

**Nourishing Neighborhoods Across
America**

Agriculture, Nutrition & Health: "The Right to Bear Farms"

Harvard Club of Cape Cod

May 16, 2014

Schumacher Carrots - 1887



Schumacher Farm
Selling at New York City Farmers' Market
1887

Camp Edwards-1942



Camp Edwards-1935-1940

The initial construction effort "represented the largest WPA (Works Project Administration) project in the state, employing more than 600 workers," according to a website on the history of the [MMR](#). "Peak of construction occurred in November 1940 with 18,343 employees working three shifts, a weekly payroll in excess of \$1 million, and completion of 30 buildings a day."

A Healthy, Sustainable Food System On Cape Cod

A Healthy, Sustainable Food System featuring:

- *Sustainable Food*: “food grown that protects water, soil and air”
- *Healthy Food*: “food that won’t make you sick”
- *Affordable food*: “Food that is accessible and available to all Americans”
- *Fair Food*: “food grown, picked and processed by workers with livable wages”

Cape Cod Farming-2012

Cape Cod Farming-2012: Barnstable, Dukes and Nantucket Agriculture

- 514 Farms Producing \$22.1 million in Revenue
- 50 Fruit and Vegetable Farms
- 12 Certified Organic Farms
- 69 Farms Selling Direct to Consumers
- 14 Farmers Markets

Zucchini 500-Truro Agriculture Fair 2013

<https://www.youtube.com/watch?v=OKRimDah5LQ>

"Zucchini 500"



Nutrition Incentives on Cape Cod Addressing Health

WW takes a holistic, community based approach to initiatives, working collaboratively with farmers, farmers markets, community leaders, healthcare providers, nonprofits and government entities



DOUBLE VALUE COUPON PROGRAM

Doubles the value of federal nutrition benefits when spent at farmers markets on locally grown fruits and vegetables

