

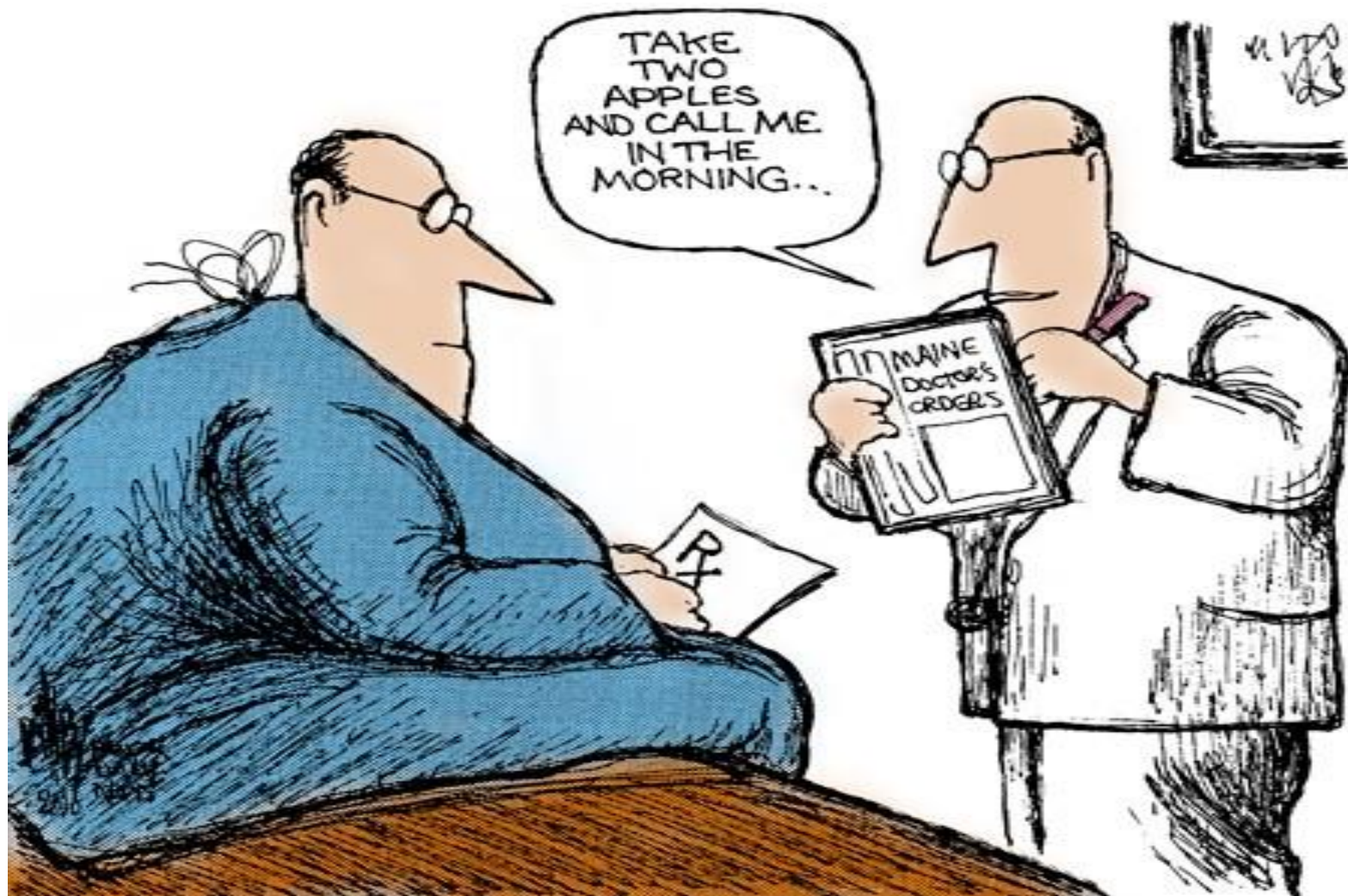


# Farmers, Health and Nutrition: “Farmers as Pharmacies”

**Gus Schumacher**  
**London-Food Board**  
November 24, 2016







# A Healthy, Sustainable Food System

## A Healthy, Sustainable Food System featuring:

- *Sustainable Food*: “food grown that protects water, soil and air”
- *Healthy Food*: “food that won’t make you sick”
- *Affordable food*: “Food that is accessible and available to all Americans”
- *Fair Food*: “food grown, picked and processed by workers with livable wages”

# **UK Childhood Obesity Strategy**

- Soft Drinks “Levy” Pending**
- L60 million “Healthy Start “ Vouchers**
- Healthier Foods by UK Agribusiness Firms**
- Public Sector “Healthy Options”**
- Rose Fruit and Veggie Scheme L50,000  
expands outside of London with Lottery  
funding**

# Nutrition Incentives Addressing Health

WW takes a holistic, community based approach to initiatives, working collaboratively with farmers, farmers markets, community leaders, healthcare providers, nonprofits and government entities



## DOUBLE VALUE COUPON PROGRAM

Doubles the value of federal nutrition benefits when spent at farmers markets on locally grown fruits and vegetables

