



Providing Access to Fresh, Nutritious Foods for Healthy Outcomes: Private/Public Cooperative Programming

Legislative Health & Human Services Committee, Las Cruces, July 16, 2015

Farm to Table, New Mexico Farmers' Marketing Association, La Semilla Food Center

Our Purpose Today

- The connection between our economy, food and health
- The changing healthcare landscape
- Innovative public/private and community partnerships



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Our Role In Community Health



Improve the health of the communities we serve



Priorities: healthy eating and supporting NM farmers. Food is health!



Partnering to strengthen what currently exists



Serving as conveners: Helping people work across boundaries to accomplish community food and agriculture priorities



Bringing innovation to food, nutrition and farming programs

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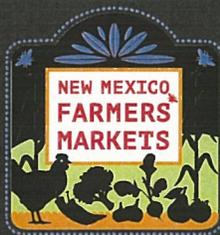


- Promoting locally based agriculture through education, community outreach and networking;
- Enhancing marketing opportunities for farmers;
- Encouraging family farming, and the preservation of agricultural traditions;
- Informing public policy;
- Furthering understanding of the links between farming, food, health and local economies.



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NM Farmers' Marketing Association



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La Semilla Food Center



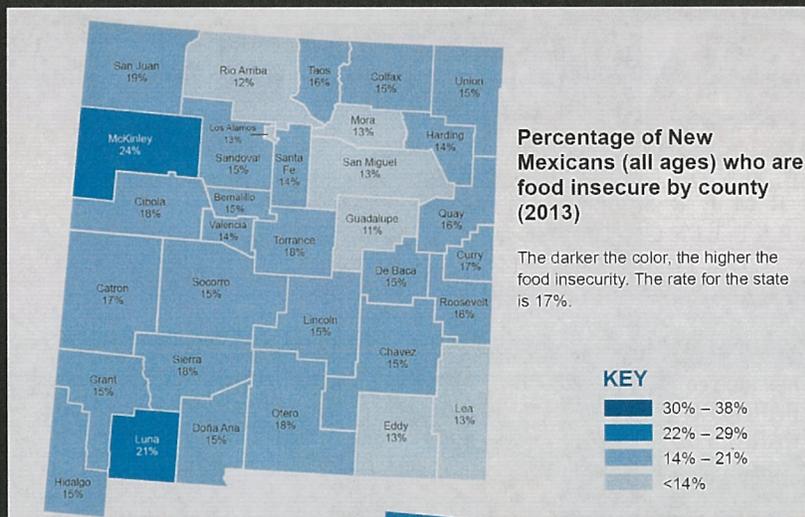
La Semilla Food Center's mission is to build a healthy, self-reliant, fair, and sustainable food system in the Paso del Norte region of southern New Mexico and El Paso, Texas. We envision a vibrant food system that prioritizes community and environmental health.



Celebrating 5 Years of Growing Good in the Paso del Norte

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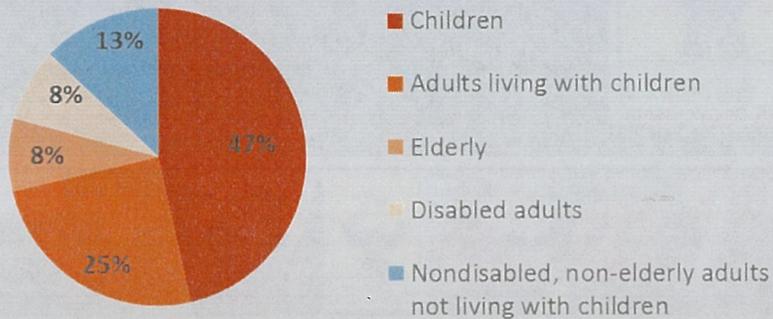
New Mexico's Economic Backdrop



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Children Living Poverty

87% of SNAP recipients in NM are children, adults living with children, or are elderly or disabled.



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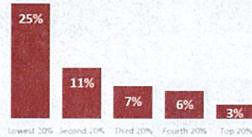
Food Insecurity and Food Deserts



28% of New Mexico's children are food insecure

That's 3 out of every 10 kids

Low-income families spend a large proportion of their income on food



NM household income quintiles

50%

Half of NM is considered a **food desert** but not just rural areas are affected— The Albuquerque metro area is ranked 4th in the U.S. in difficulty accessing fresh fruits and vegetables in households with children.

