

# Ohio Nutrition Incentive Network



## **Mission**

The mission of the Ohio Nutrition Incentive Network is to increase nutrition-security while strengthening Ohio's local food system.

- Produce Perks Midwest
- Case Western Reserve University
- Countryside
- Farmers Market Association of Toledo
- Local Matters
- Mercy Health - Youngstown
- Ohio Department of Aging
- Ohio Department of Health
- Ohio Ecological Food and Farm Association
- Ohio Farmers Market Network
- Ohio Grocers Association
- Ohio State University Extension, Cuyahoga County
- SNAP-Ed
- Summit Food Coalition
- The FARE Project

# What Are Nutrition Incentives?

Nutrition incentive programs reduce the cost of fruits & vegetables to make healthy food more affordable for low-income consumers.



Fruit and Vegetable Coupon Program



ProducePERKS



Produce Prescription Program

# Addressing Food Insecurity

**Food Insecurity** is a household-level economic and social condition of limited or uncertain access to adequate food.

I'm worried food will run out before I have money for more

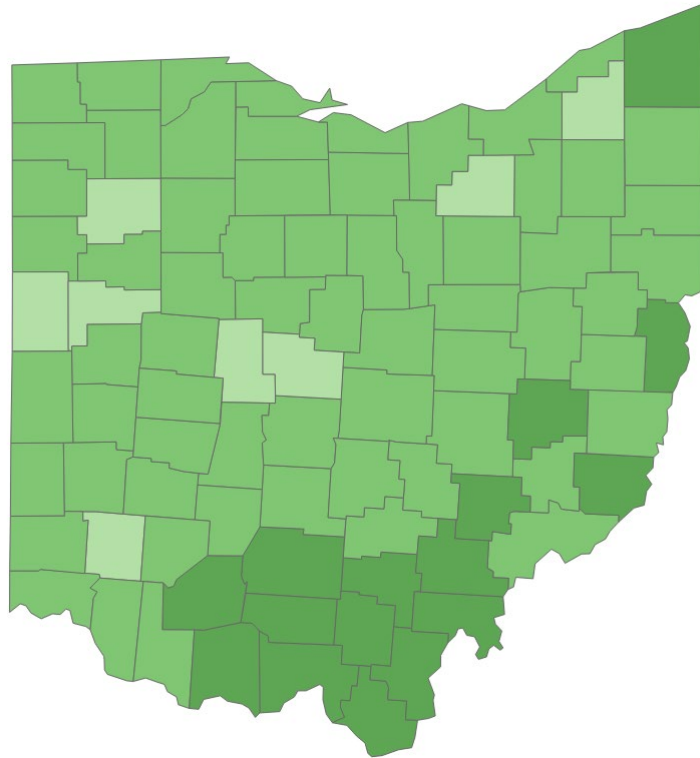
I cannot afford to eat balanced meals

I didn't eat for a whole day because there wasn't enough money for food

# Food Insecurity During The Pandemic

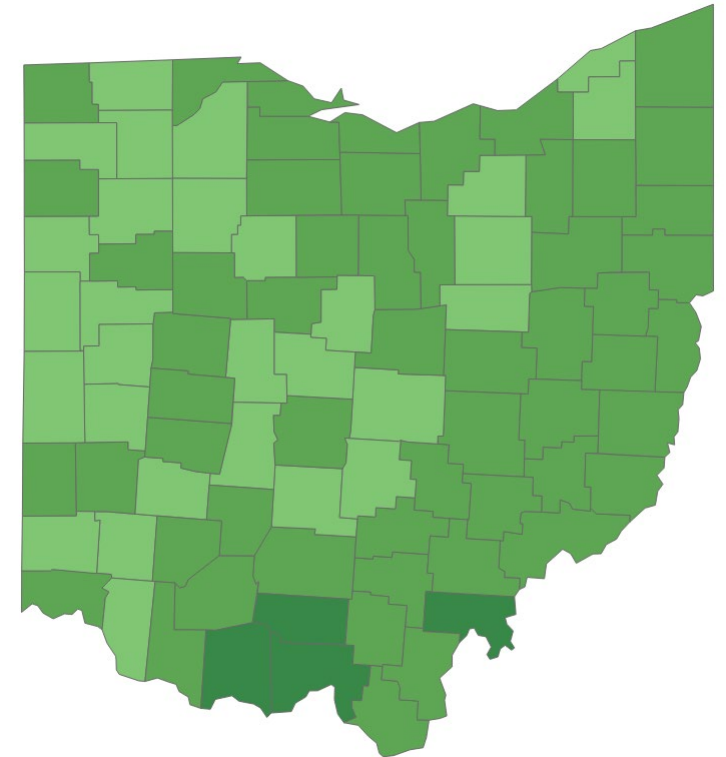
**2018**

14% of the population is food insecure  
1,588,420 individuals



**2020**

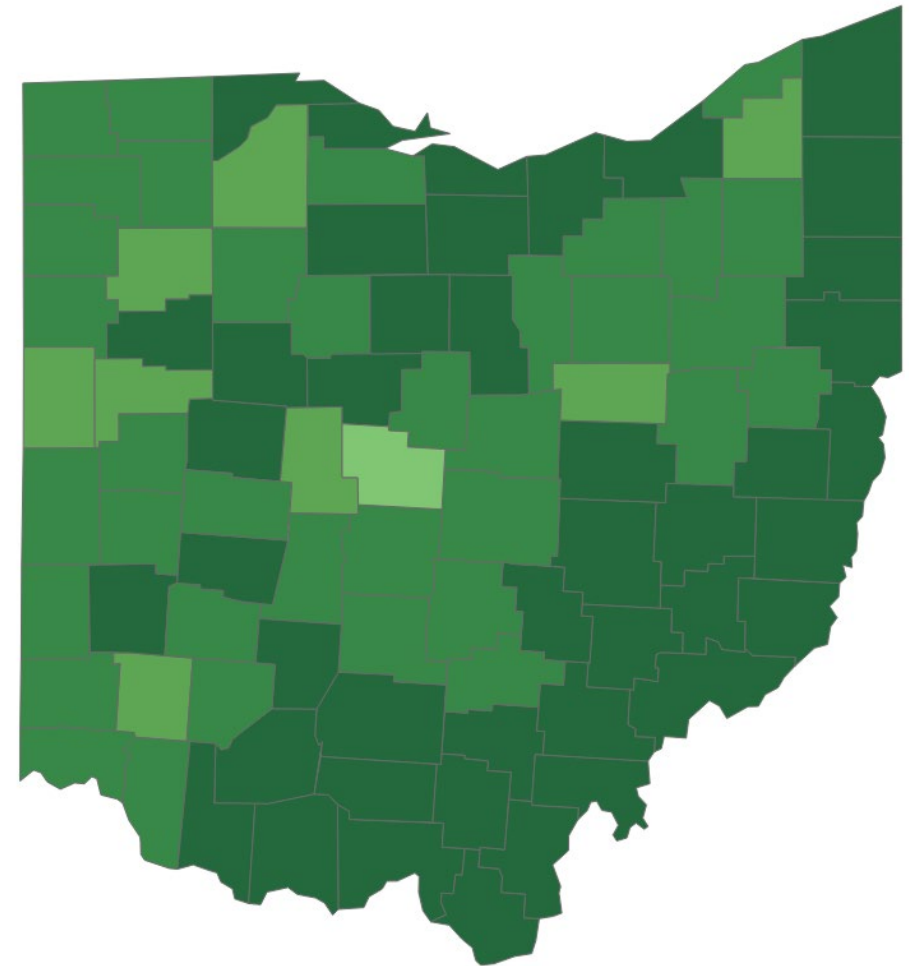
30% growth in food insecurity  
2,078,350 individuals



# 42% Growth In Child Food Insecurity

**2020**

28% of children in Ohio are food insecure



# Building Economic Resiliency

Colorado State University study, "[The Economic Contribution of Healthy Food Incentives](#)," showed that incentive programs

*"have an estimated contribution multiplier ranging from 2.4 to 3.1 for incentives spent on farm-direct sales (i.e., farmers' markets, farm stands, community supported agriculture)," and "1.1 to 1.6 for incentives spent at retail food stores."*

