Food Policy

School Food Advisory Board

Advocacy
Food Education

Teacher Trainings

Urban Farm

Rooting DC
## 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 DC Loses 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