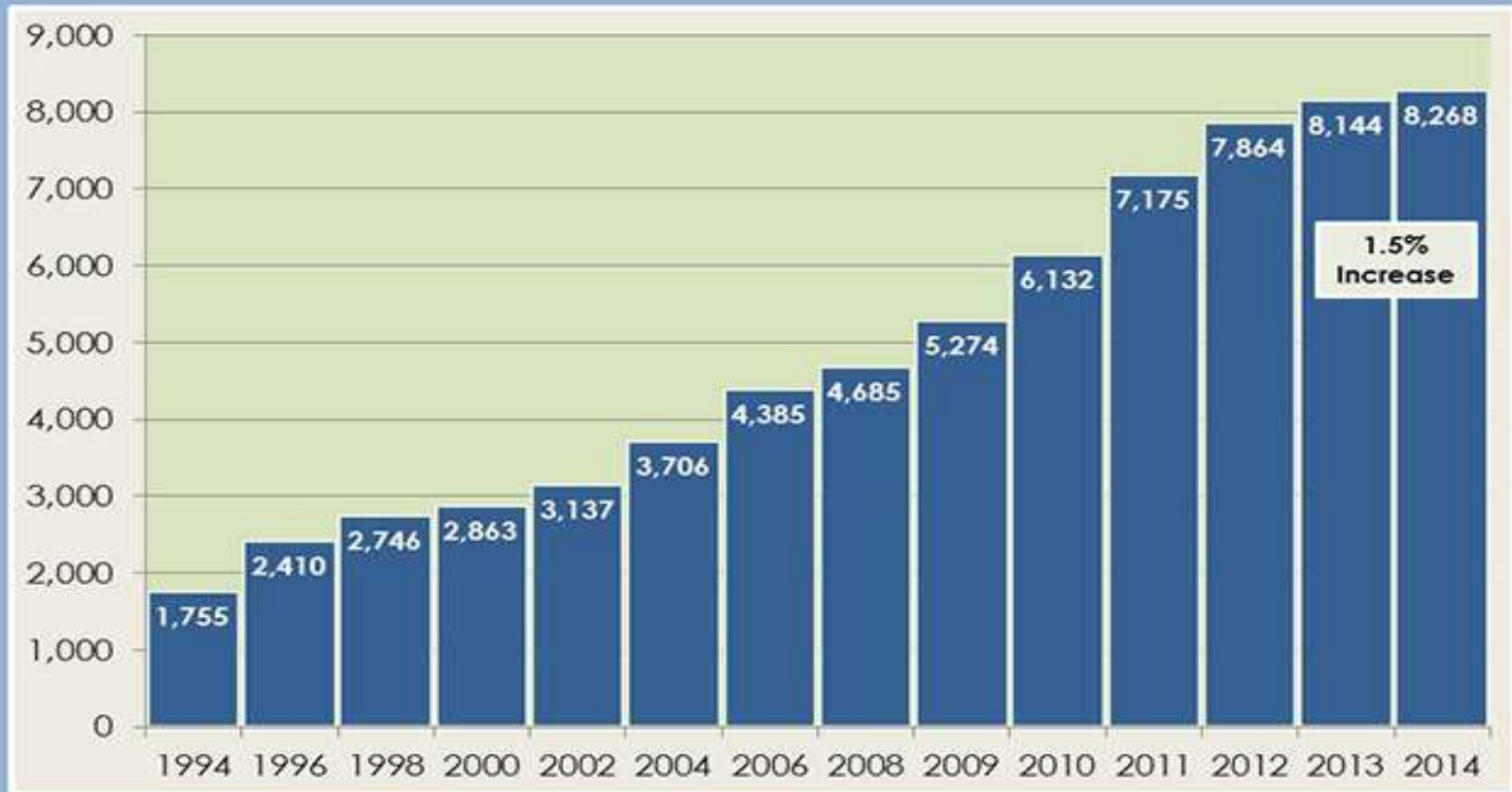
¹ <http://farmpolicy.com/2015/03/03/usda-ers-amber-waves-nutrition-articles/>

² http://www.stopobesityalliance.org/wp-content/themes/stopobesityalliance/pdfs/Heavy_Burden_Report.pdf

³ <http://www.hhnmag.com/articles/5977-hospital-food-that-heals>

GROWTH IN FARMERS MARKETS

National Count of Farmers Market Directory Listings



Source: USDA-AMS-Marketing Services Division

Farmers Market information is voluntary and self-reported to USDA-AMS Marketing Services Division