Our programs drove an estimated  
**\$1,808,053** in economic activity in 2020.



# State Appropriations

In 2019, the Ohio Legislature appropriated **\$850,000** to expand Produce Perks customer base & Produce Prescription (PRx) programming.

## **Supported Programs (SFY HB166):**

Infant Vitality Produce Prescriptions (PRx)

TANF Fruit and Vegetable Coupon Program

# Produce Prescriptions



Produce Prescription (PRx) programs allow clinicians to prescribe fruits and vegetables to patients struggling with food insecurity and diet related disease.

Clinicians provide monthly monetary prescriptions for patients to purchase fruits and vegetables from participating farmers' markets and grocery stores.

## Past Program Impact



75% of Patients  
Increased Daily  
Consumption of  
Vegetables



50% of Patients  
Increased Daily  
Consumption  
of Fruits



42% of Families  
Reported  
Increased  
Food Security



100% of Patients  
knew their A1C number at  
the completion of the  
program, compared to only  
22% at the start of PRx



# Fruit & Vegetable Coupon Program

Anyone who meets **all three** of the following criteria may receive \$40 in Fruit & Vegetable Coupons:

- 1 has annual income at or below 200% of the Federal Poverty Level
- 2 has a minor child in the household and/or is pregnant
- 3 is a U.S. citizen  
OR meet a citizenship



# 2020 Fruit & Vegetable Coupon Program Highlights

2,472

Individuals Signed Up

1,467

Individuals Redeemed

\$57,822

In Coupons Spent

53%

Redemption Rate

# Produce Box Delivery Pilots

## Summit County Food Coalition (Akron)

- 50 families
- \$9,000 in produce deliveries
- 12-week program

## Homefull (Dayton)

- 27 families
- \$2,140 in produce deliveries
- 12-week program