

dcgreens



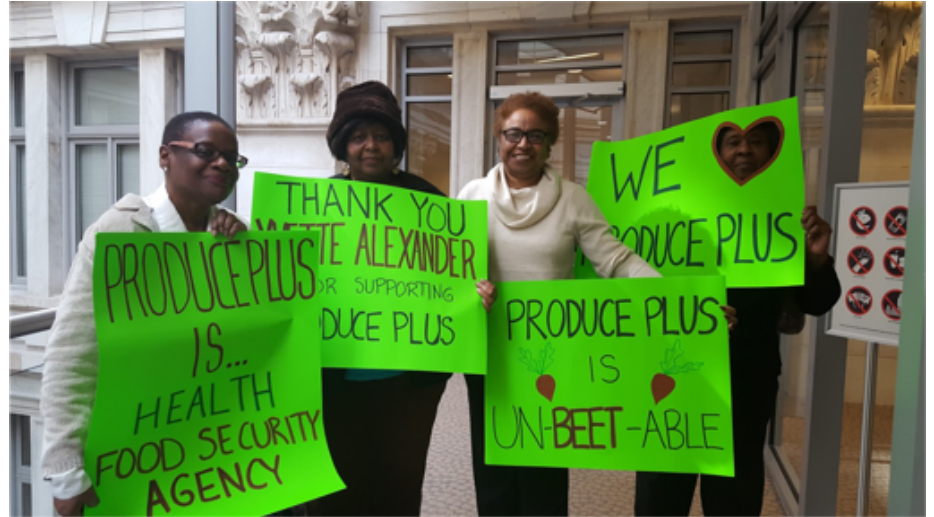
Who We Are



Food Policy



School Food Advisory Board



Advocacy

Food Education



Teacher Trainings



Urban Farm



Rooting DC

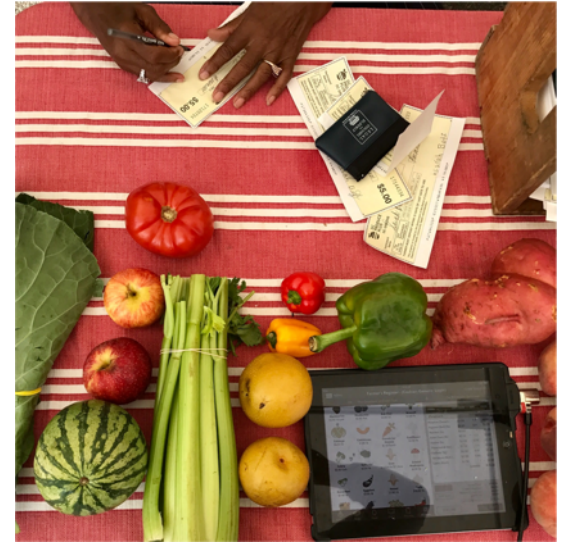
Food Access



School Garden Markets



Produce Rx



Produce Plus

Impact

Food Access

260,000 visits to farmers' markets by low-income shoppers

Over \$2.8 million in local fruits and vegetables distributed to Produce Plus customers

863 patients receiving prescriptions for fruits and vegetables through Produce Rx

35 student-run School Garden Markets across the city

Food Education

1,800 teachers trained in food education and school garden integration

25,000 seedlings dispersed to school gardens citywide

3,200 residents cultivating the K Street Farm

Food Policy

1,200 community members able to give input on school food, food policy, grocery access, and food education

9 pieces of legislation passed in collaboration with partners

\$20 million municipal dollars invested in the local food system

Produce Plus Program

Program Overview:

PPD Membership Program- Matches participants to a Farmers Market Site, enrolls them at a Community Site, or signs them up for delivery directly from a food vendor where they receive \$20 worth of produce for 10+ weeks.

Program Enrollment Platform Options

1. Website- Lottery & Matching
2. Community Site - DACL, Lead Agencies, CS Coordinators
3. Delivery - DACL & Lead Agencies

Number of Participating Members by Participation Form

1. Farmer Markets: 2750
2. Community Sites: 1050
3. Delivery: 200

Food Champion Program



Key Contributions:

- **Support** market managers in creating a comfortable, inclusive, and enjoyable experience for Produce Plus customers at market
- **Conduct outreach** with a focus on recipients of WIC (Women, Infants, and Children) and QMB
- **Communicate program updates** to Produce Plus customers and community organizations
- **Communicate customer feedback** to the Produce Plus team
- **Recruit volunteers** to support Produce Plus at markets

What advice we you have?

How to Create Space for Inclusion

- What channels do you have to get advice from the community for your programs?
- What job opportunities can your org create/make available to the people you serve?
- Are there local or grassroots organizations that you can work with to increase your ability to accomplish your goals?
- How can you best partner with and enable community members to advocate for community needs?
- What aspects of program design can be led by the results you get from engagement with residents?

Community Ownership

Community ownership underpins all of our work:



Food Champions

Outreach can be Inreach:



Press



["One of Michelle Obama's Legacies? This Nonprofit."](#) *Washington Post*



["Food Access Advocates Walk The Long Walk ... To The Nearest Grocery Store,"](#) *NPR*



["Food as medicine: Doctors are prescribing broccoli and bananas alongside beta blockers,"](#) *Washington Post*



["What Happens When The K Street Farm Becomes a Pepco Substation."](#) *Washington City Paper*



["Where Eating Healthy Mean Trekking Out of a Food Desert,"](#) *WAMU*



["Digging In: DC's Garden and Food Access Movement Looks Ahead,"](#) *The Kojo Nnamdi Show, WAMU*