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## FRUIT AND VEGETABLE PRESCRIPTION PROGRAM

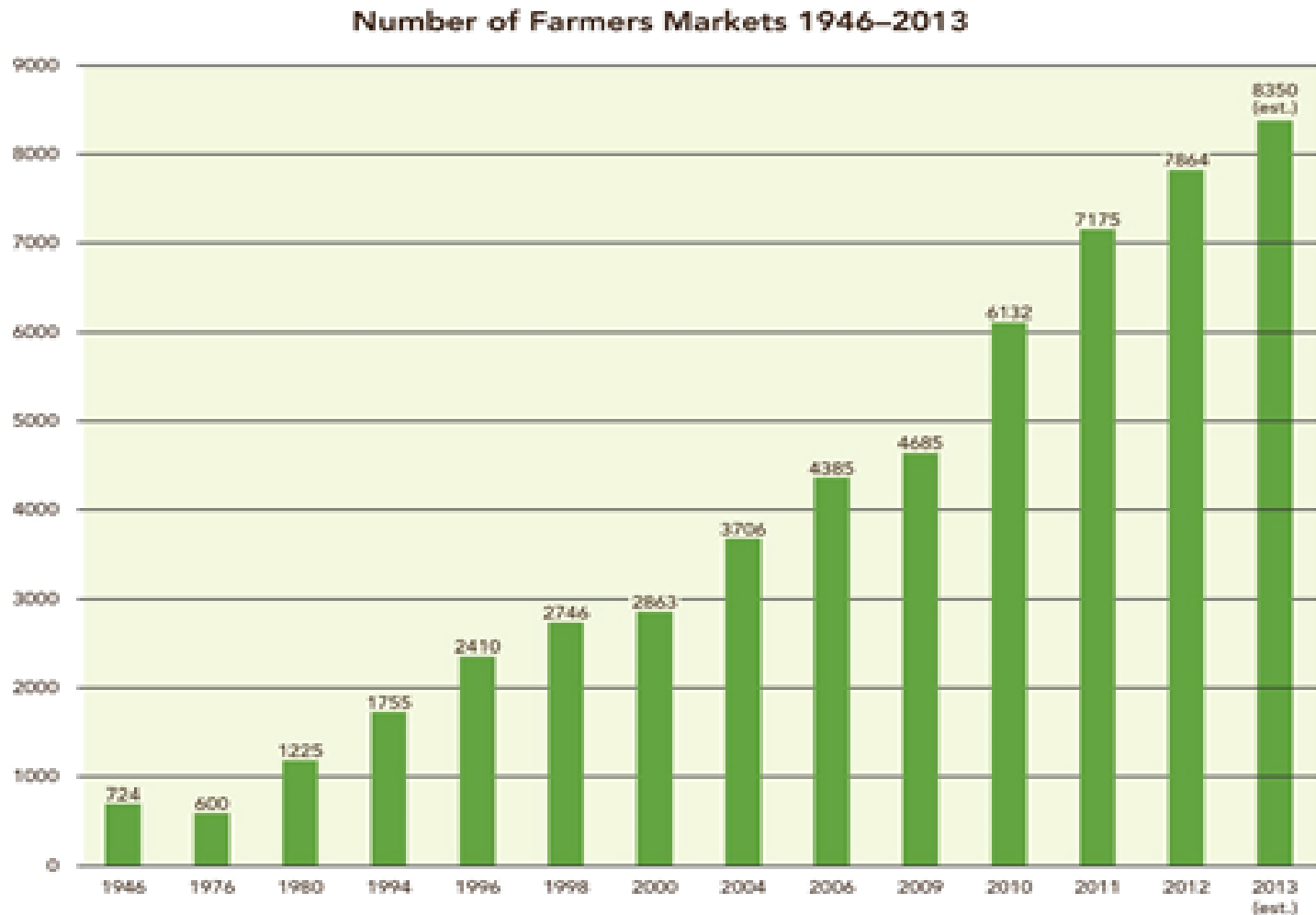
Provides families at risk of diet-related diseases with a prescription for fruits and vegetables to be spent at participating farmers markets and retail outlets

# Nutrition Incentive Data-2016 Wholesome Wave

- **6237 Farmers at 350 markets**
- **40,000 Nutrition Incentive Consumers**
- **250 Network Partners in 46 States and DC**