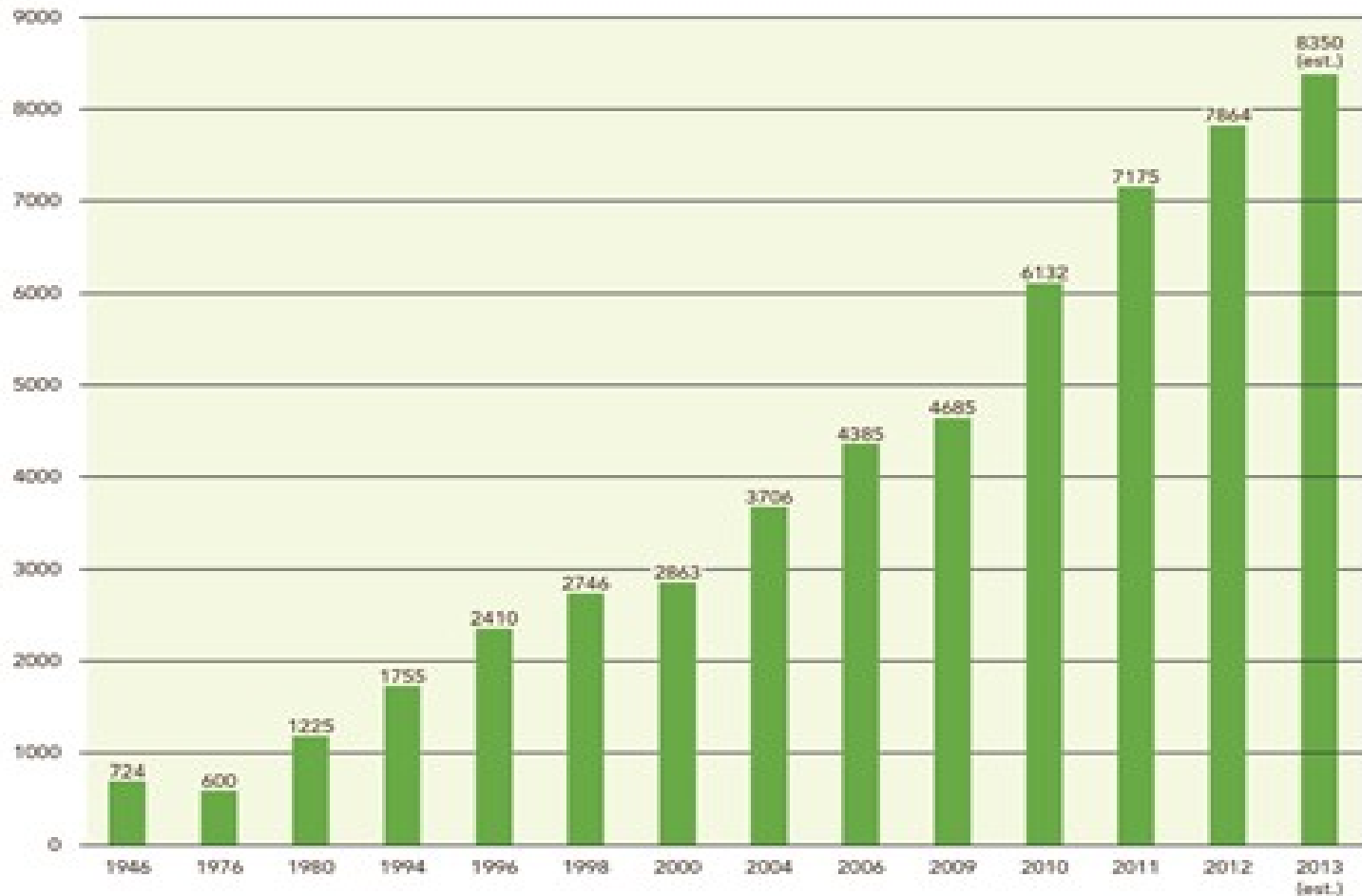


FRUIT AND VEGETABLE PRESCRIPTION PROGRAM

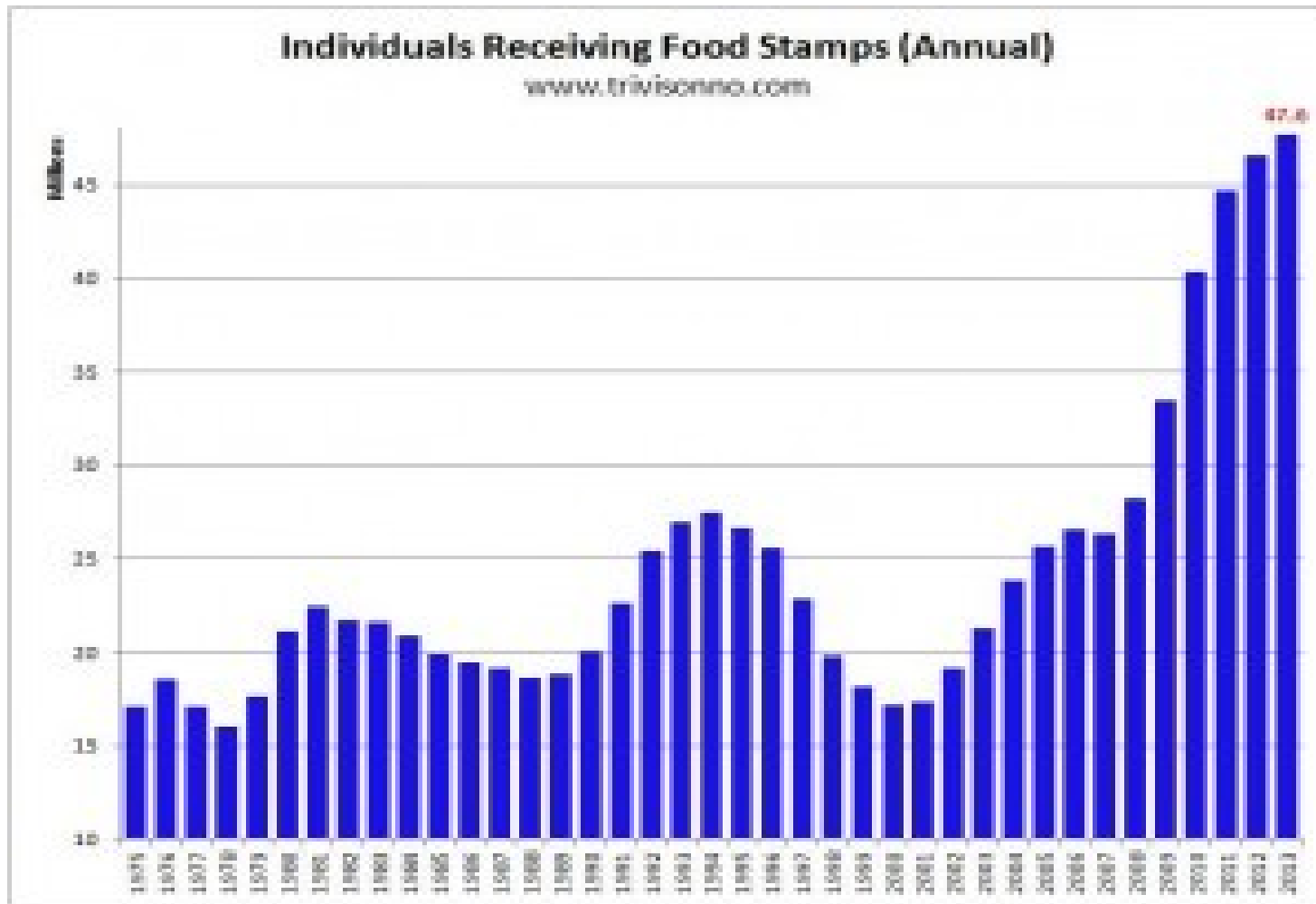
Provides families at risk of diet-related diseases with a prescription for fruits and vegetables to be spent at participating farmers markets and retail outlets

