

Healthy Exchange Project

2018 Highlights



Project Description



GrowNYC's Healthy Exchange Project gets fruits and vegetables where they are most needed: everywhere. Income shouldn't be an impediment to good health. GrowNYC believes that healthy food access is a basic human right.

We make regionally-produced food accessible to all New Yorkers through promotion and acceptance of nutrition benefits, incentive coupons, and credit cards.

We rely on partnerships with the City and community-based organizations to implement strategic public health initiatives that enhance food access in New York City. This effort not only improves access to good food but provides critical revenue for our farming community.

Healthy Exchange Currencies

Supplemental Nutrition Assistance Program (SNAP) enables low-income households to purchase food using an EBT card. SNAP benefits are accepted at all Youthmarkets, Food Box sites, and Greenmarkets.

Health Bucks are \$2 coupons that can be used to purchase fresh fruits and vegetables at all NYC farmers markets. For every \$5 spent using SNAP benefits customers receive an additional \$2 in Bucks, resulting in a 40% increase in purchase power.

Greenmarket Bucks are \$2 coupons that can be used to purchase items at any GrowNYC program. They are bought by businesses or organizations as incentives or rewards to clients, employees or specific community groups - introducing new customers to the fresh foods available at farmers markets.

Farmers Market Nutrition Program (FMNP) provides WIC participants and low-income seniors with packets of \$4 checks that can be redeemed for fresh fruits and vegetables at all Greenmarkets and Youthmarkets.

FreshConnect Coupons are worth \$2 and are distributed to NYC military veterans and their families to purchase food at Greenmarkets, Youthmarkets, and Fresh Food Box sites.



2018 Sales Highlights

2018 SNAP/EBT & Credit Sales

- GrowNYC SNAP/EBT sales totaled \$1,002,845
- GrowNYC Credit Sales reached \$1,526,789

2018 Health Bucks

- SNAP customers receive a \$2 Health Buck for every \$5 they spend on their EBT card at a NYC farmers market – a 40% increase in purchase power
- With funding provided by a Food Insecurity and Nutrition Incentive (FINI) Grant from USDA, Health Bucks were distributed year round again in 2018
- GrowNYC distributed around \$426,892 in Health Bucks as a SNAP incentive

2018 Greenmarket Bucks

- 15 organizations and programs sponsored Greenmarket Bucks
- GrowNYC Programs and Greenmarket producers redeemed over \$40,000 in Greenmarket Bucks – a 100% increase from 2017

2018 Programming Highlights

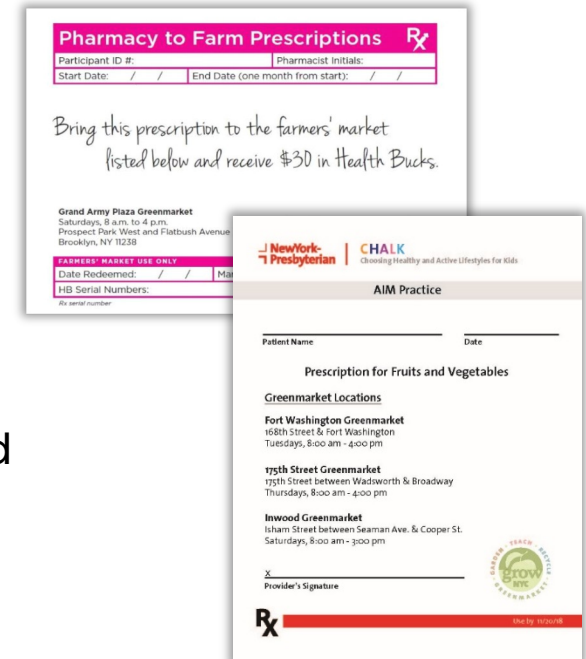
Fresh Pantry

- GrowNYC worked with four food pantries to provide members with nutrition education and a \$12 incentive towards the purchase of fresh fruits and vegetables at market
- In a four-month period, the program reached 421 pantry members and distributed \$5,058 in Greenmarket Bucks



