

ProducePERKS

Produce Perks

Ohio's Nutrition Incentive Program

Produce Perks empowers SNAP and Pandemic-EBT recipients to purchase fresh, healthy fruits and vegetables from Ohio farmers and grocery retailers across the state. With its \$1-for-\$1 match for shoppers using SNAP/P-EBT to buy healthy produce, the program increases affordable access to healthy foods for over 2 million Ohio households.

2021 Program Impact



28,140
Households Served

↑ **42%**
from 2020



↑ **36%**
from 2020

1,573,557
Servings of Fruits and Vegetables



↑ **65%**
from 2020

\$1,789,959
SNAP and P-EBT Sales

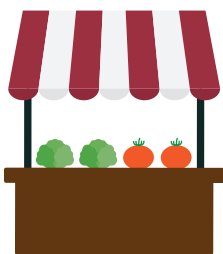


↑ **36%**
from 2020

\$1,164,432
Produce Perks Sales



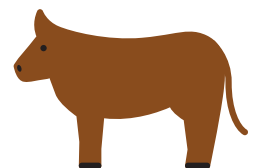
29
Small Food Retailers



77
Markets and
Farm Stands



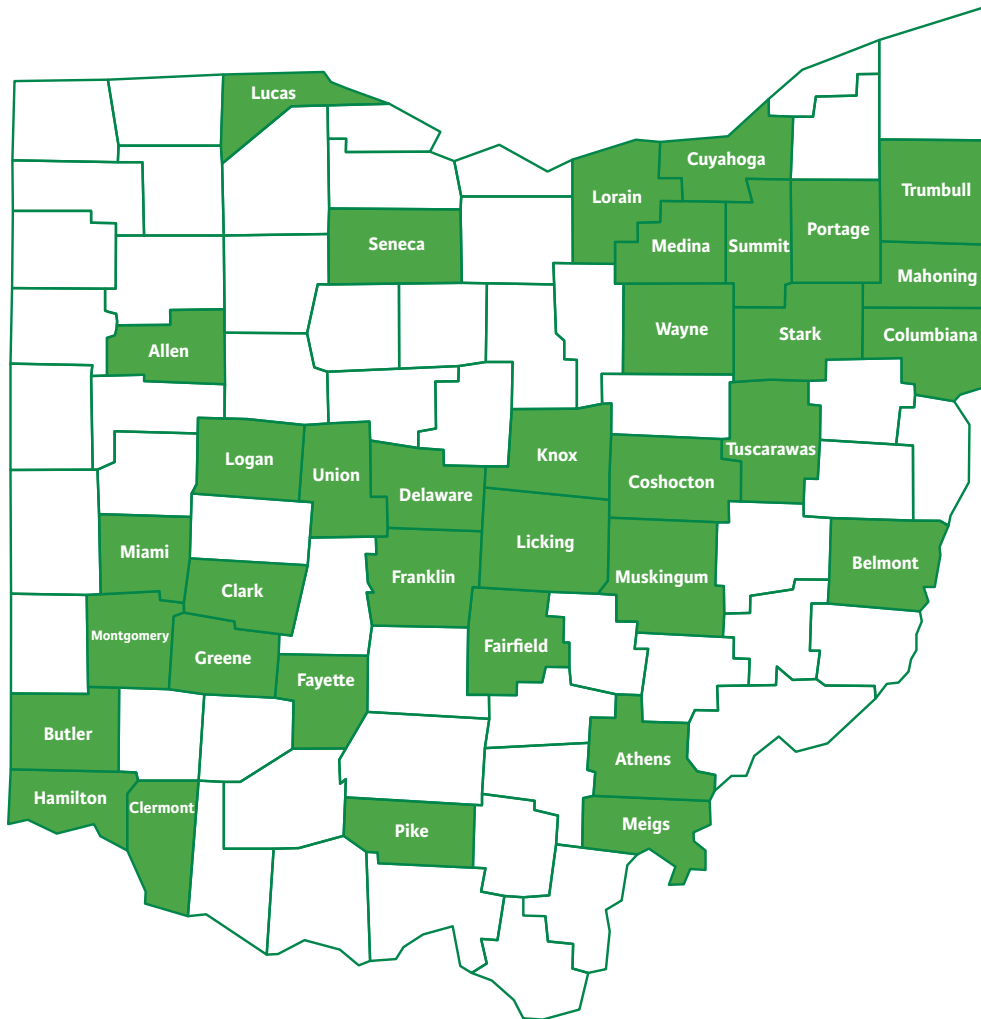
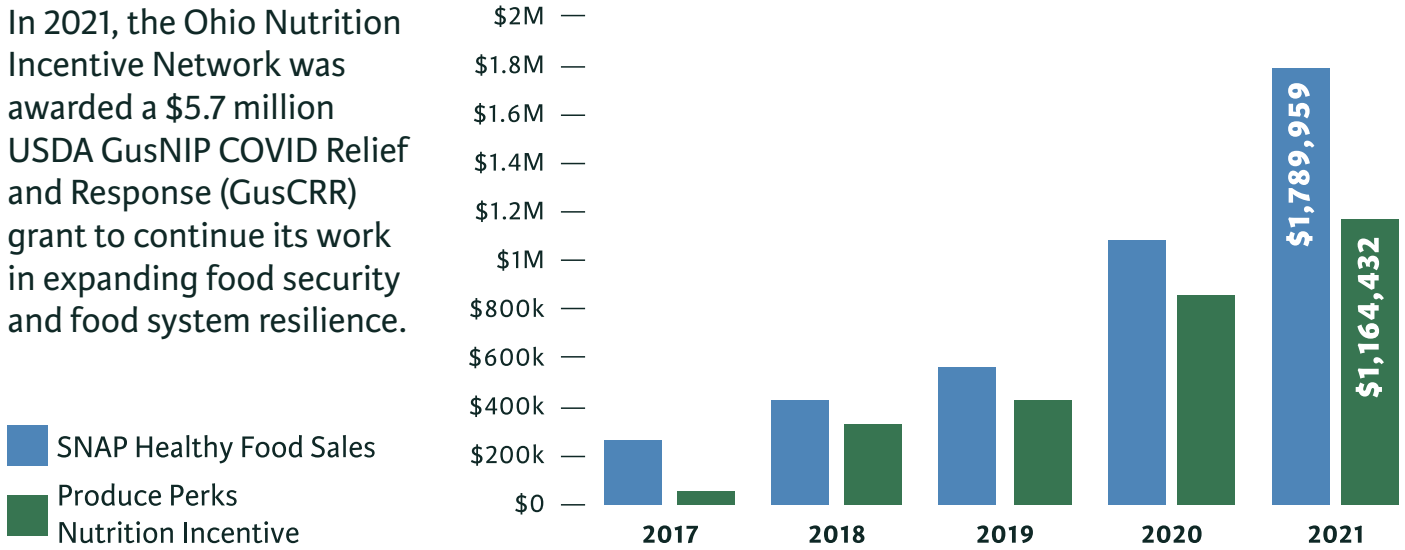
572
Small
Diversified
Produce
Farmers



