

Wholesome Wave National (WWN) Start

- Founded in 2007 by Michel Nischan
- Joined by Gus Schumacher & Michael Batterberry
- Piloted Double Value Coupon Program in 2008 at 12 markets in California, Connecticut & Massachusetts
- **Mission (paraphrased):** to enable people in underserved communities to make healthier food choices by increasing affordability and access to fresh, locally grown foods with the goals of:
 - Improving health
 - Generating revenue for small/middle sized farms
 - Bolstering local & regional economies

Wholesome Wave Georgia (WWG) Start

- Founded as a chapter of WWN in 2009 by Judith Winfrey, Jonathan Tescher & Gina Hopkins
- Started with a seed grant from WWN and Ellis Hotel
- Began with Double Value Coupon Program in 3 farmers markets in 3 cities
- **Mission:** to increase access to fresh, healthy, locally grown food for all Georgians while contributing to the local food economy
 - Empowers farmers to facilitate access to and awareness of healthy food choices

Double Value Coupon Program (DVCP)

- Nutrition incentive program operated at farmers markets primarily but also can include farm stands, CSAs and mobile markets
- Matches the amount a SNAP (food stamp) recipient spends from their EBT card at partner markets
- **Process:**
 - SNAP recipient swipes EBT card at the welcome tent of a WWG partner market for a certain amount (ex: \$10)
 - The market manager then gives the customer double that amount in wooden tokens (ex: \$20)
 - Tokens can be spent on any fresh fruits and vegetables, dairy, meat, and cold prepared foods
 - SNAP funds are doubled for up to \$50 per customer per market visit

Wholesome Wave National (WWN) Today

- Works with more than 60 community partners
- Present in 25 states + DC
- Programs implemented at more than 300 farmers markets, health centers, hospitals and food hubs across U.S.
- **Initiatives Include:**
 - Double Value Coupon Program
 - Fruit & Vegetable Prescription Program
 - Health Food Commerce Investments
 - Innovations Lab
 - Advocacy & Policy
- For more info: www.wholesomewave.org

Wholesome Wave Georgia (WWG) Today

- In 2015 will be working with 35 partner farmers markets, farm stands, and mobile markets in 25 cities around the state
- As of December 2014, have doubled over \$159,000 SNAP benefits, resulting in \$318,000 worth of good food for those with limited access
- **Initiatives Include:**
 - Double Value Coupon Program
 - Fruit & Vegetable Prescription Program (Pilot stage)
- For more info: www.wholesomewavegeorgia.org

Double Value Coupon Program (DVCP) FAQ

- Where does the funding for incentives come from?
 - WWG sources funding from a variety of sources including foundation and government grants, events, and private donations
 - Partner markets also pay a proportion of the costs for matching benefits (15% the first year and 40% every year after)
- What are other rules regarding the use of SNAP tokens?
 - SNAP tokens cannot be used to buy ready-to-eat hot foods
 - Change cannot be given for SNAP tokens so farmers round up their price to the nearest dollar
 - Leftover tokens can be saved for future visits to the same market

WWG Growth Over Time

- In 2009, doubled \$3,000 to \$6,000
- In 2010, doubled \$21,000 to \$42,000
- In 2011, doubled \$61,500 to \$123,000
- In 2012, doubled \$115,000 to \$230,000
- In 2013, doubled \$155,000 to \$310,000
- As of Dec 2014, doubled \$159,000 to \$318,000

WWG Partner Markets Requirements

- All partner markets must be producer-only (only those who grow the food are allowed to sell it)
- Have ability to process EBT cards
- No more than \$50 in incentives per customer per market day
- Reimburse vendors on weekly basis
- Capacity to conduct outreach in the community
- Partner contribution: 15% the first year, 40% every year after that

SNAP Enrollment

- Received grant from DFCS in April 2014 to enroll people in SNAP benefits
- Currently train volunteers/interns in the online screening and application tool COMPASS and then they go out to FMs and community events to do enrollment

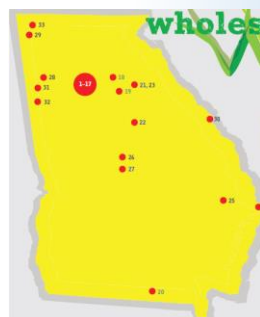
National Hunger Stats

- 47 million (1 in 7) Americans are enrolled in SNAP- half of them are children
- 1 in 6 people in America face hunger
- 40% of food is thrown out in the US every year. All of this uneaten food could feed 25 million people.
- 14% of US households in 2013 were food insecure
- Food insecurity exists in every county in America

WWG Growth Over Time

- Began in 2009 with 3 partner markets
- In 2010 expanded to 8 markets in 5 cities
- In 2011 14 markets in 7 cities
- In 2012 maintained partnership with these 14 markets
- 2013 expanded to 21 markets
- 2014 worked with 23 markets all over state
- In 2015 33 markets in 25 different cities

WWG 2015 Partner Markets



Spread out in 23 different cities:
Atlanta, Decatur, East Point, Mableton, Clarkston, Snellville, Stone Mountain, Buford, Monroe, Valdosta, Athens, Milledgeville, Savannah, Statesboro, Macon, Warner Robins, Rock Spring, Rockmart, Augusta, Carrollton, Pine Mountain, Lafayette, Evans

SNAP Enrollment Goals

- As of Dec 2014 enrolled 25 people at 7 different partner markets
- Goal for 2015: screen 100 households/month, enroll 60 households/month

National Hunger Stats

- Only 0.012% of SNAP benefits are spent at farmers markets
- Average cost of healthcare in US is \$8,000 per person per year
- Proximity to FM associated with lower BMI among NC youth
- Households with children, headed by a single parent, Black and Hispanic households have higher rates of food insecurity

Georgia Hunger Stats

- 1 in 5 households in GA receive SNAP benefits (~1,900,000 people)
- 66% of adults and 37% of children are overweight or obese in GA
- 1 in 4 Georgia children live in food insecure households
- 17.4% of Georgians are food insecure, higher than the national average of 14.7%

WWG Stats 2013 Survey

- 91% of program participants claim an increase in consumption of fresh, locally produced fruits and vegetables
- 74% of participants would not have come to the market without WWG
- 95% say WWG has increased their access to local, fresh, wholesome food
- 70% of incentives are spent on vegetables, fruits, meats, dairy, eggs and honey
- 73% of participants have become regular market shoppers due to WWG

Georgia Hunger Stats

- If each Georgia household spent \$10 on local produce, that spending would generate > \$1.9 billion of revenue in the local economy
- 29% of food insecure children live in households above the poverty line
- 2013 unemployment rates in Georgia are 8.2%, higher than the national unemployment rate of 7.4%

WWG Stats

- A \$50 donation allows 3 families to afford fresh, local food for a week, \$1000 supports 60 families
- You will have 10 X as many conversations at a farmers market than at a grocery store