Fruit and Vegetable Prescription Programs

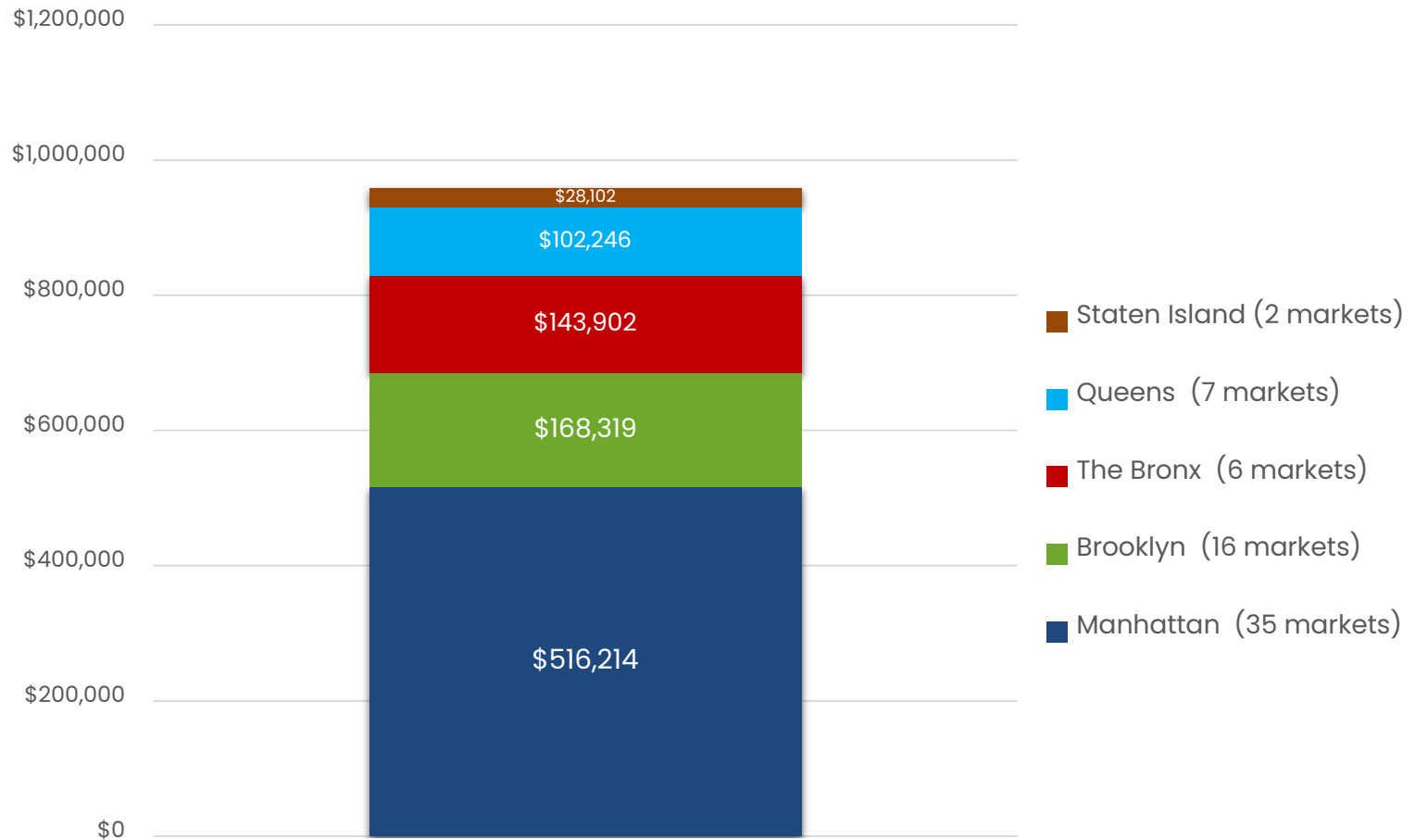
- GrowNYC, NYC DOHMH, and 10 pharmacies issued prescriptions worth \$30 in Health Bucks to SNAP participants with high blood pressure. In 2018, 1,233 prescriptions were redeemed worth \$36,988 in Health Bucks
- GrowNYC and New York Presbyterian Hospital issued prescriptions worth \$10 in Greenmarket Bucks to patients. In 2018, 696 prescriptions were redeemed for \$6,960 in Greenmarket Bucks



