2022 Impact Report

In 2022, the Ohio Nutrition Incentive Network’s three flagship, evidence-based nutrition incentive programs generated $3,962,076 in healthy food purchases for 34,931 low-income households, empowering families to choose 2,291,339 servings of fruits and vegetables.

The Fruit & Vegetable Program helps make produce more affordable for families with children. Eligible families receive a Fruit & Vegetable Coupon booklet to spend at local food retailers or a home delivery of a produce box.

Produce Perks empowers SNAP/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/EBT to buy healthy produce, the program increases affordable access to healthy foods for almost 2 million Ohio households.

Produce Prescription (PRx) helps clinicians provide monthly monetary fruit and vegetable prescriptions to nutrition insecure patients, improving birth outcomes among pregnant women and supporting individuals with diet-related disease.

Program Growth

In 2022, the Ohio Nutrition Incentive Network expanded nutrition incentive programming into communities with the highest need, expanding food security and food system resilience.

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<thead>
<tr>
<th>Year</th>
<th>SNAP Healthy Food Sales</th>
<th>TANF</th>
<th>Produce Perks</th>
<th>PRx</th>
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</thead>
<tbody>
<tr>
<td>2020</td>
<td>$250k - $500k</td>
<td></td>
<td>$2,060,265</td>
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<tr>
<td>2021</td>
<td>$750k - $1M</td>
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<td>$1,388,867</td>
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<tr>
<td>2022</td>
<td>$1.25M - $2.25M</td>
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<td>$394,149</td>
<td>$118,795</td>
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Produce Perks empowers SNAP/EBT recipients to purchase fresh, healthy fruits and vegetables from Ohio farmers and grocery retailers across the state. We provide shoppers using SNAP/EBT a $1-for-$1 match to buy healthy produce, increasing affordable access to healthy foods for the nearly 2 million Ohio households who were eligible for SNAP in 2022.

**2022 Program Impact**

The Produce Perks program is a win/win/win. Healthy foods reach the homes of low-income families. By increasing customers’ buying power, local farmers sell more produce. As sales increase, more local food dollars enter local economies. In 2022, program sales at farmers’ markets alone spurred $5+ million in economic activity.

- **31,188** Households Served (up 11% from 2021)
- **$2,060,265** Spent and Redeemed in SNAP and P-EBT (up 25% from 2021)
- **$1,388,867** in Produce Perks (up 19% from 2021)
- **1,673,334** Servings of Fruits and Vegetables
- **89** Markets and Farm Stands
- **38** Small Food Retailers
- **572** Small Diversified Produce Farmers
- **724** Livestock Farmers and Small Food Businesses

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**Ohio’s Nutrition Incentive Program**
The Produce Prescription (PRx) program helps clinicians to provide monthly monetary fruit and vegetable prescriptions to nutrition insecure patients. In 2022, in partnership with the Ohio Department of Health, the program supported pregnant women and their newborns living in Ohio counties with the highest black infant mortality rates. PRx provides nutrition security to patients, deepens the patient’s trust with health care and social service providers, and reduces pre-term births, low birth weight, infant death, and negative health outcomes associated with diet-related disease.

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 local food access points such as farmers’ markets and grocery stores, or enrollment in a produce delivery program.

Thank you to the many healthcare partners, and the Ohio Department of Health, who made this program possible.

Program Impact

- **304** Pregnant Women Enrolled
- **1,215** Household Members
- **$118,795** in Produce Purchases
- **74%** of babies born at 37 weeks or later
- **90%** of babies born at a healthy birth weight

Infant Vitality Produce Prescription Program
Serving Families with Children
Three programs offered by the Ohio Nutrition Incentive Network increase 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.

- **Coupon**
  - 1,670 families with children received $240 coupon booklets redeemable for fresh produce at participating farmers’ markets and grocery stores.
  - $242,372 in coupons redeemed for fruits and vegetables

- **Delivery**
  - Partners across multiple counties delivered produce to the home, making it easier for families to put fresh produce on the table.
  - **Cuyahoga and Lorain Counties**
    - CityFresh provided $25,200 in fresh produce to families.
  - **Hamilton County**
    - The Cincinnati Health Department and Mustard Seed Farm provided $22,400 in fresh fruits and vegetables to county residents.
  - **Mahoning County**
    - The Youngstown Neighborhood Development Corporation provided $25,737 in fresh fruits and vegetables to Youngstown residents.
  - **Montgomery County**
    - Dayton Children’s Hospital worked with Dot’s Market to deliver $6,440 in fresh produce to Dayton area families.
  - **Summit and Stark Counties**
    - The Akron Canton Regional Food Bank worked with DoorDash to deliver $72,000 in local fruits and vegetables from farmers to participants’ homes.

- **$394,149** in fruits and vegetables purchased by 2,294 families.
In two Ohio Counties, OHNIN partners with Women, Infants, and Children Program (WIC) for WIC Perks, which helps recipients stretch their food benefits. 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. WIC provides Farmers’ Market Nutrition Program (FMNP) vouchers to their participants. Clients receive $30 for the purchase of Ohio-grown fresh fruits, vegetables, and herbs at authorized farmers’ markets and farms.

WIC Perks in Cuyahoga County 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 2022, Ohio State University Extension hosted 9 WIC Perks events at local farmers’ markets in partnership with the Cuyahoga WIC FMNP program. WIC Perks participants redeemed $7,815 in vouchers for fruits and vegetables.

In Portage County, Haymaker Farmers Market believes that all people deserve access to the fresh, healthy, local foods available at Market each week, and started a WIC Perks program in 2022 with the support of the “Socially Responsible Sweatshop of Kent”. Customers who receive WIC benefits can show their WIC card at the market and receive $10 in coupons for fresh fruits and vegetables at Market, every week. In 2022 they distributed a total of $6,980 of fresh, healthy food to WIC families, helping to create healthy habits by encouraging customers to return weekly.
In partnership with Buckeye Health Plan, Athens Farmers Market (Athens), Northside Farmers Market (Cincinnati), Kamm’s Corners Farmers Market (Cleveland), Clintonville Farmers Market (Columbus), Haymaker’s Farmers Market (Kent), Toledo Farmers Market (Toledo) each hosted two 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**

- **1,254** Buckeye Health Plan Members Received Incentives
- **$8,557** Spent on fruits and vegetables
- **$185** Buckeye Kids Bucks redeemed

Buckeye Fresh!
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 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.

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

2022 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

Core Network
Provide technical support and essential perspective into the shaping of Network programs and their implementation.

Spokes
Coordinate and innovate regional program implementation at 100+ farmers markets and grocery stores across Ohio.

Network Hub
Provides administrative support to the Network, its programs, and partners.