SCALE AND POLICY CHANGE

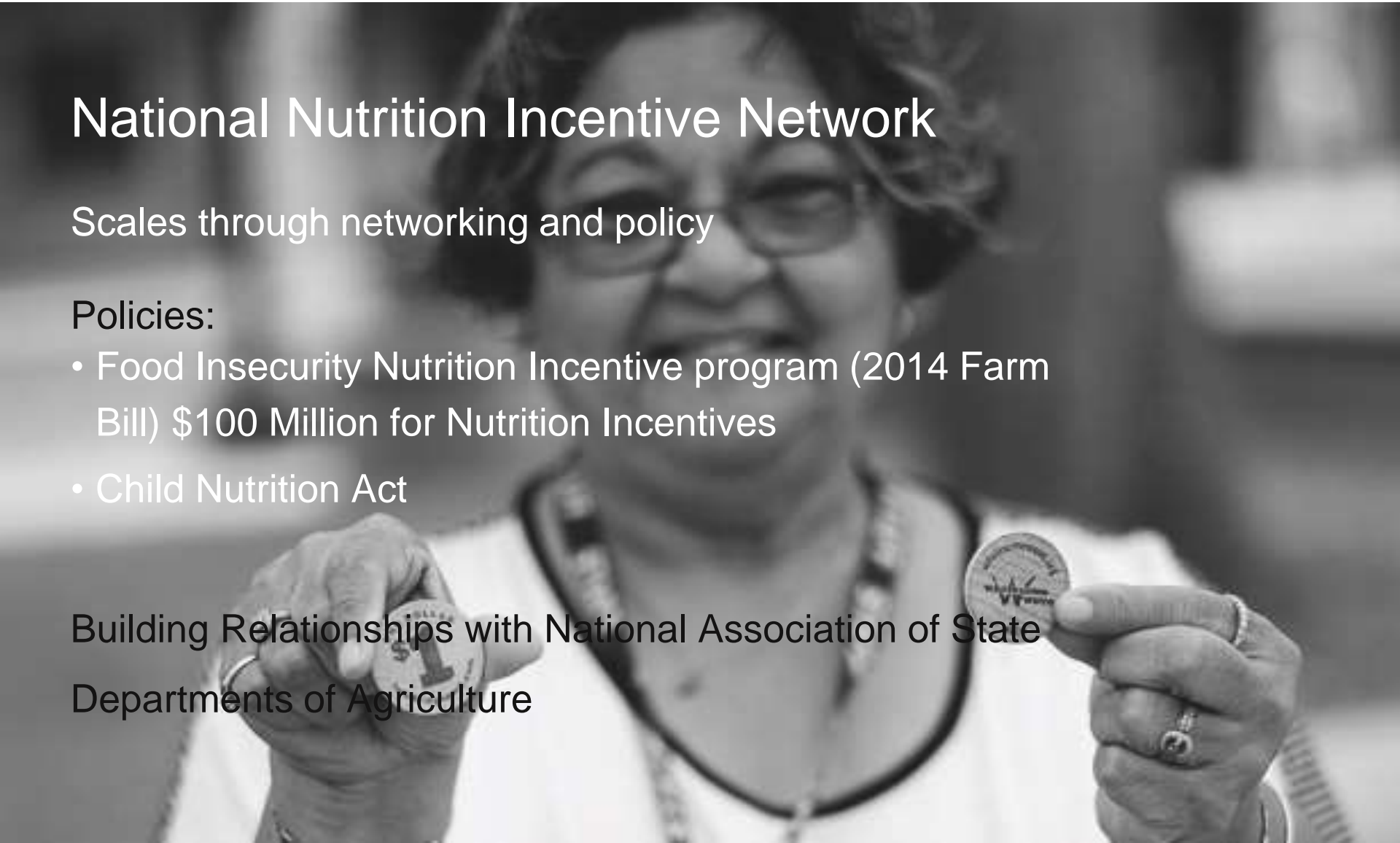
National Nutrition Incentive Network

Scales through networking and policy

Policies:

- Food Insecurity Nutrition Incentive program (2014 Farm Bill) \$100 Million for Nutrition Incentives
- Child Nutrition Act

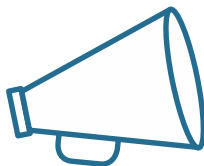
Building Relationships with National Association of State
Departments of Agriculture