Growth in Farmers Markets

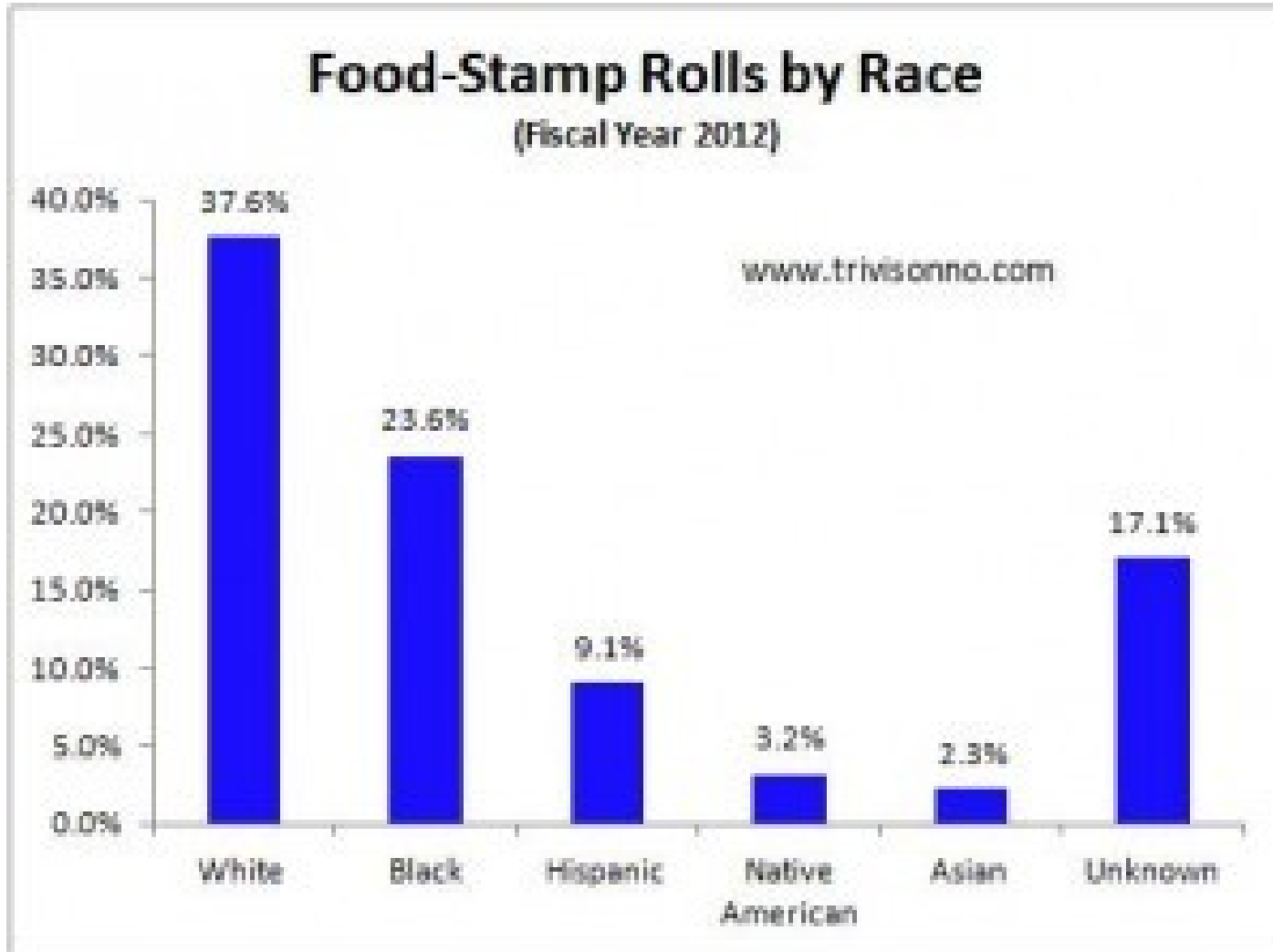
Number of Farmers Markets 1946–2013



Growth in Food Stamps



Growth in Food Stamps



Poverty on Cape Cod

-Poverty on Cape Cod-17,000

-14% in Dennis

-12% in Harwich

-10% in Wellfleet

**-SNAP (Food Stamps)-8,000 -8% of
Residents**

Blue and Orange Food Stamps 1939



NEEDY GET FOOD DIVIDEND

**All Fresh Vegetables Placed on
Surplus List for July**

