

Contact Information

- Jane Clary Loveless, Ph.D, RN, MS, MCHES,
National Program Leader, Nutrition/Extension,
NIFA, USDA
 - jclary@nifa.usda.gov
 - Office Phone: 202-720-3891

Healthy Diet, Healthy Life



Increasing Consumption of Fruits & Vegetables is Key to Improving Overall Health

- Chronic disease accounts for about 75% of the health care costs in the U.S.
- Several studies document the benefits of a healthy diet for wt. control, and for illnesses such as diabetes, CVD, & certain types of cancer.
- An essential part of an overall healthy balanced diet is consuming at least five daily servings of fruits and vegetables.
- Lutfiyya, MN; Chang, LF; Lipsky, MS. A cross-sectional study of US Rural Adults' Consumption of fruits and vegetables, Do They Consume at Least Five Servings Daily? http://www.Medscape.com/viewarticle/770062_print (accessed 12/29/15).

Healthy Communities Increase Their Self-Sufficiency and Food Security

- It is recognized new efforts are needed to build consumer demand for fruits & vegetables (f & v) through competitive pricing, & promotion in childcare, schools, grocery stores, communities, & worksites.
- Increasing access to healthy, local affordable foods, & improving food security works best when communities are able to develop their own solutions.

Need to Increase Food Security in Communities

- Food Insecurity has: adverse health effects, including chronic illness, & affects developmental & mental health problems in children.
- There are associations between food insecurity & overweight/obesity among children & adults.
- Roughly 14% of American Households experienced food insecurity, or hunger during 2013 (Coleman-Jensen, Gregory, & Singh, 2014)

Why Federal Nutrition Programs Matter:

- USDA data & other studies: SNAP participants consume fewer fruits, vegetables & whole grains.
- In 2013, **only 21%** of farmers' markets in the US accepted SNAP benefits.
- Nearly 1 in 7 Americans rely on SNAP benefits.*
- Est. 23.5 million Americans, more than half (13.5 million) of whom are low-income, live in food deserts or areas lacking access to fresh, healthful, affordable food.
- * (<https://www.usda.gov/media/blog/2014/01/16/expanding-snap-farmers-market-access-through-innovative-partnerships>)

Why Federal Nutrition Programs Matter: cont.

- Only about 70 % of all census tracts in the country currently have at **least one store** that offers a variety of affordable fruits and vegetables.
- 15% of the U.S. Population participates in SNAP.
- 45% of SNAP Recipients are Children.

Funded by the 2014 Farm Bill

- Community Food Projects (CFP) – increased from \$5 Million to \$9 Million FY 2015
- Food Insecurity Nutrition Incentive (FINI)- \$31.5 Million FY 2014/2015, \$16.8 Million FY 2016, \$16.8 Million FY 2017, & \$21.015 Million for FY 2018.

Community Food Projects Competitive Grants Program- Goals

- Meet the food needs of low-income individuals, through food distribution, outreach to increase participation in federally assisted nutrition programs, or improve access to food;
- Increase the self-reliance of communities to meet their own food needs;
- Promote comprehensive responses to local food access, farm, and nutrition issues; and

Community Food Projects Competitive Grants Program (cont.)

- Meet specific state, local, or neighborhood food and agricultural needs;
- Include equipment necessary for the efficient operation of a project;
- Plan for long-term solutions; or
- Provide innovative marketing activities; mutually benefiting agricultural producers and low-income consumers.

Community Food Projects Competitive Grants Program (cont.)

- CFP awards have funded projects in more than 400 communities in 48 states during the program's 22- year history.
- Thanks to the 2014 Farm Bill, CFP funding > to \$9 million in mandatory funding per year, nearly double its \$5 million annual funding level from the 2008 Farm Bill.

Community Food Projects Competitive Grants Program (cont.)

- Examples: Community food assessments, GIS analysis, community gardens with market stands, value chain projects, food hubs, farmers markets, farm to institution projects, mobile markets & marketing and consumer cooperatives.

CFP Success

- In 1996, Congress first authorized the Community Food Programs Competitive Grants Program.
- There are three types of CFP grants: Planning Projects, Community Food Projects & Training and Technical Assistance...ranging in size from \$10,400 to \$500,000 for the Training & Technical Assistance.
- Between 2008 and 2016, CFP has distributed close to \$50 million in funding to 200 organizations in 47 states, including D.C. and American Samoa.

CFP Success

- Lessons from the last 20 years of CFP:
- Planning Projects pull the community partners together to form a comprehensive plan to address food security in their community. Important to obtain the local buy in and support.
- Community Food Projects help provide local, culturally appropriate, healthy foods to low income communities.
- Involving youth helps the next generation grow up with the knowledge of their food system.



United States
Department of
Agriculture

National Institute
of Food
and Agriculture

www.nifa.usda.gov
[@USDA_NIFA](https://twitter.com/USDA_NIFA)

Food Insecurity Nutrition Incentive Grant Program, FINI

Joint Program between the Food & Nutrition Service
and the National Institute of Food and Agriculture

USDA NIFA

NATIONAL INSTITUTE OF FOOD AND AGRICULTURE

FINI Primary Goal

- **FINI GRANT PROGRAM:** to support projects to increase the purchase of fruits and vegetables among low-income consumers participating in the Supplemental Nutrition Assistance Program (SNAP) by providing incentives at the point of purchase.

For FINI Grants: Fruits & Vegetables

- NIFA Defines “fruits and vegetables” as any variety of fresh, canned, dried, or frozen whole or cut fruits and vegetables without added sugars, fats, or oils, and salt (i.e. sodium.)

The Term “Incentive”

- Means any financial or non-financial inducement that would increase the purchase and consumption of eligible F&V by SNAP clients.
- Examples of allowable: vouchers, coupons, and tokens for eligible F & Vs; other SNAP-Eligible items received for having purchased F & Vs; direct point of sale discounts on eligible F & Vs.
-

The Term “Incentive” cont.

- Examples of unallowable incentives include, but are not limited to, giveaways of alcohol, tobacco, firearms, and lottery tickets.
- Incentives not allowed may not be paid for with either Federal or matching funds. (See pages 6-7 in RFA for incentive information.)

FINI Success- Washington State: Veggie RX.

- Participating healthcare providers, community health workers, and community nutritionists “prescribe” fruits and vegetables to SNAP patients during primary care visits, group classes and home visits.
- The prescription is a paper voucher that patients can use like cash to buy fruits and vegetables at participating farmers markets and grocery stores.
- In 2017, 67 participating Federally Qualified Health Centers and WIC clinics offered a \$10.00 voucher during pt. visits.
- 419 unique patients redeemed Fresh Bucks RX, and 2,274 unique Safeway Club Card holders redeemed Complete Eats RX at 169 Safeway Stores across the state.





United States
Department of
Agriculture

National Institute
of Food
and Agriculture

www.nifa.usda.gov
[@USDA_NIFA](https://twitter.com/USDA_NIFA)

NIFA

FNS- Contacts

- Eric Williams, **Evaluation Questions**,
Eric.Williams@fns.usda.gov
- Dan Cline- **SNAP Policy Questions**,
- Daniel.Cline@fns.usda.gov

Thank you for your time!

- Additional program questions: Dr. Jane Clary Loveless, NPL:
jclary@nifa.usda.gov
- Dr. Pascale Jean, Program Specialist:
pascale.jean@nifa.usda.gov
- NIFA Web site : <https://nifa.usda.gov/grants>
- ***Food & Agriculture Service Learning Program* New 2018***