NATIONAL NUTRITION INCENTIVE NETWORK



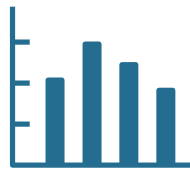
TOOLS AND TECHNICAL ASSISTANCE



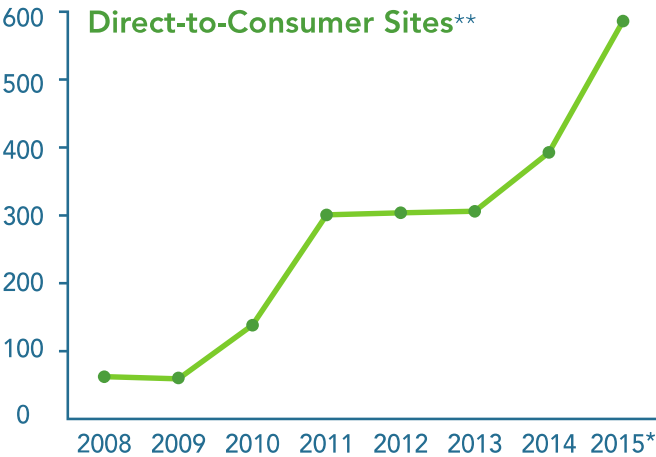
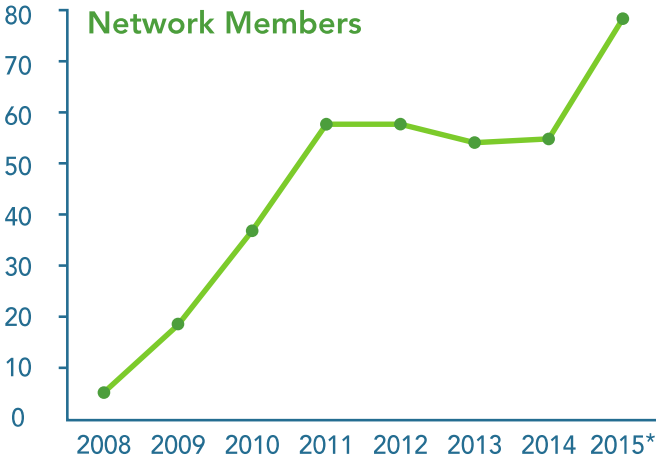
ADVOCACY AND EDUCATION