Only 1 in 5 children & teens in NM eat 5 or more fruit & vegetable servings/day

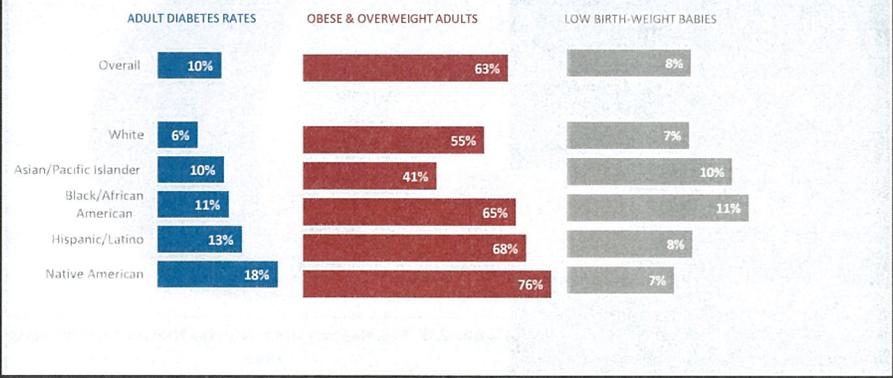


Adults fare slightly worse at 18%

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Ethnicity, Income & Health—Equity

Populations of color in NM, which are more likely to be low-income, often have worse nutrition and diet-related health indicators and outcomes



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Native American Communities



3 Sovereign Nations,
19 Pueblos

121,000 sq mi

17 people/ sq mi

\$23,700 per capita
income

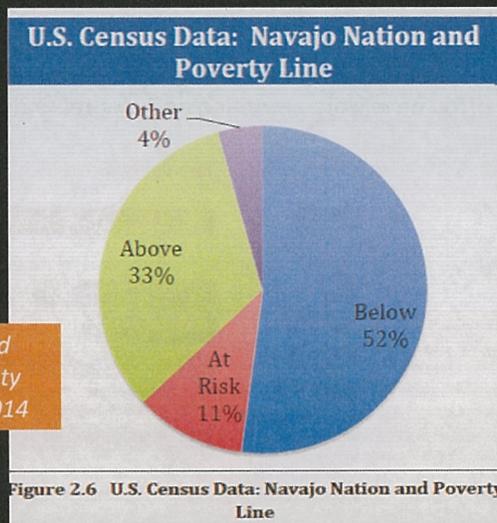
20% below poverty level

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Navajo Nation: 300,000 Members in 2015

Diabetes affecting Navajo Nation:
25,000 w/ Type 2
75,000 pre-diabetic
-Indian Health Services

*-Diné Food
Sovereignty
Report-2014*



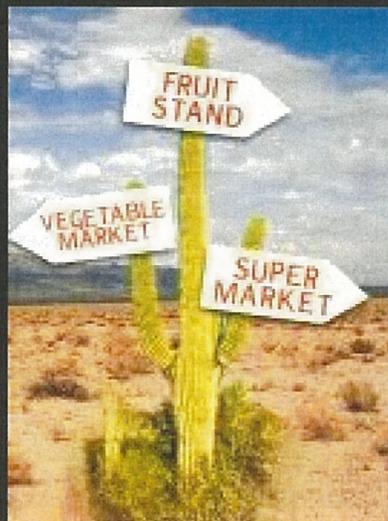
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Determinants of Health



Coming to Terms with Health Inequities

- Limited access to healthy food sources
- Lack of public space, sites for exercise
- Limited transportation options
- Exposure to environmental hazards
- Unsafe neighborhoods
- Poor working conditions
- Health impacts (e.g. chronic stress)
- Inadequate and/or unhealthy housing



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New Mexico Food & Agriculture Policy Council Leads the Way

- Building public/private partnerships
- Fostering cross-sector partnerships, and community and regional action groups
- Created to affect to change



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Local & Regional Policy Councils

Food Policy Councils are Partnerships!

- Dona Ana Food Policy Council
- Southwest Region Food Policy Council
- Dine Food Sovereignty Alliance
- Santa Fe City and County Food Policy Council
- Rio Arriba Food Policy Council



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Programs Building Community Engagement!