Senator Paul Douglas on Sugared Sodas

**†“Senator Douglas “
explained that soft drinks
have no nutritional value-
none at all. They are poor
alternatives for milk or
chocolate milk. Actually,
they are bad for kids,
rather than good for
them.” (Congressional Record-
August 1965)**

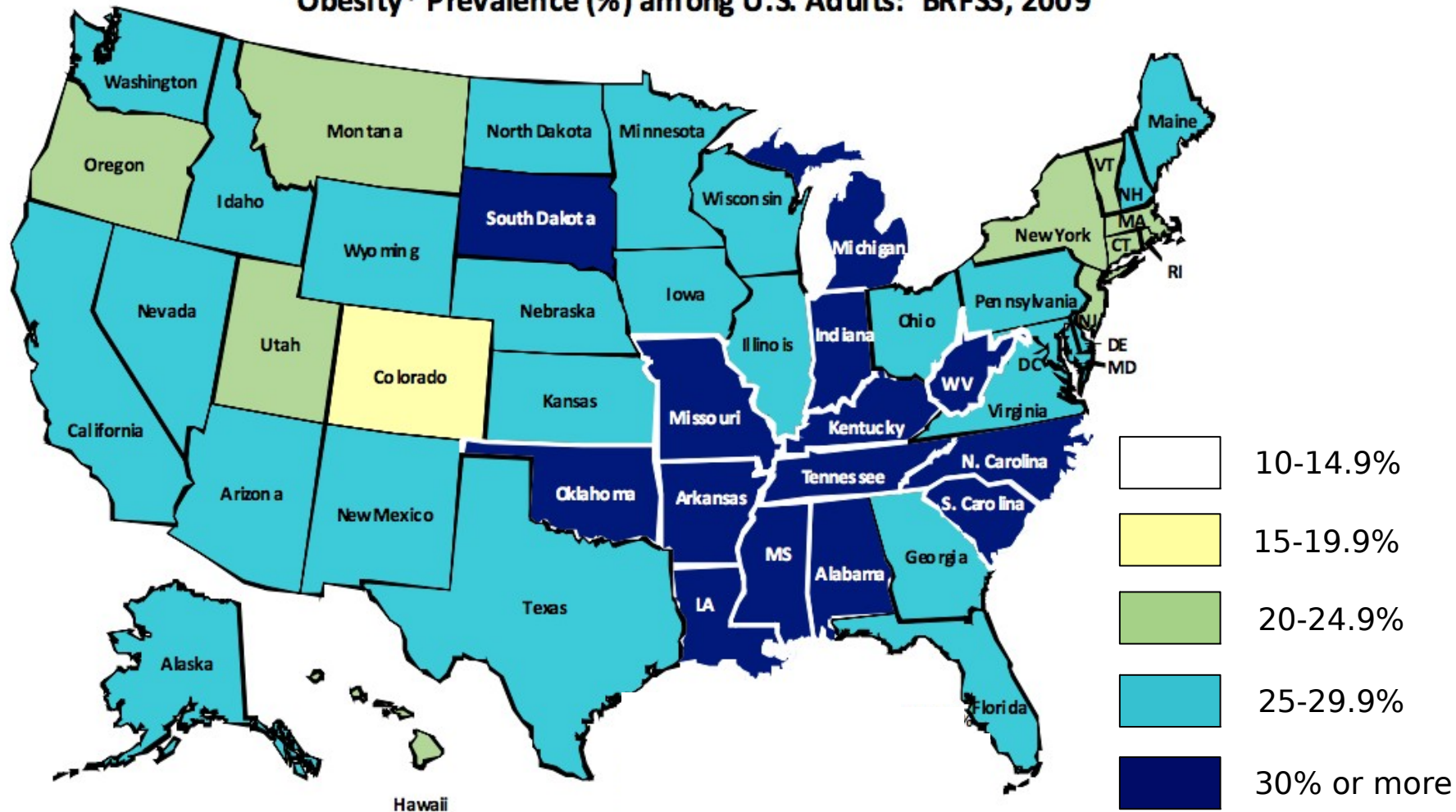
2014 Farm Bill
**“\$100 Million for Nutrition Incentives
At Farmers Markets”**