639
Livestock Farmers and
Small Food Businesses

Program Growth

In 2021, the Ohio Nutrition Incentive Network was awarded a \$5.7 million USDA GusNIP COVID Relief and Response (GusCRR) grant to continue its work in expanding food security and food system resilience.



The Ohio Nutrition Incentive Network (OHNIN) is focused on expanding Produce Perks into communities with the highest need, communities that are currently lacking the program, and/or markets with a focus on directly benefiting Ohio’s agricultural producers.

 Active counties in 2021



ProducePERKS



Infant Vitality Produce Prescription Program

The Infant Vitality-Produce Prescription Program (IV-PRx) enhances maternal and infant health for low-income, pregnant women living in Ohio counties with the highest black infant mortality rates. IV-PRx provides nutrition security to pregnant women through the baby's first year of life, deepens the patient's relationship with her healthcare and social service providers, and reduces pre-term births, low birth weight, and infant deaths.

Through monthly healthcare provider visits, enrolled patients receive health and nutrition education and increased access to affordable healthy foods through Produce Prescriptions: \$30/month per household member (max 5 household members) to redeem at neighborhood food access points such as farmers' markets and grocery stores, or enrollment in a produce delivery program.

The Ohio Department of Health funded the IV-PRx pilot program, beginning in July 2020 and ending in June 2021. Thank you to the many clinic partners that made this program possible.

Program Impact



467
Pregnant Women
Enrolled

\$132,298
in Produce Purchases



93%
of babies born at 37
weeks or later

89%
of babies born at a
healthy birth weight



Serving Families with Children

Three programs offered by the Ohio Nutrition Incentive Network increased availability and affordability of fresh produce for families with children.

1 The Fruit and Vegetable Program

Funding through the State of Ohio provided resources for Temporary Assistance for Needy Families (TANF) eligible families to purchase fresh fruits and vegetables from Ohio farmers and grocery stores. The program period began in July 2020 and ended in June 2021.



\$161,478

used by families across Ohio for produce through this program.

Coupon



Partners from across the state provided **2,277 households \$40 coupon booklets** redeemable for fresh produce at participating farmers' markets and grocery stores.

\$93,548 in coupons redeemed for fruits and vegetables

Delivery



Three regions piloted produce delivery models, making it easier for families to have fresh produce in their homes.



Summit County

The Summit Food Coalition piloted an innovative program—delivering **\$50,690** in local fruits and vegetables from farmers to participants' homes through a partnership with DoorDash.



Hamilton County

Families received **\$15,190** in fresh produce from Cincinnati urban farmer Mustard Seed Farm.



Montgomery County

Food-access partner Homefull provided **\$2,140** in fresh produce to Dayton area families.