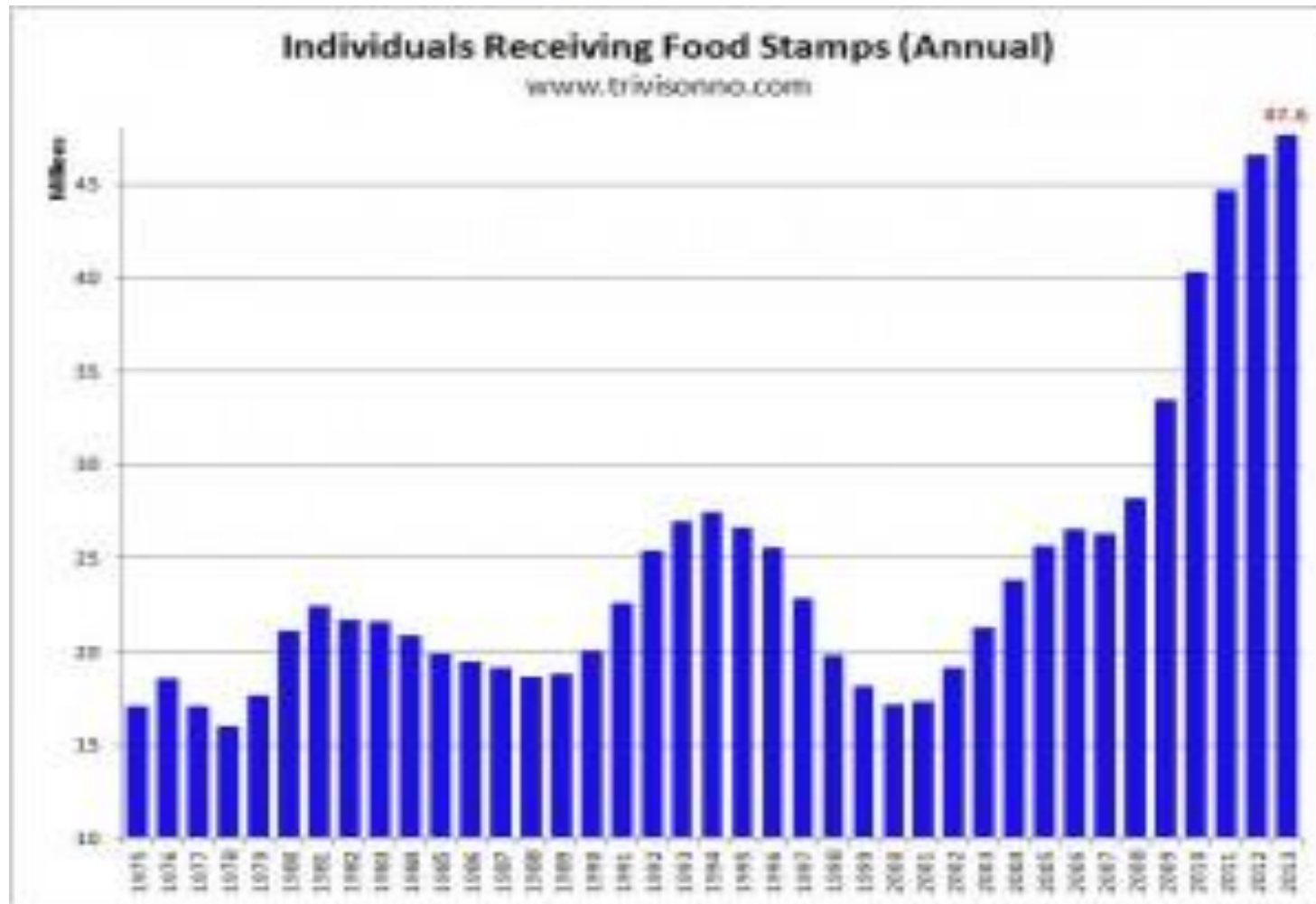


# Growth in Farmers Markets





# Growth in Food Stamps



# Blue and Orange Food Stamps 1939



**NEEDY GET FOOD DIVIDEND**

**All Fresh Vegetables Placed on  
Surplus List for July**

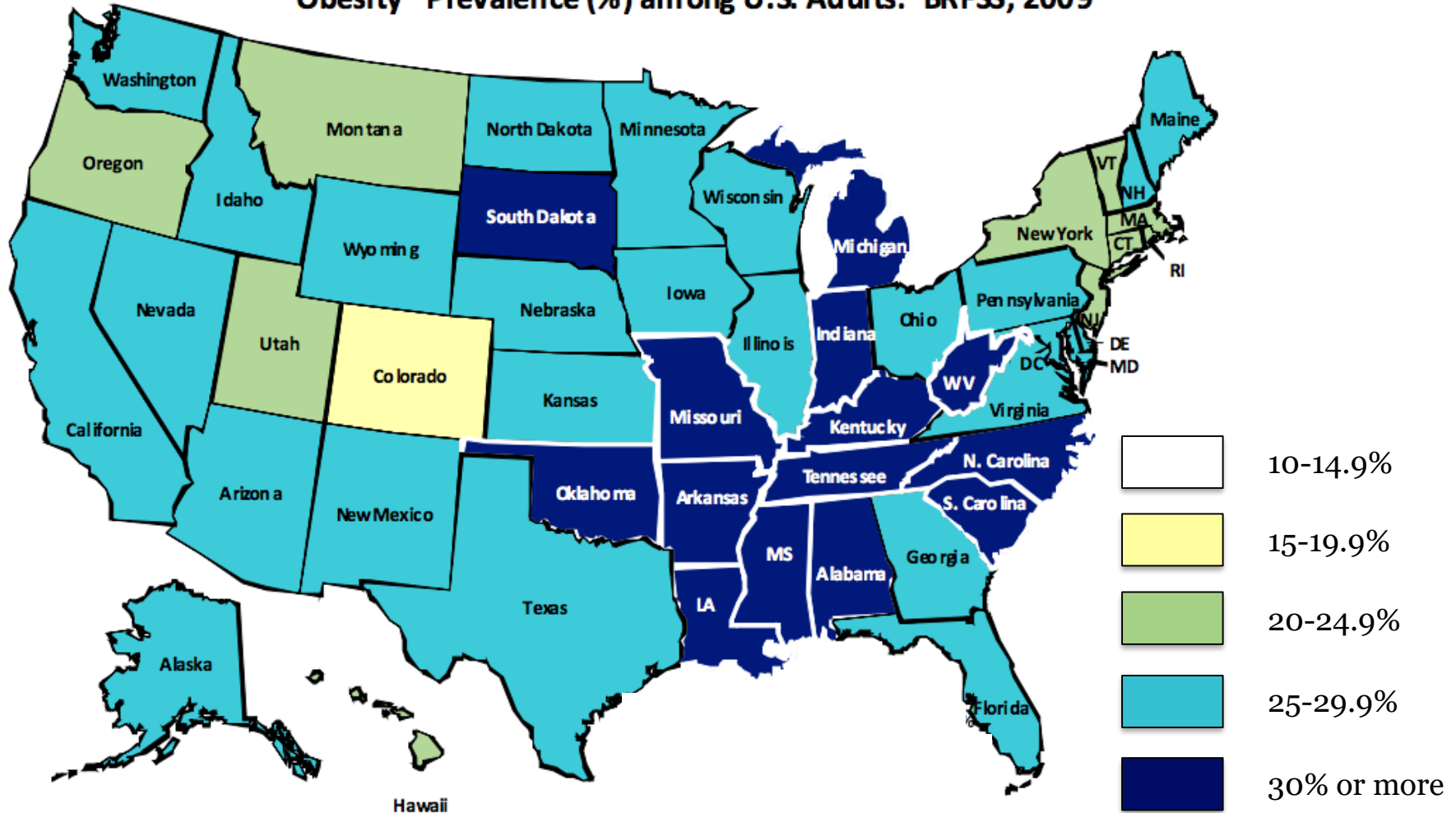
**2014 Farm Bill**  
**“\$100 Million for Nutrition Incentives**  
**At Farmers Markets”**