**“2014 Farm Bill Includes \$100
million for Nutrition Incentives
for SNAP Families at Farmers
Markets”**

Obesity Prevalence in the US

Fig. 2

Obesity* Prevalence (%) among U.S. Adults: BRFSS, 2009



Source: West Virginia Department of Health & Human Resources, Bureau of Public Health
<http://www.wvdhhr.org/bph/hsc/pubs/other/obesityreport2011/obesityreport2011.pdf>

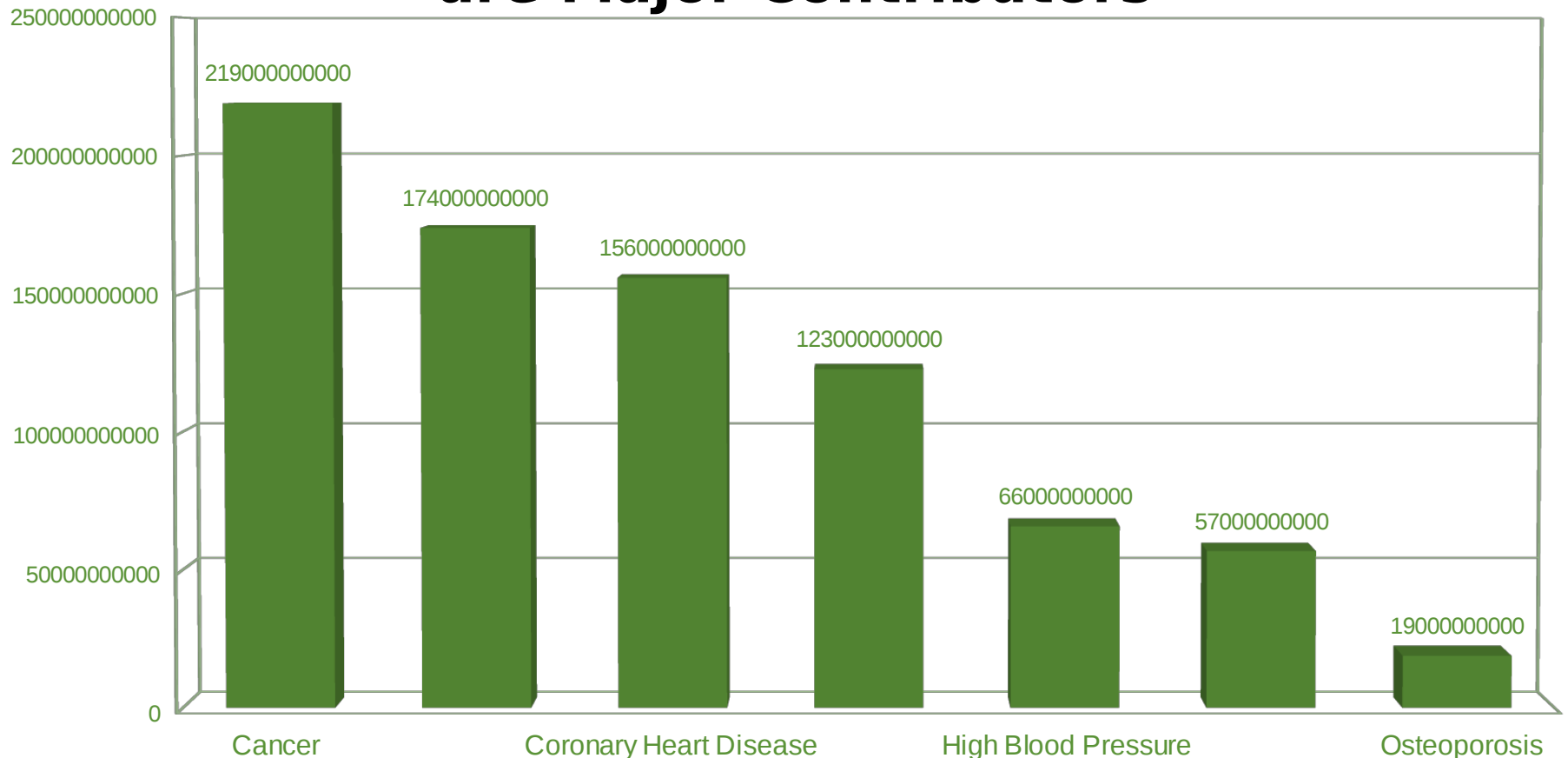
McDonalds and Diet



Which Policies Should We Look To?

Health Care Policies

Costs of Diseases to Which Diet and Inactivity are Major Contributors



National Alliance for Nutrition and Activity (2010) National Health Priorities: Reducing Obesity, Heart Disease, Cancer, Diabetes, and other Diet- and Inactivity-Related Diseases, Costs and Disabilities, http://www.cspinet.org/new/pdf/cdc_briefing_book_fy10.pdf

