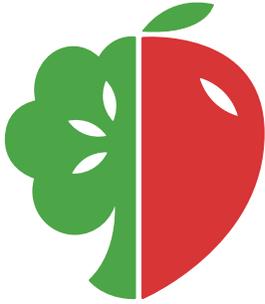


PRODUCE PERKS

Harvesting Health in the Heartland



ProducePERKS

Produce Perks is Ohio's "nutrition incentive" program, providing a \$1-for-\$1 match for shoppers using SNAP/EBT to buy fruits and vegetables. Produce Perks increases affordable access to healthy foods for 1.4 million Ohioans—empowering SNAP shoppers while supporting Ohio farmers.

“Produce Perks make it possible for me to stretch my dollar at the grocery store. I don’t think I would be able to keep my family nourished without this additional benefit.”

—Bob from Bethel, Ohio

The Need:

Today, 1.4 million Ohioans rely on SNAP. With only \$4 a day on average to buy food, most healthy options are off the table—literally. Ohio ranks 6th in the nation for household food insecurity, with some of the nation's highest rates of obesity, diabetes, and chronic diseases related to diet and nutrition. Ohioans need affordable access to healthy food now more than ever.

2017 PROGRAM IMPACTS: A Win-Win-Win

SHOPPERS

Over **5,000 SNAP households** utilized Produce Perks, purchasing fruits and vegetables at **83 locations** statewide.

FARMERS

More than **830 farmers** together took in nearly **\$300,000 in sales** generated from SNAP and Produce Perks.

ECONOMY

USDA estimates that every \$1 in SNAP spending creates **\$1.80 in economic activity**. Dollars spent at farm businesses and local grocers lead to more jobs and infrastructure investments.

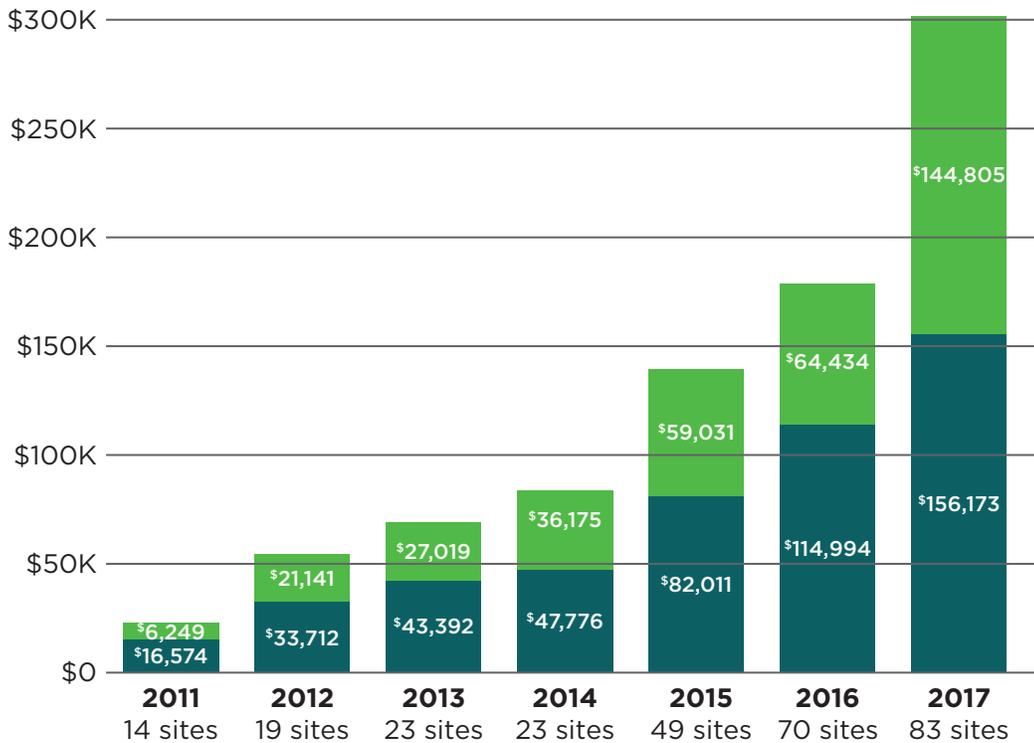


Spotlight

Produce Perks aims to provide SNAP shoppers with choice and convenience. Cincinnati's Clifton Market, a community-owned grocery store, is located just three miles away from Northside Farmers Market. Both offer Produce Perks and border 14 distinct neighborhoods, all of which lack access to healthy foods.

“Produce Perks has been invaluable for our market. They have made it possible for our visitors to stretch their food dollars and eat more nutritiously,” said Emily Diefendorf, Northside's Market Manager. Clifton's General Manager, Keith Brock, shared, **“I have one customer that comes in three times a week to get fruits and vegetables using Produce Perks.”**

Reaching More Ohioans with Healthy Food



2017

9,052
CUSTOMERS
REACHED

UP
247.5%
FROM 2016

The Ohio Nutrition Incentive Network, led by Produce Perks Midwest, coordinates the Produce Perks program and convenes to improve healthy, local food access throughout the state. The Network is an Ohio partnership for food retailers, producers, and communities to increase access to locally grown, healthy food for all Ohioans.

Members include:

- Produce Perks Midwest
- Countryside Conservancy
- Farmers Market Association of Toledo
- Farmers Market Management Network
- Ohio Department of Aging
- Ohio Department of Health
- Ohio Grocers Association
- Ohio State University Extension, Cuyahoga County
- Prevention Research Center for Healthy Neighborhoods, Case Western Reserve University
- Summit Food Coalition
- Wholesome Wave
- Youngstown Neighborhood Development Corporation

Get Engaged!

Produce Perks Midwest, on behalf of the Network, is eager to collaborate with partners who share our commitment to improving food security and health outcomes through nutrition incentives. We welcome ongoing dialogue about our programs and opportunities for investment and collaboration.

Visit www.produceperks.org to find more information.

Follow us on social media at [Facebook.com/produceperks](https://www.facebook.com/produceperks),

[Twitter.com/produceperks](https://www.twitter.com/produceperks), and [Instagram @produceperks_oh](https://www.instagram.com/produceperks_oh)



“An elderly woman who came to the market almost weekly, told us her doctor put her on a restrictive diet to regulate a health issue. Fruits and vegetables comprised much of the limited list of foods. She said without the Madisonville Garden Market offering Produce Perks she couldn’t afford to follow the doctor’s prescribed plan because she’s on a fixed income.”

—Kristine Cahall, Madisonville Garden Market

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