



# Local Produce Delivery Program

Connecting TANF families to local farms for fresh fruits and vegetables.



## Local Produce Delivery Program Pilot

Over the course of 12 weeks, 50 Akron area families received 6 deliveries of \$30 worth of fresh produce from a local farm.

- Families had to be TANF eligible and live within the delivery radius.
- Program was completely free for families
- Aimed at eliminating transportation and financial barriers that prohibit low-income families from obtaining fresh, high quality produce, and to support local food economy for a win-win

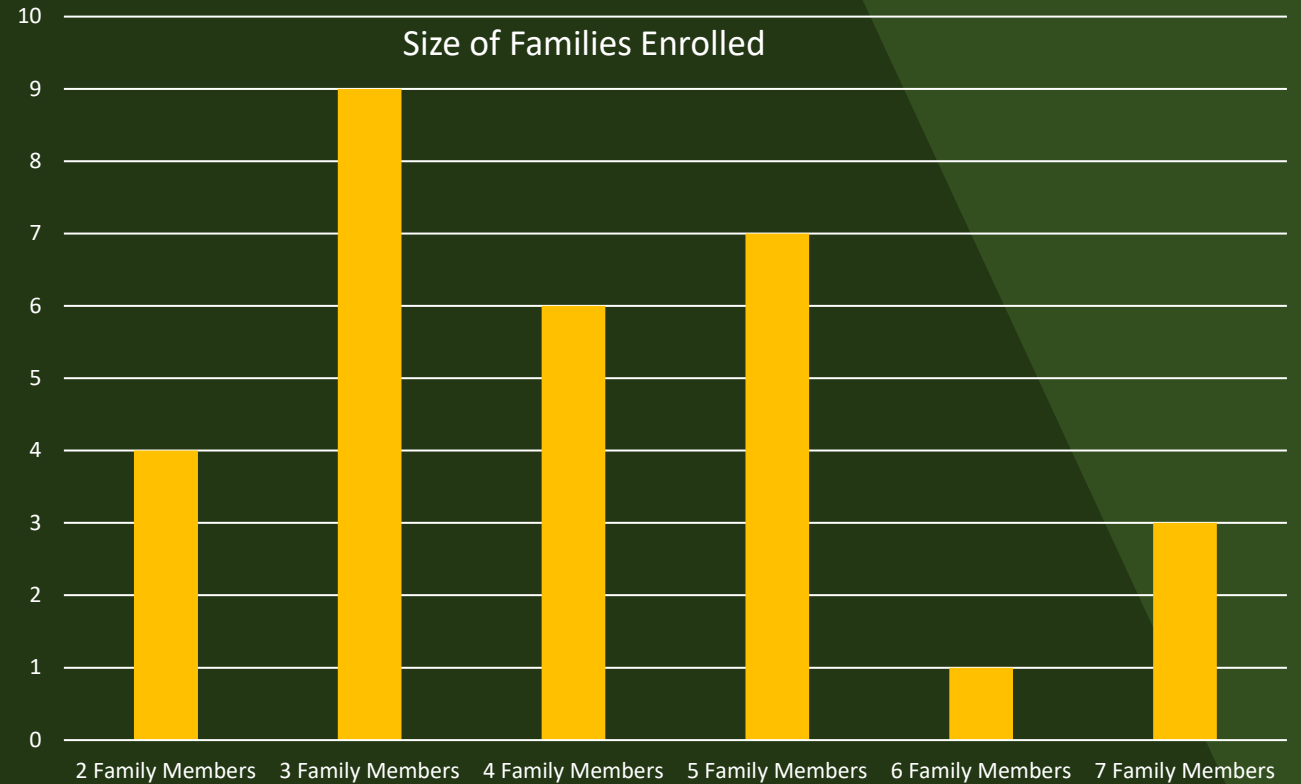
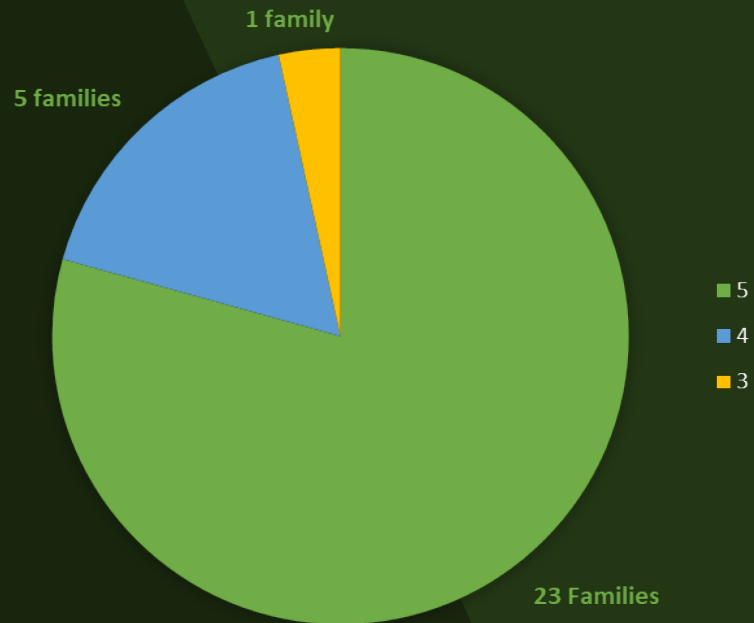
# Enrollment and delivery process

