2016 Season Report

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Photo Credit: Dominique Hazzard photos taken at Arcadia’s Mobile Market, Columbia Heights Farmers’ Markets, Dreaming Out Loud’s Southwest Farmers’ Market, and DC Urban Greens Farm Stand at Fort Dupont Ice Rink
What is the Produce Plus Program?

Produce Plus provides access to fresh produce for low-income DC residents who receive Medicaid, Qualified Medicare Beneficiaries (Medicare QMB), Supplemental Nutrition Assistance Program (SNAP), Special Supplemental Nutrition Program for Women, Infants, and Children (WIC), Temporary Assistance for Needy Families (TANF), Senior Grocery Plus, or SSI Disability. Eligible DC residents were able to get $10 two times per week to spend on fresh produce at local farmers’ markets.

The program was administered by DC Greens through a grant from the DC Department of Health and in collaboration with the DC Farmers Market Collaborative.
Produce Plus is an Innovative District Solution

When customers arrive at the distribution site, they show a card indicating eligibility (EBT card, WIC ID, Medicaid insurance card, etc.) and receive two five-dollar checks that can be spent on fresh fruits, vegetables, cut herbs, and mushrooms at farmers’ markets throughout the city.

Unlike other incentive programs across the country, with Produce Plus, customers are not required to spend their own limited food budgets in order to purchase healthful foods.
Produce Plus 2016 by the Numbers

Produce Plus Distributed: $545,280

Produce Plus Redeemed: $506,670 (92.91%)

54,528 unique farmers market visits*

13,468 people served**

44% of funds distributed to Ward 7 & 8 residents

*This is not unique customers/households
**Customers were asked “How many people live in your household?”
Consistently High Redemption Rates Drive New Markets

The consistently high redemption rate creates a solid revenue stream to secure markets in areas of high need. In 2016 4 new farmers’ markets or farm stands opened in Wards 7 and 8.
Who Uses Produce Plus?

Produce Plus redemption remains consistently high across all wards of the city.

Note: Not all customers provided their zip codes; total number of members in the program was 7,343. The overall redemption rate reflected in the chart on the left is 92.98%, which is comparable to the total program redemption rate of 92.92%. For customers reporting 20001 as their zip code of residence, a data proxy was employed for two reasons: 1) 20001 overlays Wards 1, 2, 5, and 6 and 2) customer addresses were not collected. The data proxy employed was based on the percent of funds distributed and redeemed at markets in zip code 20001.
Produce Plus Encourages and Supports Healthy Eating

**Medicaid:** Produce Plus connects food insecure DC residents at-risk for diet-related chronic illness with nutritious, fresh produce. In 2016, 50.1% of participants reported receiving Medicaid. At many markets customers who identified as receiving Medicaid made up the most consistent users of Produce Plus.

**SNAP:** 39.4% of participants receive SNAP. This is an 8% increase from 2015.

**WIC:** 5.19% of participants receive WIC.
Fruit and Vegetable Prescription Program (FVRx)

Connecting Food Access to Health Outcomes

FVRx connects DC health clinics and farmers’ markets in order to improve health outcomes for residents struggling with diet-related chronic illness.

Participants receive prescriptions from their health care provider based on their family size that can be spent weekly from June through November at DC farmers’ markets.
Demonstrated Improvements in Patient Health: Making the Healthy Choice the Easy Choice

- 64 families (273 individuals)
- $61,870 spent on fresh produce by individuals experiencing diet-related chronic illness
- 91% of survey respondents said that they were able to take better care of their weight
- 50% of participants reduced their BMI (percentile for children)
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