② WIC Perks and ③ Carrot Cash

Women, Infants, and Children Program (WIC) supports income eligible (<185% of federal poverty line) pregnant and recently post-natal women, infants and children up to five years of age. WIC provides nutrition education, breastfeeding support, and financial support for highly nutritious food.

In select Ohio counties, WIC provides Farmers' Market Nutrition Program (FMNP) vouchers to their participants. Clients receive \$20 for the purchase of Ohio-grown fresh fruits, vegetables, and herbs at authorized markets and farms.



THE OHIO STATE
UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES

Ohio State University Extension, Cuyahoga County

The **WIC Perks** program is a partnership between Ohio State University Extension, the Cuyahoga County WIC Program, and local farmers' markets. Program partners collaboratively offer additional resources to WIC clients at markets where WIC is present to distribute FMNP vouchers. After receiving WIC FMNP coupons, families have the option to engage in a short cooking demonstration, taste testing, or educational activity. Families then receive an additional set of coupons for fresh fruits and vegetables valued at \$20 in WIC Perks and culinary tools. In 2021, Ohio State University Extension hosted 8 WIC Perks events at local farmers' markets in partnership with the Cuyahoga WIC FMNP program.



Countryside

Carrot Cash is a nutrition incentive program serving WIC recipients in Summit County by supplementing FMNP vouchers with

additional dollars for the purchase of fresh, local fruits and vegetables. By showing their WIC card at the market information booth, WIC clients can receive \$10 in Carrot Cash every time they visit a participating market during the seasonal program. In 2021, Carrot Cash was available at 4 Summit County farmers' market locations and was available July–September.

To learn more about WIC Perks and Carrot Cash, see [Beyond SNAP: Incentives for WIC Farmers Market Nutrition Program](#).



WIC Perks:
501 Families
Carrot Cash:
523 Families



WIC Perks:
\$10,020
Carrot Cash:
\$11,156



WIC Perks:
31 Farmers
Carrot Cash:
47 Farmers



buckeye health plan.

Buckeye Fresh!

In partnership with Buckeye Health Plan, Athens Farmers' Market (Athens), Findlay Market (Cincinnati), Haymaker Farmers' Market (Kent), Kamm's Corner Farmers' Market (Cleveland), and Market On The Green (Columbus) each hosted Buckeye Fresh! Events to promote individual and family health, strengthen household food and nutrition security, and increase the purchasing and consumption of fruits and vegetables by Buckeye Health Plan members.

At each Buckeye Fresh! Event, Buckeye Health Plan members received \$10 in Buckeye Fresh! Bucks to spend at the farmers' market. Children of Buckeye Health Plan members each received a \$1 Buckeye Fresh! Kids Buck to spend at the market.

Program Impact

871

Buckeye Health Plan Members redeemed

\$7,167

for fruits and vegetables



\$131

Buckeye Kids Bucks redeemed



60 COVID-19 vaccines administered by Buckeye Health Plan during events

Ohio Nutrition Incentive Network

The Ohio Nutrition Incentive Network (OHNIN) is a multi-sector coalition working toward a shared vision of affordable access to healthy, local foods and a healthy, equitable and resilient Ohio food system. OHNIN represents diverse regions of Ohio and collaborates to advance nutrition incentive programming statewide. Produce Perks Midwest serves as the Network Hub, providing administrative support to the Network, its programs, and partners.

Our Vision

All Ohioans have equitable access to healthy, locally-grown foods within their communities, and the resources to procure them. Diet-related health diseases and disparities are no longer a public health crisis. Ohio agriculture is an economically viable and ecologically regenerative industry. It is an integral component of the Ohio food system; its products are widely available. Ohio farmers and food workers are valued, respected, and appropriately compensated for their contribution to the health and well-being of their communities.

Our Mission

Increase nutrition security while strengthening Ohio's local food system.

Our Values

We believe in:

- Access to healthy food as a basic human right; good food has the power to promote health and prevent chronic disease.
- Diversity, equity and inclusion in staff, Network members, volunteers, and audiences, including full participation in programs, policy formulation, and decision-making.
- A resilient and sustainable local food system, where farms and food businesses are valued and viable.
- Collective impact and leveraging our network resources to effectively address complex social issues and systemic inequities.
- Innovation and community-centric solutions.
- Advocacy and education as tools to form a healthy, equitable, and sustainable food system.
- An ecological approach to farming, with a focus on biological diversity and soil health, is essential to the wellness of the earth and its inhabitants.

2021 Members

- Produce Perks Midwest
- Countryside
- Farmers’ Market Association of Toledo
- Local Matters
- Ohio State Extension, Cuyahoga County
- Mary Ann Swetland Center for Environmental Health at Case Western Reserve University
- Ohio Department of Aging
- Ohio Department of Health

- Ohio Farmers Market Network
- Ohio State Extension, SNAP-Ed
- Rachel Tayse, Farmer
- Summit Food Coalition
- The FARE Project

OHNIN uses a “hub and spoke” model as its Network structure to leverage the expertise and experience of strong regional program coordinators.