- SFC attended Summit Lake Farmers' Market
- Went to nearby elementary schools and enrolled families who were picking up free lunches
- Enrolled families online
- We enrolled 50 families: 196 total people, 80 adults and 116 kids
- Let's Grow Akron and Front 9 Farm delivered the produce bags the night before delivery days
- We partnered with The Well CDC to store the produce bags overnight
- We loaded Doordash cars in the morning and all orders were delivered by early afternoon
- During the last 2 weeks of deliveries, we sent out a feedback survey to all families



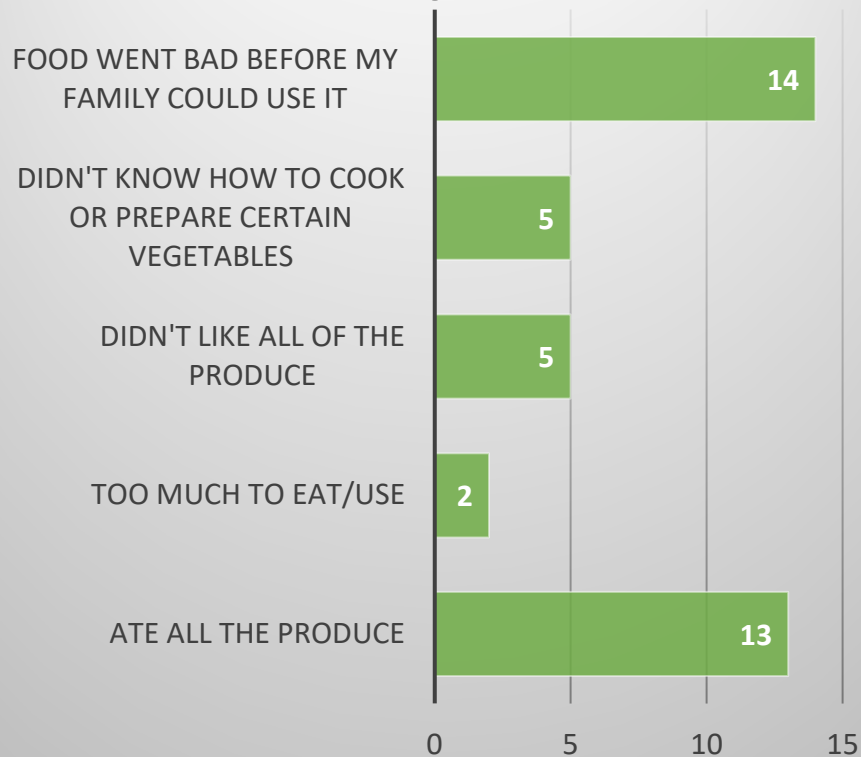
# Survey Feedback

## HOW WOULD YOU RATE YOUR EXPERIENCE?

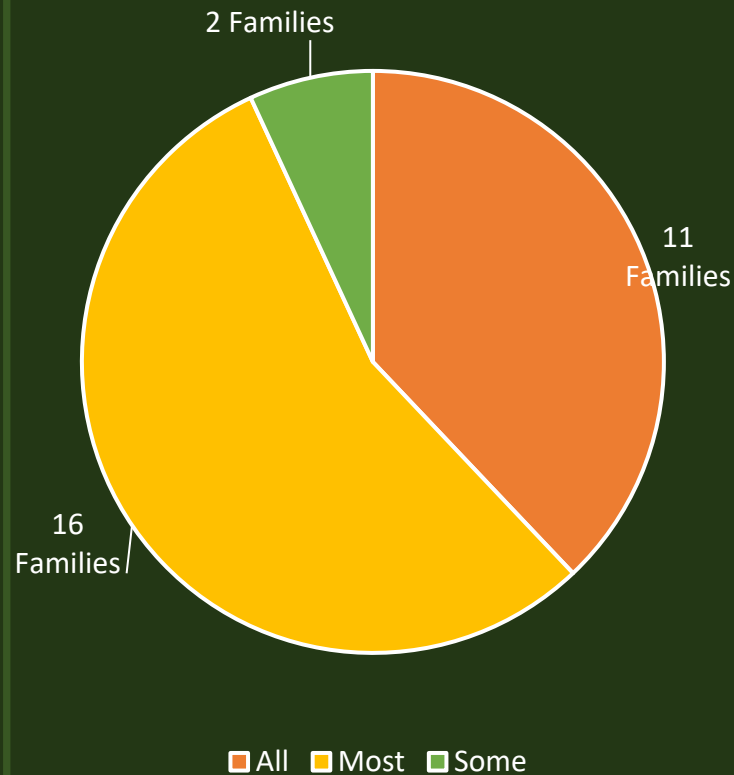


# Produce use and feedback

## Reasons for not using all of the produce



## How much of the produce did you use/eat?



- Most **enjoyed** produce:

Tomatoes and lettuce/greens



- Most **unfamiliar/ difficult** to use:

Swiss Chard and Eggplant



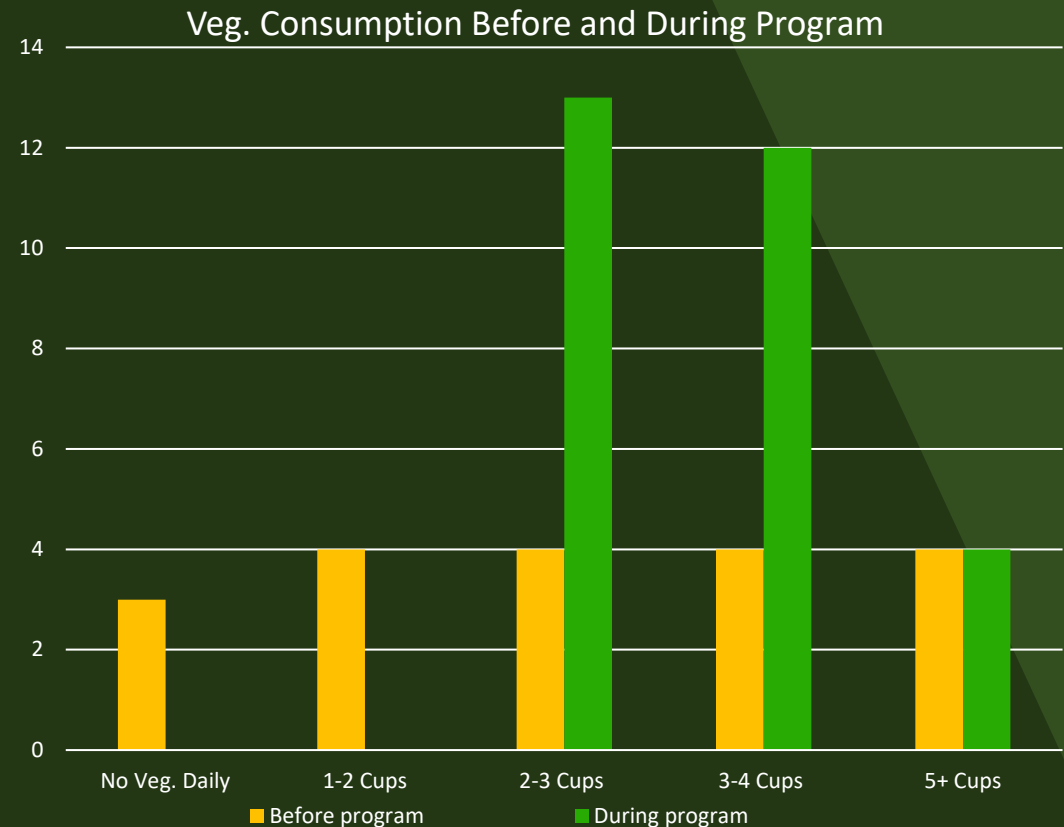
- Produce you wish was included:

Fruit and cucumbers



# Fruit and Vegetable Consumption

- 73% saw an increase in fruit and vegetable intake over the course of this program
- 38% reported an increase of 1-2 servings/day
- 31% reported an increase of 2-3 servings/day
- 4% reported an increase of 3-4 servings/day
- 23% of families had no change in their intake (these families already reported an average consumption of 2-4 fruits and vegetable per day)
- During the program, all families reported consuming an average of 2-3 servings/day or more!



## *Standout comments*

"We loved this program and my picky kids tried new foods. We enjoyed cooking as a family and giggled a lot during the taste testing. THANK YOU!"

"I believe it was an awesome program. I appreciate all you did for my family I have four kids ranking in the age of 5 to 13 and is hard to find vegetables that everybody like but every week that bag seem to have something in it for everybody and my family really enjoyed getting them bags on the front porch thank you."

"It helped my family so much!"

"Great selection of fresh veggies delivered to my door."

"I loved it! It was exciting to see what I got with each delivery!"

"Not only was this a great blessing to receive fresh produce during this time, it also gave me and my family an opportunity to try some new veggies that we may never have tried if not for this program."

"It was actually beneficial for me and my boys. I have severe nerve damage and I am a fall risk. So I can't get out to do anything."

"It was easy to sign up, all contact I have had with the coalition and delivery drivers has been so positive and helpful. The produce has been fresh and large amounts. Info from the farms is helpful and easy to understand. We've tried new recipes and now follow the farms on social media to learn more."

"I am so grateful for this program. As I said we appreciated the delicious, local produce and especially enjoyed trying new veggies and recipes!"

"We always love tomatoes and lettuce but we really enjoyed trying and eating the kale, Swiss chard, and my 11 year old son absolutely loves the sour gherkins!! He ate those with the cherry tomatoes as a snack during his online learning and was asking for more!! Guess I'll have to find where to get some. :). Seriously though, it was really nice to be able to offer him something healthy as a snack!"

# 2021 Program

- Funding from United Way of Summit and Medina County and Produce Perks Midwest
- Expanded to 250 families
- Crown Point Ecology Center and Baker's Fresh Produce and Honey will join Front 9 Farm and Let's Grow Akron in providing produce
- Utilizing a refrigerated pop-up truck to pick up produce boxes from farms
- Once again recruiting families in the Summit Lake area, Let's Grow Akron is helping us to enroll those families
- Partnering with United Way's Family Resource Center coordinators to recruit families within their schools.
- Summit County Pathways HUB; Community Action Akron Summit