- Healthy Eating
- Youth & Health Leadership Education
- Food Policy Councils
- Public/Private Partnerships



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Increased Access Through Incentives & Education

WIC & Senior
Nutrition
Programs

SNAP Double Up
Food Bucks
Program

Fresh Rx,
Fruit & Veggie
Prescriptions

COCINA!
Community
Health Worker
Education



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WIC & Senior Farmers' Market Nutrition Programs



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New: SNAP Double Up Food Bucks



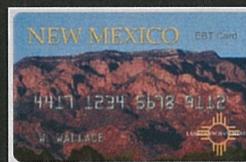
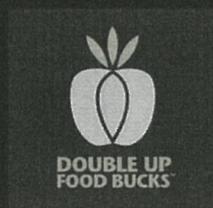
34 farmers' markets, 20 counties.
\$100K federal; \$400K state

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SNAP Double Up Food Bucks

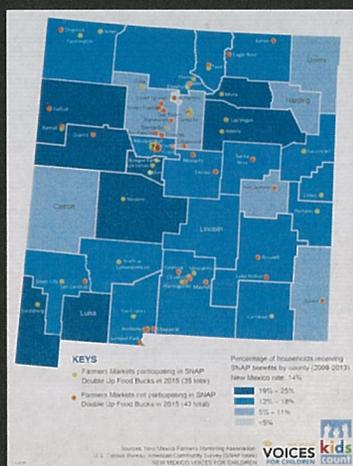
How the program works

- SNAP purchases are matched 1:1
- DUFB tokens \$2 value each
- Regular EBT-tokens accepted for all SNAP-eligible foods
- DUFB tokens only for NM-grown, fresh fruit and vegetables
- Markets may decide if they have a daily limit



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Year 1: Almost Half of NM's Farmers are Participating in the DUFB Program



Many markets offering DOUBLE UP FOOD BUCKS are in counties with high SNAP rates.



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SNAP Double Up Food Bucks

TRIBAL COMMUNITIES



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SNAP Double Up Food Bucks

Recurring funds (if available) will be leveraged with up to **\$1.2 million** federal USDA grant funds during 2016-2018.

STRETCH YOUR
FOOD DOLLARS

Get more fruits & vegetables when you use your **BRIDGE CARD** at farmers markets

It's easy with **DOUBLE UP FOOD BUCKS!**
HOW IT WORKS

BRING YOUR BRIDGE CARD
to the farmers market office or info booth before you start shopping.

Use your Bridge Card dollars to **BUY SNAP-ELIGIBLE FOODS** at the market.

WE'LL MATCH WHAT YOU SPEND
with New Mexico Double Up Food Bucks
UP TO \$20, EVERY MARKET DAY.

You Spend **\$2** **»»** We Match **\$2**

Use them right away or later on to buy fresh fruits & vegetables.

PLACHOLDER FOR IMAGE OF WOMAN AT INFO BOOTH HOLDING BRIDGE CARD

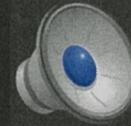
PLACHOLDER FOR IMAGE OF FARMER WITH SIGN (MICHIGAN GROWN) & BASKET OF PRODUCE

JUNE 1 - OCT 31

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SNAP Double Up Food Bucks

\$100K Media/Outreach Grant Leverage



- www.DoubleUpNM.org
- Radio ads
- Posters: English & Spanish
- Banners
- Point of Purchase Signs
- Bus Wraps (Albuquerque)



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Fresh Rx, Clinic Prescription Programs



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COCINA! Health Educator Trainings



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Additional Innovative Access Programs

- La Cosecha Community Supported Agriculture
- Cuba mobile farmers' market
- MoGro mobile market in Sandoval County
- Bernalillo veggies van
- Presbyterian farmers' market



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Farm to School

Establishing relationships between school children, local foods, education



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NM Grown Fresh Fruits and Vegetables for School Meals - \$479,300 State Funding



264,000+ students and assists 280 NM School Food Authorities

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NM Grown Fresh Fruits and Vegetables for School Meals - \$479,300 State Funding

A funding investment to:

- Provide students with school meals that will encourage them to eat fresh produce for the rest of their lives.
- Augment school nutrition programs by providing more New Mexico-grown fruits and vegetables to meet federal rules.
- Strengthen New Mexico's farming economy and agricultural legacy by increasing market opportunities for small and mid-scale producers across the state.



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NM Grown Fresh Fruits and Vegetables for School Meals – Partners

- New Mexico Department of Education
- New Mexico Department of Agriculture
- New Mexico Department of Human Services Food and Nutrition Service Bureau
- New Mexico School Nutrition Association
- New Mexico Food and Agriculture Policy Council
- Farm to Table – New Mexico
- New Mexico Cooperative Extension Service
- New Mexico Farmers Marketing Association
- Siete del Norte
- American Friends Service Committee
- Los de Mora Local Growers' Cooperative
- La Semilla Food Center
- New Mexico State Legislature
- New Mexico Executive Branch
- Local food policy councils and health equity groups
- Santa Fe City Council and County Commission
- National Farm to School Network and the National Sustainable Agriculture Coalition
- And more...!