COMMUNITY OF PRACTICE



DATA COLLECTION AND EVALUATION



STATE POLICIES TO PROMOTE OR FUND NUTRITION INCENTIVES

Passed

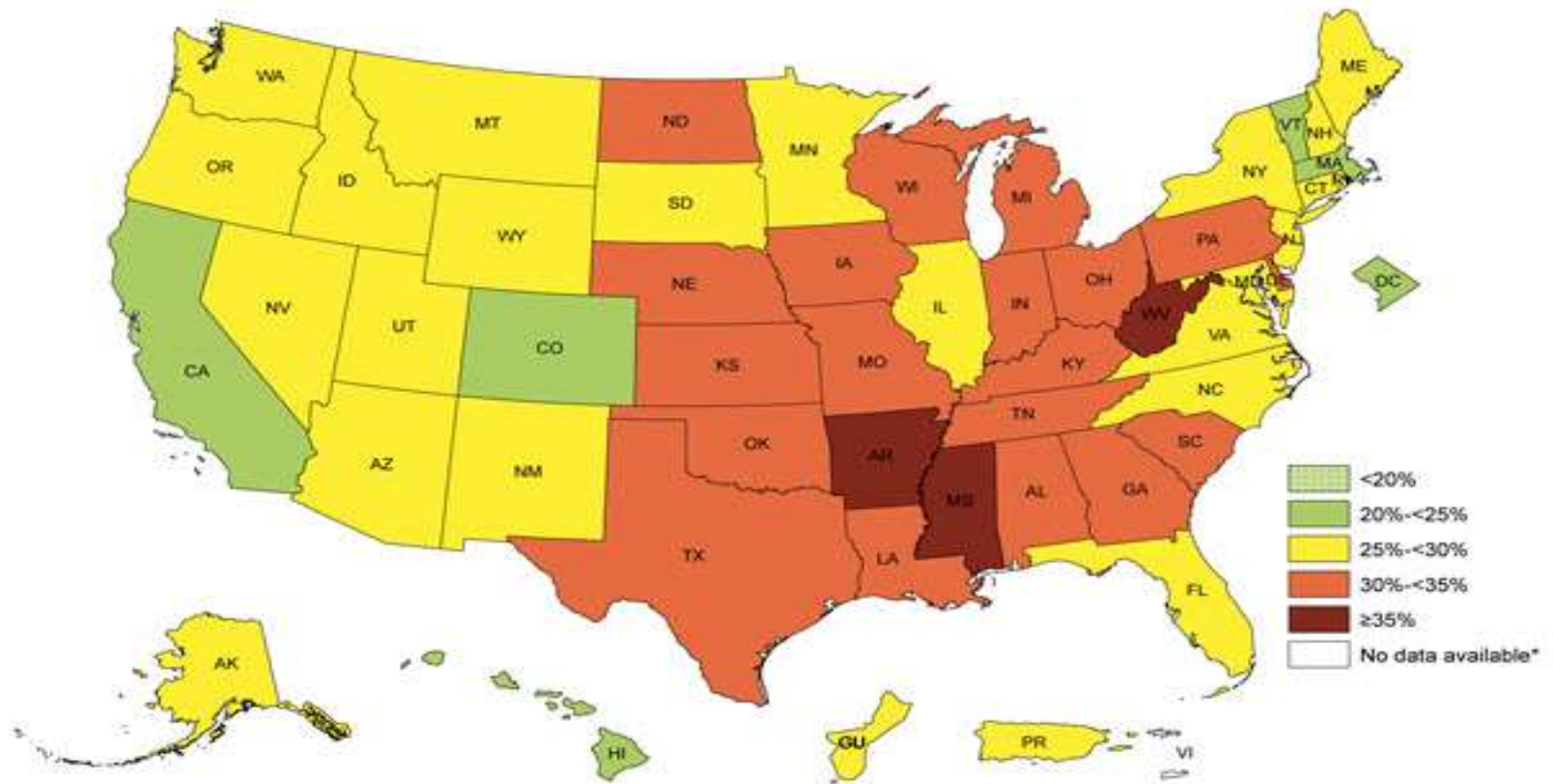
- CA: Ting Legislation (AB 1321); seeking funding
- NM: \$400,000 Appropriation
- 2014- MO (S680)- Authorizes a dollar for dollar match up to \$10/week for fresh food with SNAP at farmers markets (currently unfunded)

Pending

- IL: (HB3340)- To create and fund Healthy Local Food Incentives Program (In Committee)
- MA (S69) An act to establish the Healthy Incentives Program (Committee Hearing Oct 2015)
 - Grocery retail- new opportunity to incentivize the purchase of fruits and vegetables at grocery stores –hybrid between healthy food financing and promoting locally grown products