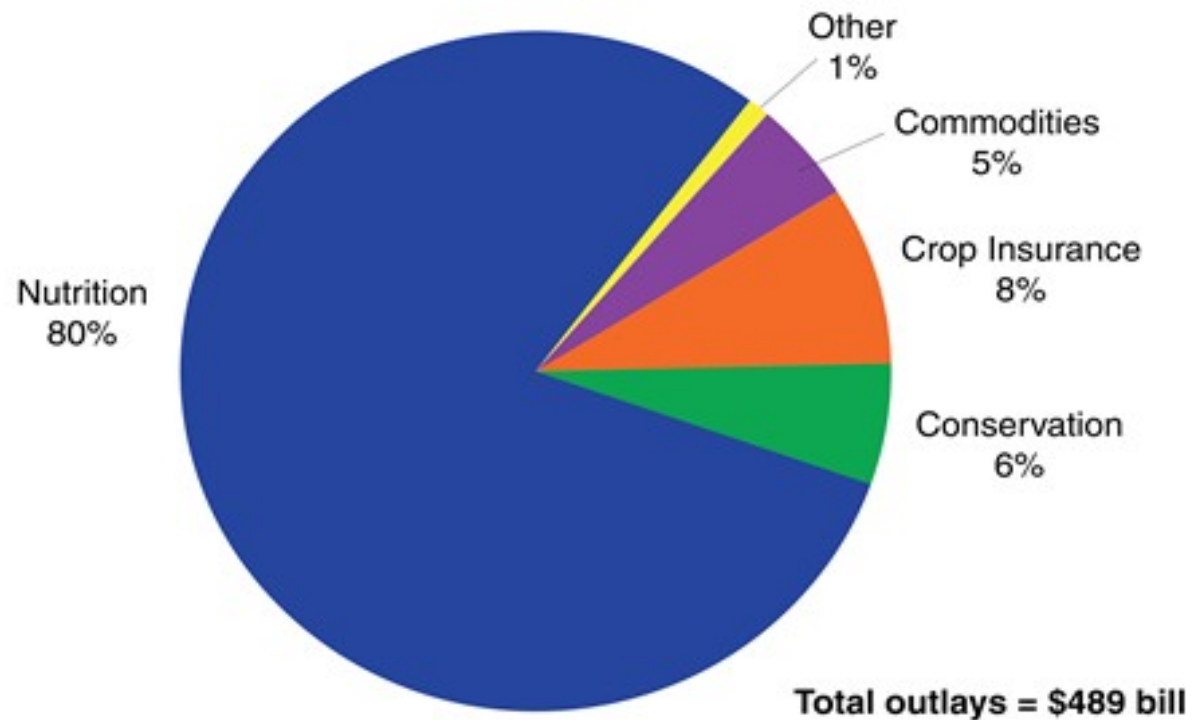


Food & Farm Policies

Farm Bill

- SNAP (food stamps)
- Farmers Market Nutrition Programs: Seniors and Women, Infant and Children
- Nutrition Incentives

Projected Outlays under the 2014 Farm Act, 2014-2018



Source: USDA Economic Research Service using data from Congressional Budget Office, Cost Estimates for the Agricultural Act of 2014, Jan 2014.

Healthy & Affordable Food: Fruit and Vegetable Prescriptions

- The Fruit and Vegetable Prescription Program measures health outcomes linked to increased fruit and vegetable consumption.
- FVRx promotes innovative partnerships between healthcare providers, farmers markets and families with diet-related diseases.
- The four to six month program is designed to provide assistance to overweight and obese children.
- FVRx is also expanding to target community members with Type 2 diabetes and other diet-related diseases.



CAVU Veggie Prescription NON-TRANSFERABLE CAVU Fruit Prescription

Farmers Market R_x Coupon

Cupon de Mercados Agricolas



use only with participating farmers at approved Massachusetts Farmers' Markets
use este cupon solamente a mercados agricolas oficial de Massachusetts

\$2.50



FARMER C#11100001



\$2.50

no change
sin cambio

no change
sin cambio

May be used only for fresh, unprepared fruits, vegetables and cut herbs. No other farm products permitted. Non-farm vendors ineligible.

Solamente para comprar frutas y vegetales frescos, corte hierbas. Ningun otro producto de la granja permitido. Vendedores Ineligible non-empleado

good through October 31, 2010

most markets close earlier

la mayoría de los mercados cierran antes de Octubre 31

Impact of FVRx™ on Communities, Clinicians, Patients, and their Families



FVRx patients realize positive health outcomes during the FVRx season

- 41.6% of child participants decreased BMI
- 54.9% of patients who completed the program increased their consumption of fruits and vegetables. The average increase was 2 cups.



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

- During the FVRx season, participants made an average of:
 - 12 visits to the farmers market
 - Spent an average of \$366 per household



FVRx empowers patients and providers to act on recommendations.

- 96% of participants reported being told about the importance of fruits and vegetables by their healthcare provider at every visit
- 61% made monthly visits to their healthcare provider
- 96% agreed they were happier with their healthy weight management program due to their participation in FVRx