Greenmarket Project Statistics



2018 Greenmarket SNAP Sales by Borough



Greenmarket Project Statistics

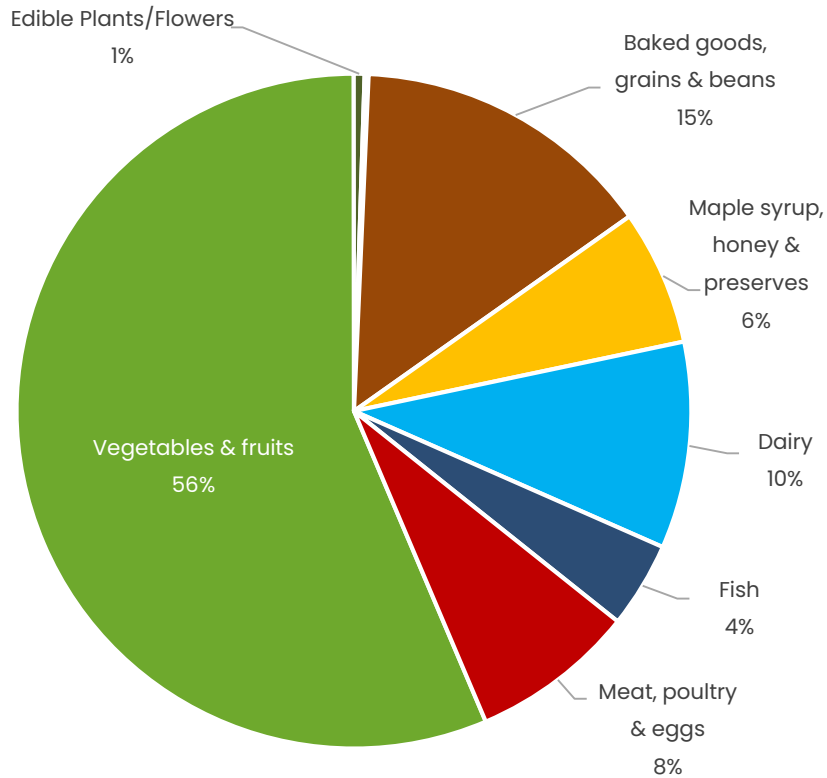
Top 10 Greenmarkets by SNAP Sales

	Greenmarket	Borough	2018 SNAP Sales
1	Union Square (4 days a week)	Manhattan	\$304,216.00
2	175th St (seasonal)	Manhattan	\$62,201.00
3	Poe Park (seasonal)	Bronx	\$57,202.00
4	Grand Army Plaza	Brooklyn	\$53,164.00
5	Inwood	Manhattan	\$37,782.00
6	Jackson Heights	Queens	\$31,580.08
7	Brooklyn Boro Hall (3 days a week)	Brooklyn	\$31,560.00
8	Parkchester (seasonal)	Bronx	\$28,261.16
9	Corona (seasonal)	Queens	\$27,753.00
10	Bronx Boro Hall (seasonal)	Bronx	\$25,164.00