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Access and Education

Edible
Education

Community
Farm

Farm
Fresh

Policy and
Planning



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Planting the Seeds



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Cultivating Good Health



Engaged over
7,500
students

Trained over
150 teachers
in Edible
Education



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The Harvest



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Our community has the wisdom and ability to determine our food destiny. It is up to us to create a food system based on our values, which favors locally grown food, community involvement, reinforces cultural food traditions, and ensures safe, healthy, and affordable food for everyone.

INSPIRE



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Continuing the Cultivation of Good Food and Healthy Communities



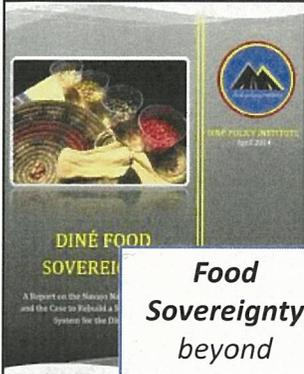
Policy

Funding

Champions

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Navajo Initiatives: A Sample Community Outreach Patient Empowerment



Food Sovereignty beyond food access becomes the goal.



COPE receives mini-grants for Navajo/Zuni garden projects from Con Alma Health Foundation

COPE, Navajo Division of Health, Community Health Representatives develop food literacy, family-based wellness trainings, and "Navajo Food Toolkit."



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Dine' Community Advocacy Alliance

New Dine' Food Sovereignty Alliance formed in Sept 2014 will assist in development of CWPs. Dine' Food Sovereignty Alliance is established to restore the traditional Dine' food system.



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Public/Private Partnerships

HEALTH CARE ORGANIZATIONS & NGOS

- **Presbyterian Healthcare (Bernalillo, Rio Arriba, Quay & Socorro)**
 - La Cosecha Community Supported Agriculture program
 - Presbyterian farmers' market
 - SNAP Double Up Food Bucks
 - Fresh Rx Program (endocrinology clinic & farmers' market)
- **El Centro Family Health (16 Northern counties)**
 - La Cosecha Community Supported Agriculture
 - Presbyterian farmers' market
 - SNAP Double Up Food Bucks
- **La Familia Healthcare (Santa Fe County)**
 - MoGro SNAP Incentives
 - Farmers' Market Cooking Demonstrations
 - SNAP Double Up Food Bucks education and outreach
- **La Clinica (Dona Ana County)**
 - COCINA! health educator trainings
 - SNAP Double Up Food Bucks education and outreach
- **Hidalgo Medical Services (Grant, Hidalgo, Catron __ Counties)**
 - COCINA! health educator trainings
 - SNAP Double Up Food Bucks education and outreach
 - Hidalgo Farmers' Market



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Public/Private Partnerships

MUNICIPAL, STATE AGENCY & NGOS

- **County Groups**
 - Bernalillo veggies van
 - Presbyterian Healthcare CDC REACH grant, Bernalillo County, and multiple NGO partners
 - Dona Ana County & area initiatives
- **NMSU Cooperative Extension**
 - COCINA! training & cooking demos
 - SNAP/DUFB program outreach
- **NM Dept. of Economic Development**
 - Main street and farmers' market programs
- **NM Public Health Dept. & NM Human Services Dept.,**
 - SNAP ed. and Double Up Food Bucks programs
 - Transporting produce for school meals
- **NM Public Education & Agriculture Department**
 - NM Grown Fresh Fruits/Veggies for School Meals
 - And plenty more!!!



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Addressing the Determinants of Health



PROGRAM

Incentive Programs

Nutrition Education

Farm to School

Community Gardens

Local Policy Councils



INDICATORS

Increased Farm Sales

Increased Farm Sales

Increased farm Sales

Civic Activity

Increased Awareness



OUTCOMES

Increase Farm Income

Lower Diabetes Rates

Lower Obesity

increase Food Access

Policy Change

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Program/Environment Challenges



PROGRAM

Incentive Programs

Nutrition Education

Farm to School



NEEDS

- Market Admin. Support
- Outreach, Program Awareness

- Staff Resources
- Coordinating across agencies

- More Mid-size Growers
- Dedicated Program Coordinator
- Farmer Education



RECOMMENDATION

Public/private funding to support the work

Public/private funding to support the work

Public/private funding to support the work

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Legislative Recommendations

Support Organizations Working Together to:

- Review all food and nutrition programs:
- Coordinate with agencies to develop best practices
- Maximize program, funding opportunities, and innovations at local, state and federal levels
- Develop a report with best practices and recommendations

Funding Request:

Continue funding commitments for programs such as “Double Up Food Bucks” and “NM Grown Fresh Fruits and Vegetables for School Meals” that align with additional federal resources



Contact Information



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