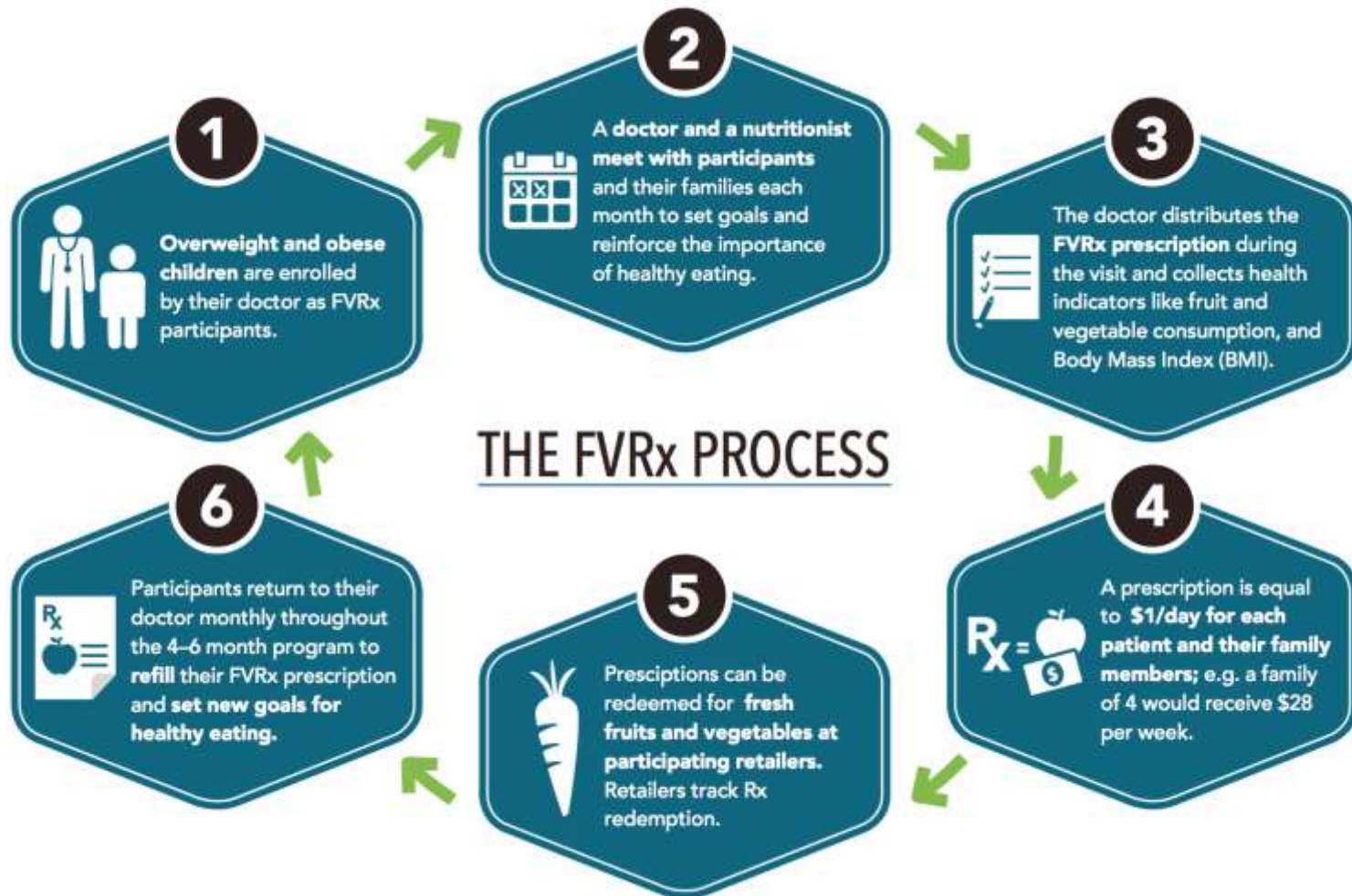
OBESITY PREVALENCE IN THE US

Prevalence of Self-Reported Obesity Among U.S. Adults by State and Territory, BRFSS, 2014



Source: Behavioral Risk Factor Surveillance System, CDC

HEALTHY & AFFORDABLE FOOD: FRUIT & VEGETABLE PRESCRIPTIONS



SCALE AND POLICY CHANGE

Fruit & Vegetable Prescription Program (FVRx)

Scales through networking and healthcare policy

- CMMI funding, IRS/anchor institution requirements
- For States: Medicaid 1115 Waivers and DSRIP are critical

Pathways:

- Billing codes
- Meal home delivery



FVRx 2014 NYC RESULTS



FVRx patients realize positive health-related outcomes during the 4-month FVRx season.

Families reported a significant increase in household food security.



78% of participants who completed the program at Harlem Hospital Center increased fruit and vegetable consumption.



Shopping behaviors are changed and knowledge about local and healthy foods is improved.



Participants significantly increased their knowledge about their neighborhood farmers markets, where to buy locally grown produce, and the importance of fruits and vegetables in their diet.



FVRx empowers patients and providers to act on recommendations.



99% of participants agreed that they were happier with their healthy weight management program due to their participation in FVRx.

SCALE AND POLICY CHANGE

Healthy Food Commerce Investments (Food Hubs)

Scales through the market

Policies and tools:

- AgLearn
- Rural Development



HFCI IMPACT AND RESULTS

DRIVING INVESTMENT

\$4 million in investment triggered by HFCI in 2013 in 5 regional food hubs that:

- Aggregated food from over **350** farmers and fisherman
- Created or supported over **50** jobs in 2013, with over **80** new jobs expected in 2014
- Paid over **\$7 million** to local food producers



SHARING KNOWLEDGE

Trained over **450** people on how to understand and assess food hub businesses using the HFCI Food Hub Business Assessment Toolkit

Gus Schumacher
Gus@WholesomeWave.org



[/wholesomewave](#)



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www.wholesomewave.org