**“2014 Farm Bill Includes \$100  
million for Nutrition Incentives  
for SNAP Families at Farmers  
Markets”**

**“Farm Bill requires an \$100 million  
more as “match”**

# Obesity Prevalence in the US

**Fig. 2**  
**Obesity\* Prevalence (%) among U.S. Adults: BRFSS, 2009**



**Source:** West Virginia Department of Health & Human Resources, Bureau of Public Health  
<http://www.wvdhhr.org/bph/hsc/pubs/other/obesityreport2011/obesityreport2011.pdf>



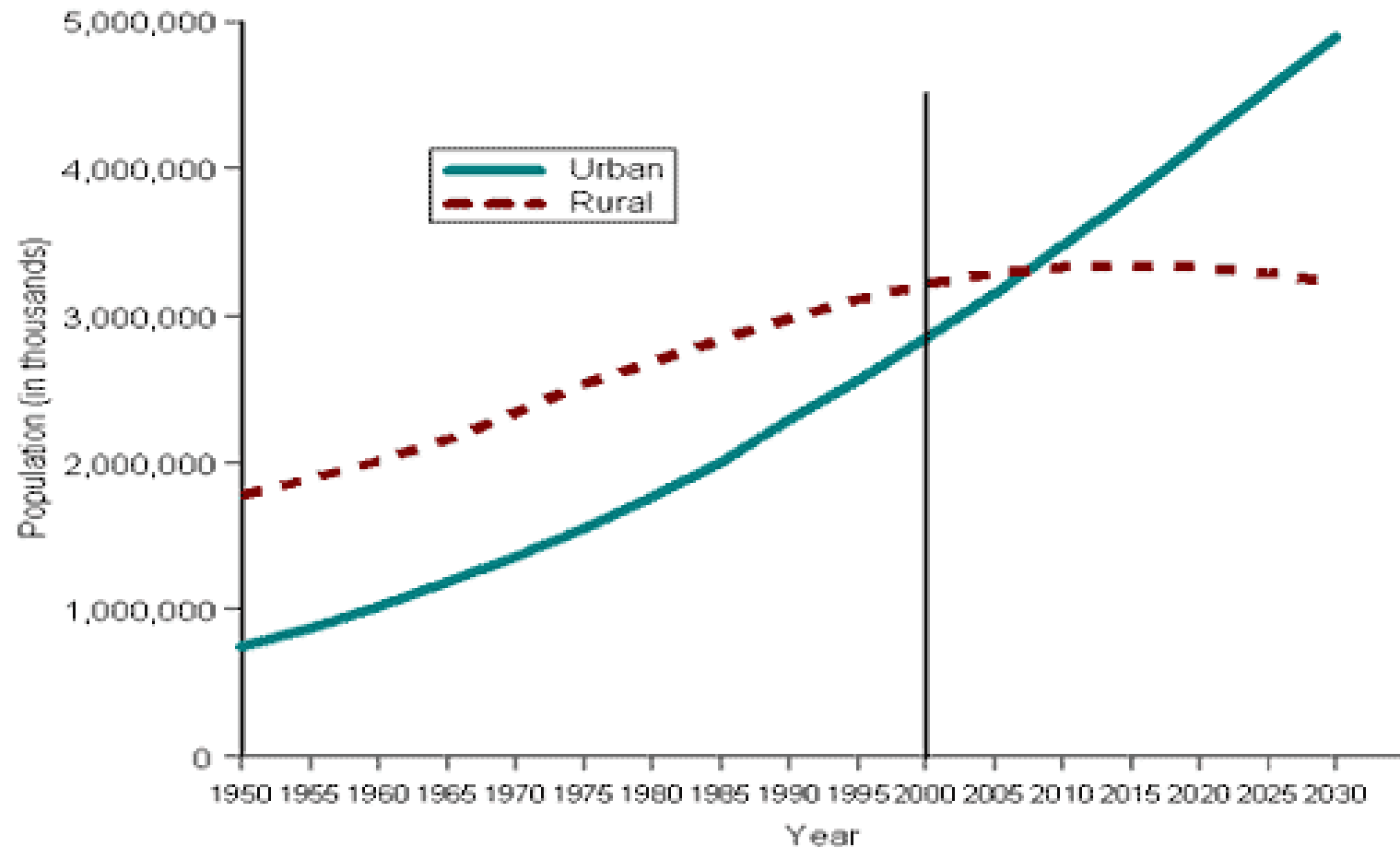
# McDonalds and Diet





**Which Policies Should We Look To?**

# Urbanization Changes Diets: How to Provision Megacities?



# Calories vs Nutrition

## **“Calories per Hectare” vs “Nutrition per Hectare”**

-Success of Green Revolution- “Calories per Hectare”, Feed the World, Reducing Hunger

-Massive Private and Public Investment in Bio-Technology, Hybrid Breeding, Focus on Key Grains-Wheat, Rice, and Oilseeds

Little Investment in Food for “Nutrition”

# Healthy Food

## Global Obesity

© Lovell Johns Ltd

% of adult population  
classified as obese\*



Source: World Health Organisation (WHO), 2012\*\*.

\*An obese adult is classified as having a BMI greater than 30.

\*\*The map uses the latest available data which varies in year of data collection.

# How do we move from this to this?



## India

This example of a child's meal in India includes wheat, eggplant, and potato.