Healthy & Affordable Food: Nutrition Incentives

2014 Farm Bill: \$100 Million for Nutrition Incentives



DVCP Expands
Access to Affordable
Healthful, Local Foods



DVCP Increases
Fruit and Vegetable
Consumption



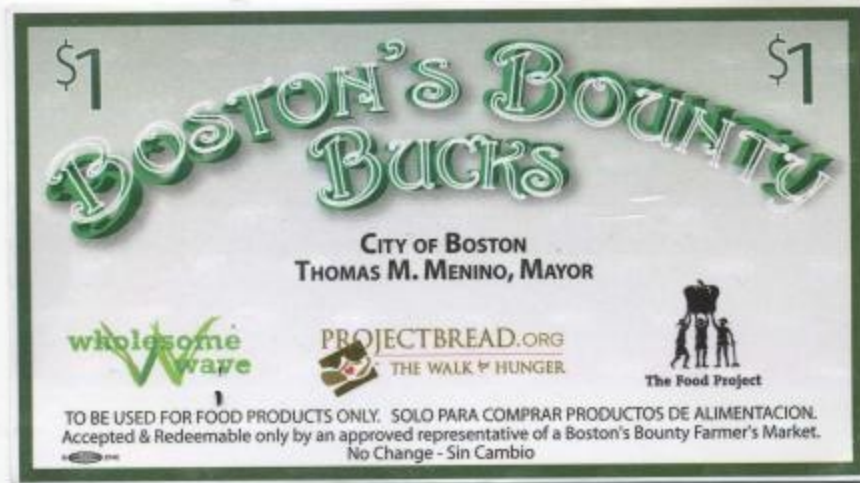
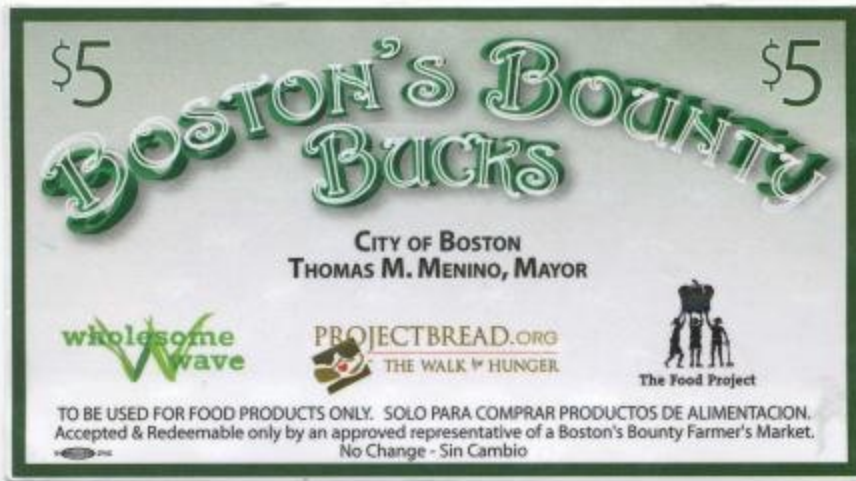
DVCP Enhances Local
Economies, Market and
Farm Viability



DVCP Delivers
Consumer Impact

- 305 markets in 24 states & DC
- 35,851 DVCP participants
- 3,500 farmers
- \$2.45 million in revenue from DVCP and federal nutrition benefits





Orleans Farmers Market Nutrition Incentives-2013:

Orleans Farmers Market—2013 (estimates)
SNAP EBT, WIC and Senior Vouchers Plus Orleans
Incentive \$\$

2013

	<i>Transact ions</i>	<i>Amount Per Transactio n</i>	<i>USDA \$\$\$ Total</i>	<i>Orleans Incentive \$\$\$</i>	<i>Total to Farmers</i>
SNAP (Food Stamps)	52	\$20.38	\$1,060	\$370	\$1,430
WIC	30	\$10	\$300	\$300	\$600
Seniors	28	\$30	\$840	\$280	\$1,120
Total	110		\$2,200	\$950	\$3,150

Hospitals and Community Benefit Funding On Cape Cod

Hospital Community Benefit Funding on Cape Cod

- *Treatment vs Wellness and Prevention*
- *IRS Pending New Regulations on Wellness/Prevention*
- *990-H- IRS Annual Community Benefit Reporting*
- *Impact of 8 million insured patients under the new Affordable Health Care Act and impact on Community Benefit Funding for Wellness and Prevention by Hospitals and Clinics.*

Hospitals and Community Benefit On Cape Cod

Hospital Community Benefit Funding by Mary Washington Hospital in Virginia:

“The administration of the regional SNAP farmers market programs, along with money to provide a weekly \$10 match to families who spend their SNAP benefits at the markets, is supported this year by a \$20,000 grant from the Mary Washington Healthcare Community Benefit Fund”

A Healthy, Sustainable Food System For Cape Cod

A Food System for Cape Cod Supporting:

- USDA Nutrition Incentive “Fresh Checks” for Families on EBT SNAP Food Stamp Benefits at farmers markets***
- Cape Cod “Fresh Checks” to all families on WIC, TANF and Medicaid and WIC Cash Value Vouchers eligible at all Cape Cod Farmers Markets.***
- A Cape Cod Veterans Farmers Market Nutrition Program with Fruit and Vegetable Nutrition Vouchers for all DC Veterans with Diabetes***
- Cape Cod Hospitals and Clinics Providing \$1 million annually in Veggie R/x Prescriptions to Cape Cod families with BMI exceeding 32.***