



Nourishing Neighborhoods Across America

Connecticut Agriculture Commission Conference

April 2014

Wholesome Wave

Mission

Empower people in underserved urban and rural communities to make healthier food choices by increasing affordability and access to fresh, locally grown food in ways that generate significant impact on local economies and improve health.

Complex Problems. Simple Solutions.

Innovative pragmatic initiatives to make people, economies, and communities healthier.



Wholesome Wave's Hallmark Programs

Addressing food system and health challenges through simple solutions:



Double Value Coupon Program (DVCP)



Fruit & Vegetable Prescription Program (FVRx[®])



Healthy Food Commerce Investments (HFCI)

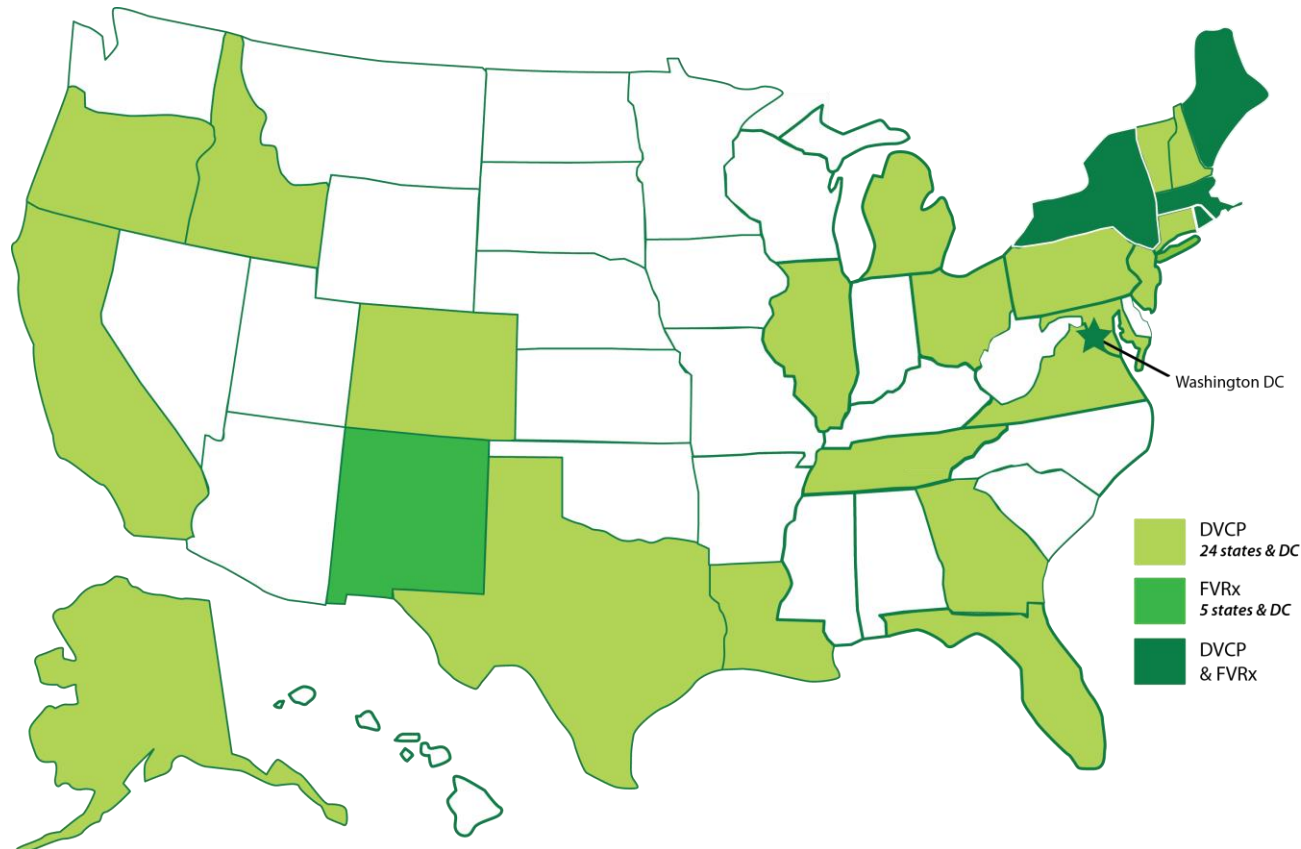
Wholesome Wave's National Presence

➤ **25** States & Washington DC

➤ **60+** Partners

➤ **400+** Participating
Farm-to-Retail Venues

➤ **3200+** Unique
Farmers Engaged



Double Value Coupon Program

- **\$2.4 million** in revenue for farmers and producers
- **90%** of DVCP consumers increase fruit and vegetable consumption
- **95%** of DVCP consumers said it was easier to purchase fresh fruits and vegetables



The FVRx Solution

Make the complex, simple:

- Prevent disease by prescribing fruits and vegetables
- Incentives and reinforcement to achieve behavior change
- Patients trust their primary caregivers



Enroll



Visit & Reinforce



Prescribe



Redeem Weekly



Refill, Set New Monthly Goals



\$1/day per family member

Healthy Food Commerce Investments

Directs capital and business development assistance to food hubs

Goal of building infrastructure that supports the growth of small and mid-sized farms and food producers

- \$4 million in Food Hub investments
- Increased sales to local farmers
- Hundreds of jobs sustained





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Darrow VW: darrow@wholesomewave.org
Food Hub Business Assessment Toolkit: www.wholesomewave.org/hfci



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