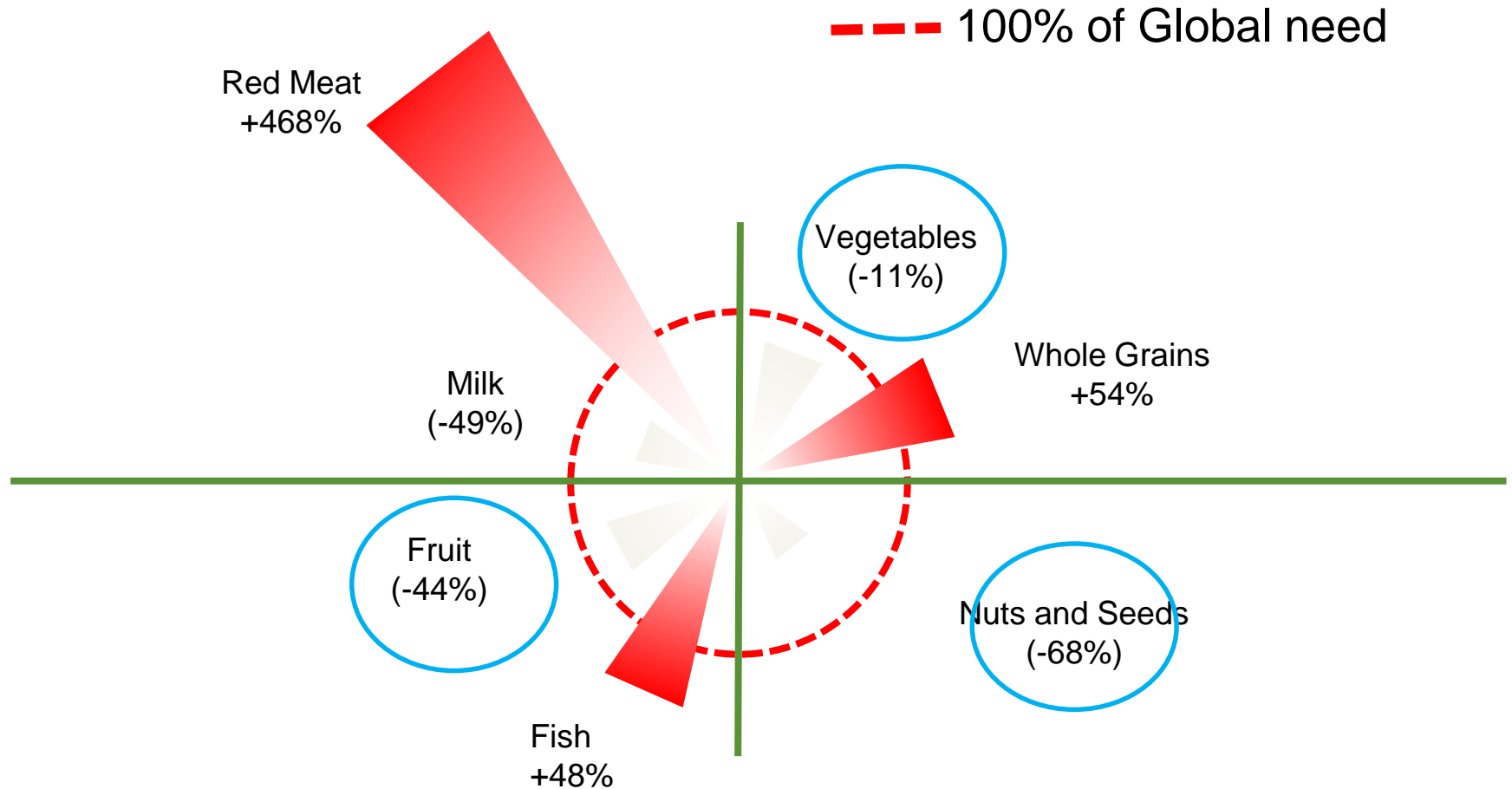
## Kenya

This example of a child's meal in Kenya includes corn flour and cabbage.





# We don't grow enough vegetables, fruits, nuts and seeds



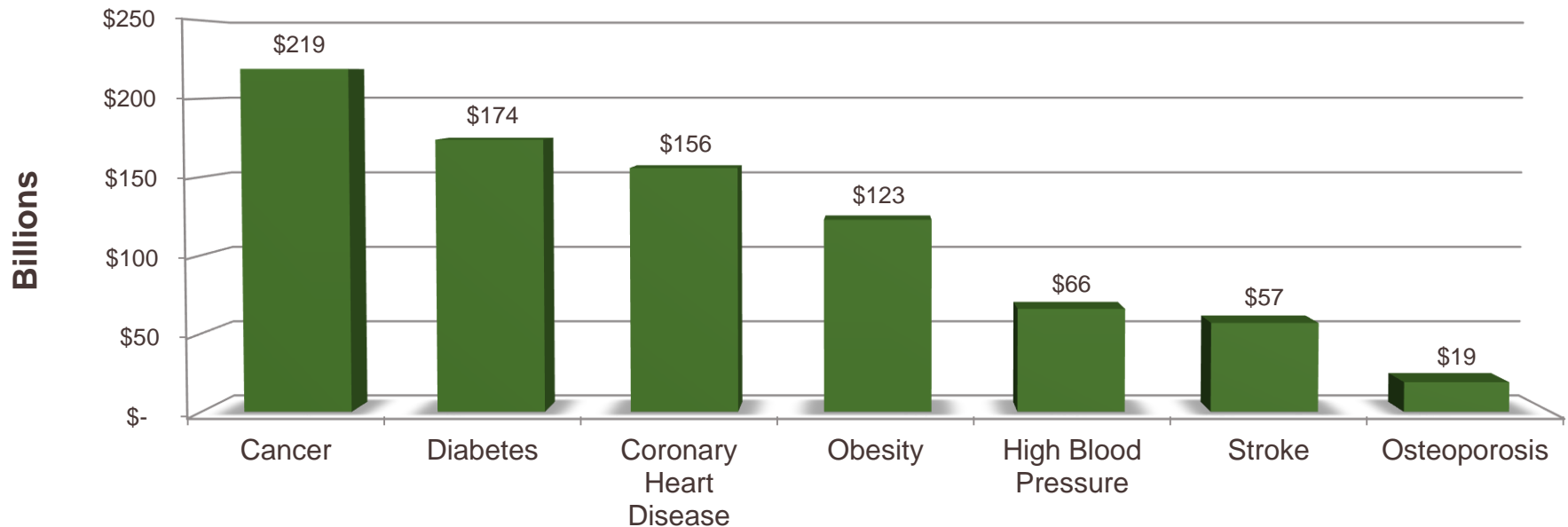
# Solution: Agricultural biodiversity nourishes people



Photo credit: Top – Bioversity International (E. Hermanowicz, J. Raneri, B. Sthapit)  
Bottom – Bioversity International/R. Faidutti, LI-BIRD/P. Shrestha, Nicolas Kniseley

# Health Care Policies

## Costs of Diseases to Which Diet and Inactivity are Major Contributors



National Alliance for Nutrition and Activity (2010) National Health Priorities: Reducing Obesity, Heart Disease, Cancer, Diabetes, and other Diet- and Inactivity-Related Diseases, Costs and Disabilities, [http://www.cspinet.org/new/pdf/cdc\\_briefing\\_book\\_fy10.pdf](http://www.cspinet.org/new/pdf/cdc_briefing_book_fy10.pdf)

# **A Healthy, Sustainable Food System**

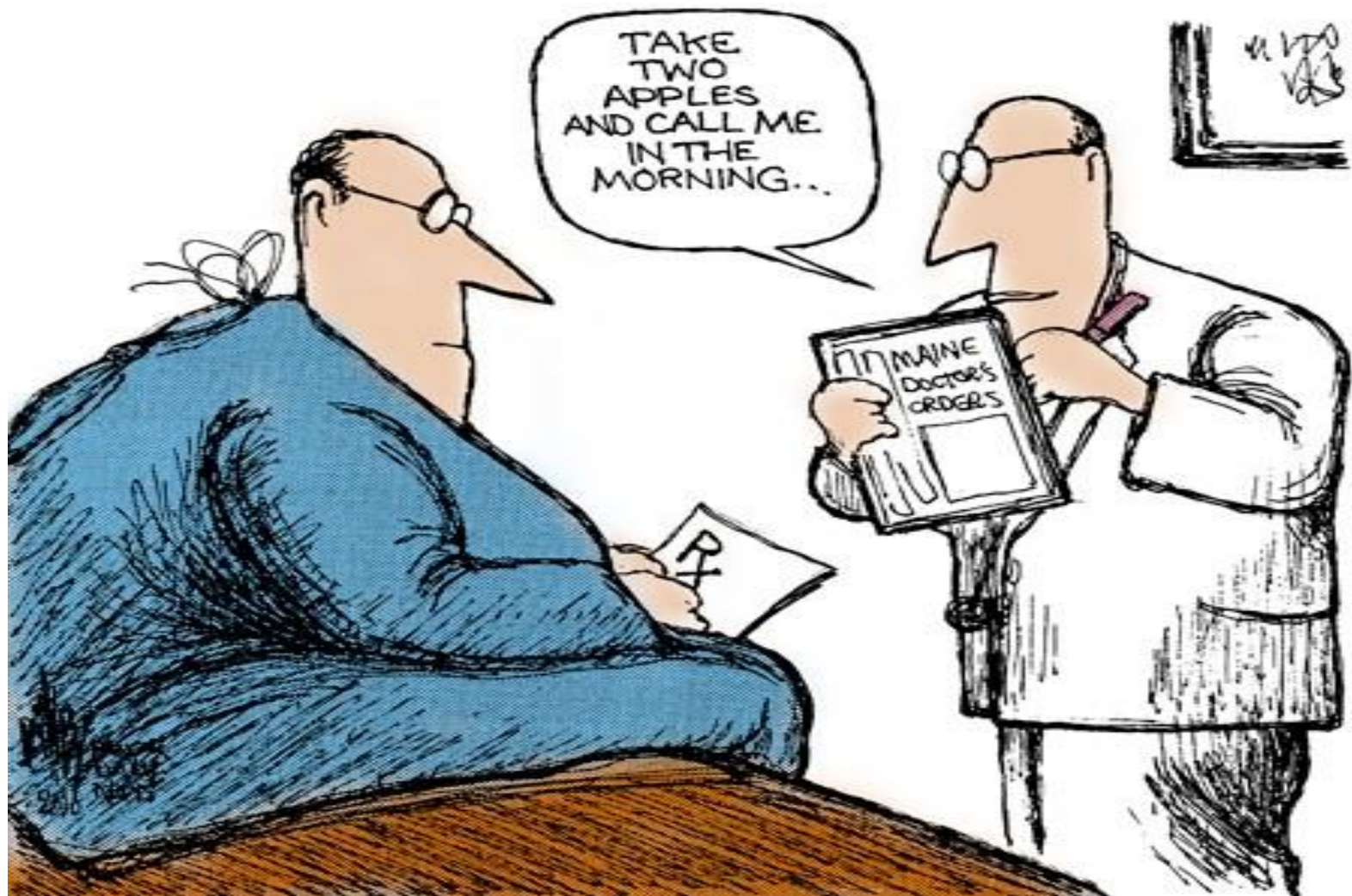
## **A Healthy, Sustainable Food System Mitigating Diabetic Illness :**

**There have been about 1,500 amputations from 10 years of war, resulting from the work of a very diabolical and determined enemy.**

**Do you know how many diabetic amputations there are in America?.**

**In 2010 alone, about 73,000.**





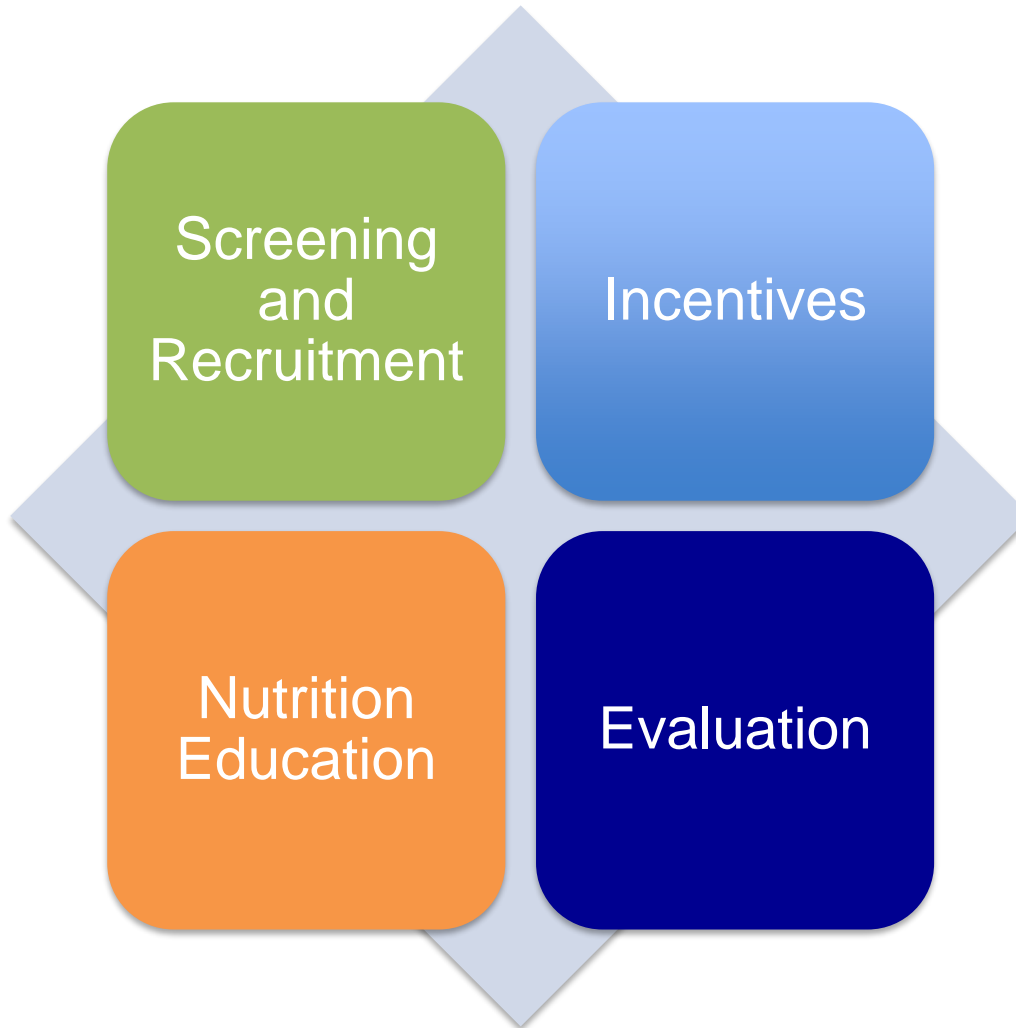








# HEALTHY Veggie/ Rx PROGRAM COMPONENTS

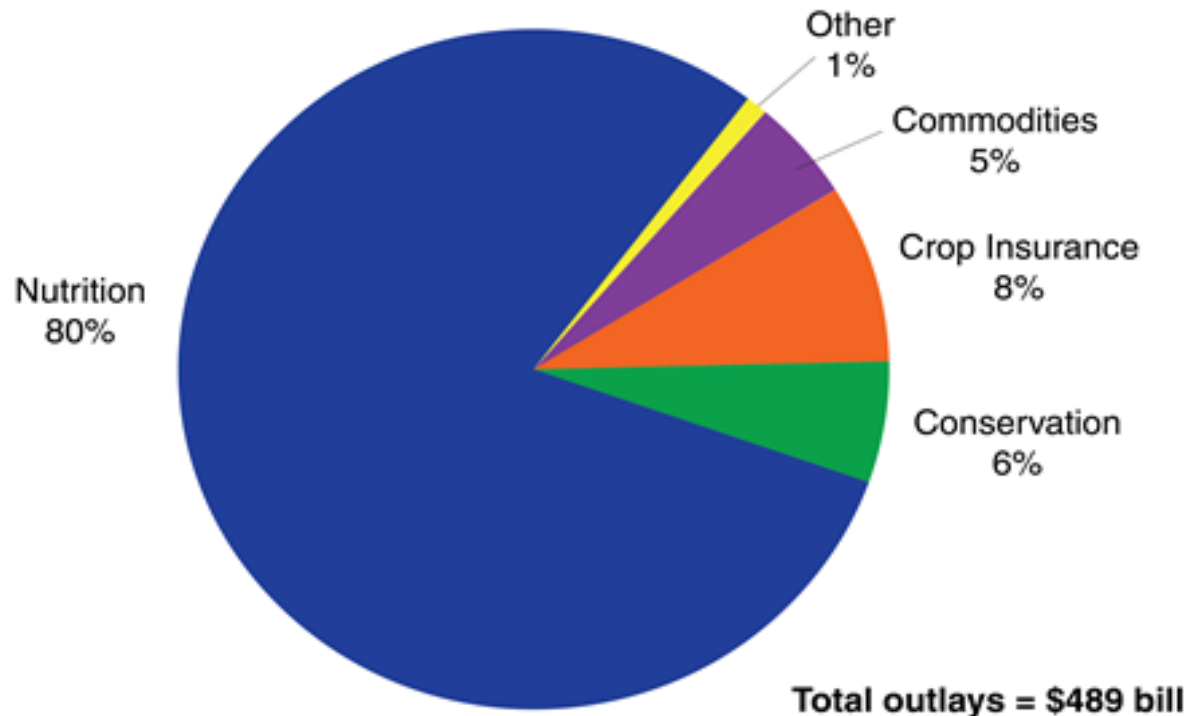


# Food & Farm Policies

## Farm Bill

- SNAP (food stamps)
- Farmers Market Nutrition Programs: Seniors and Women, Infant and Children
- Nutrition Incentives

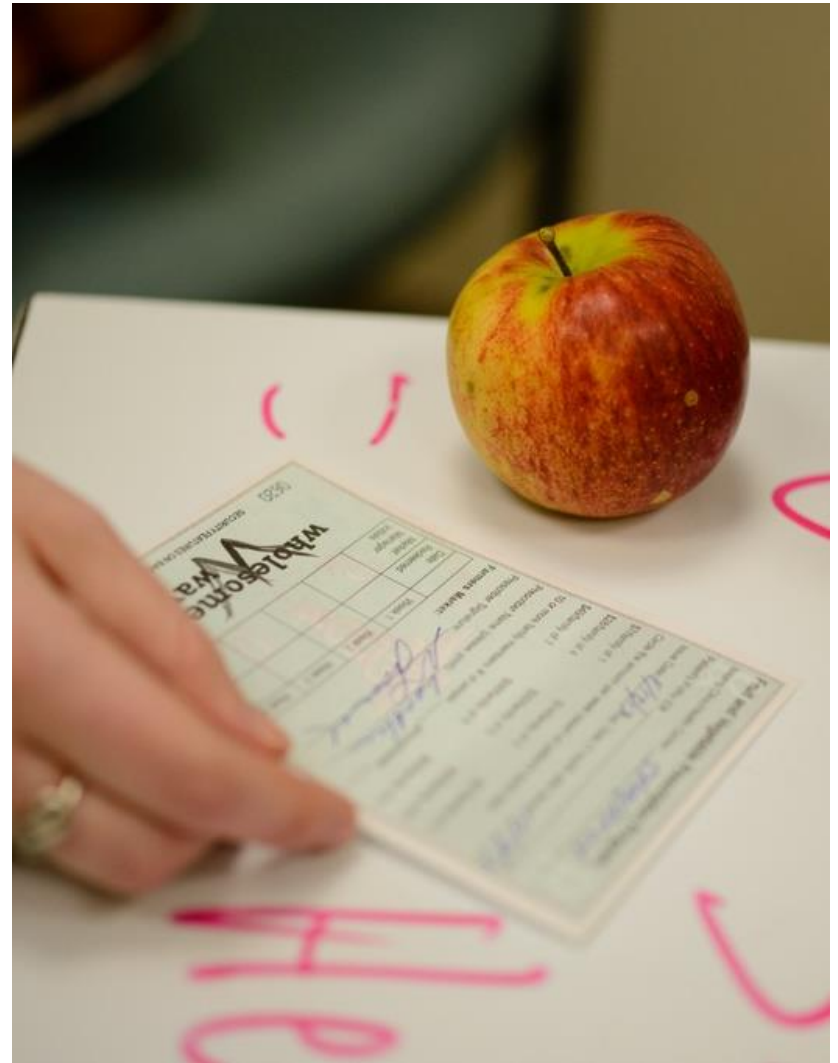
Projected Outlays under the 2014 Farm Act, 2014-2018



Source: USDA Economic Research Service using data from Congressional Budget Office, Cost Estimates for the Agricultural Act of 2014, Jan 2014.

# Healthy & Affordable Food: Fruit and Vegetable Prescriptions

- The Fruit and Vegetable Prescription Program measures health outcomes linked to increased fruit and vegetable consumption.
- FVRx promotes innovative partnerships between healthcare providers, farmers markets and families with diet-related diseases.
- The four to six month program is designed to provide assistance to overweight and obese children.
- FVRx is also expanding to target community members with Type 2 diabetes and other diet-related diseases.





CAVU Veggie Prescription NON-TRANSFERABLE CAVU Fruit Prescription

# Farmers Market $\text{Rx}$ Coupon

## Cupon de Mercados Agrícolas



use only with participating farmers at approved Massachusetts Farmers' Markets  
use este cupon solamente a mercados agrícolas oficial de Massachusetts

# \$2.50

no change  
sin cambio

May be used only for  
fresh, unprepared fruits,  
vegetables and cut herbs.  
No other farm products  
permitted. Non-farm  
vendors ineligible.



Farmers' Certificate #

# \$2.50

no change  
sin cambio

Solamente para comprar  
frutas y vegetales  
frescos, corte hierbas.  
Ningún otro producto de  
la granja permitido  
Vendedores ineligible  
non-empleado

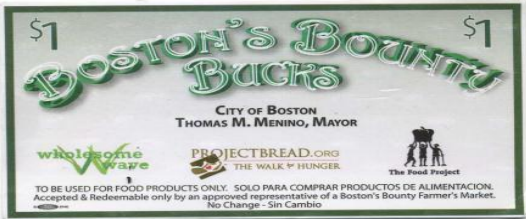
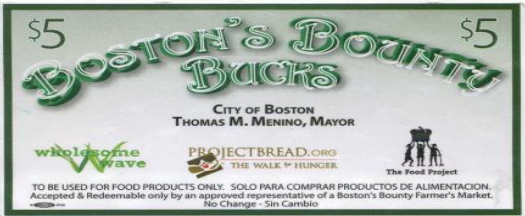
good through October 31, 2010

most markets close earlier

la mayoría de los mercados cierran antes de Octubre 31



# NUTRITION ASSISTANCE



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