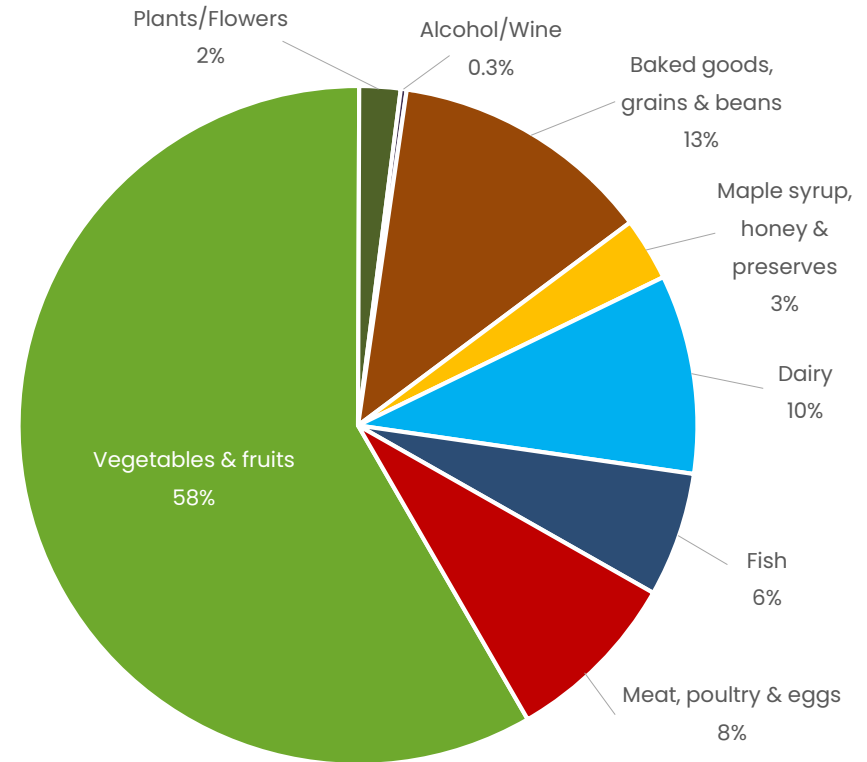
Greenmarket Project Statistics

How Customers Spent Tokens at Greenmarkets in 2018

SNAP TOKENS

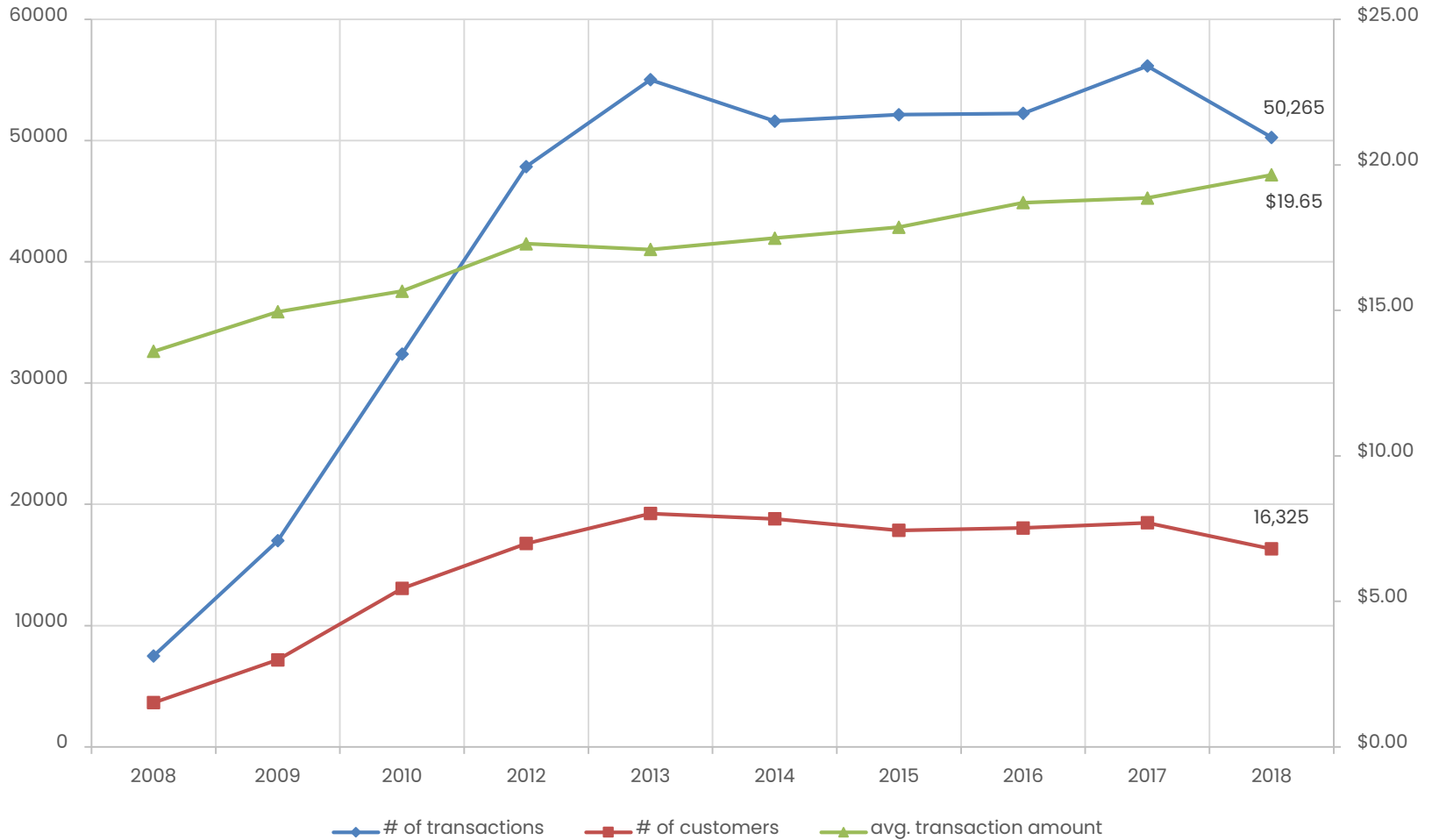


CREDIT TOKENS



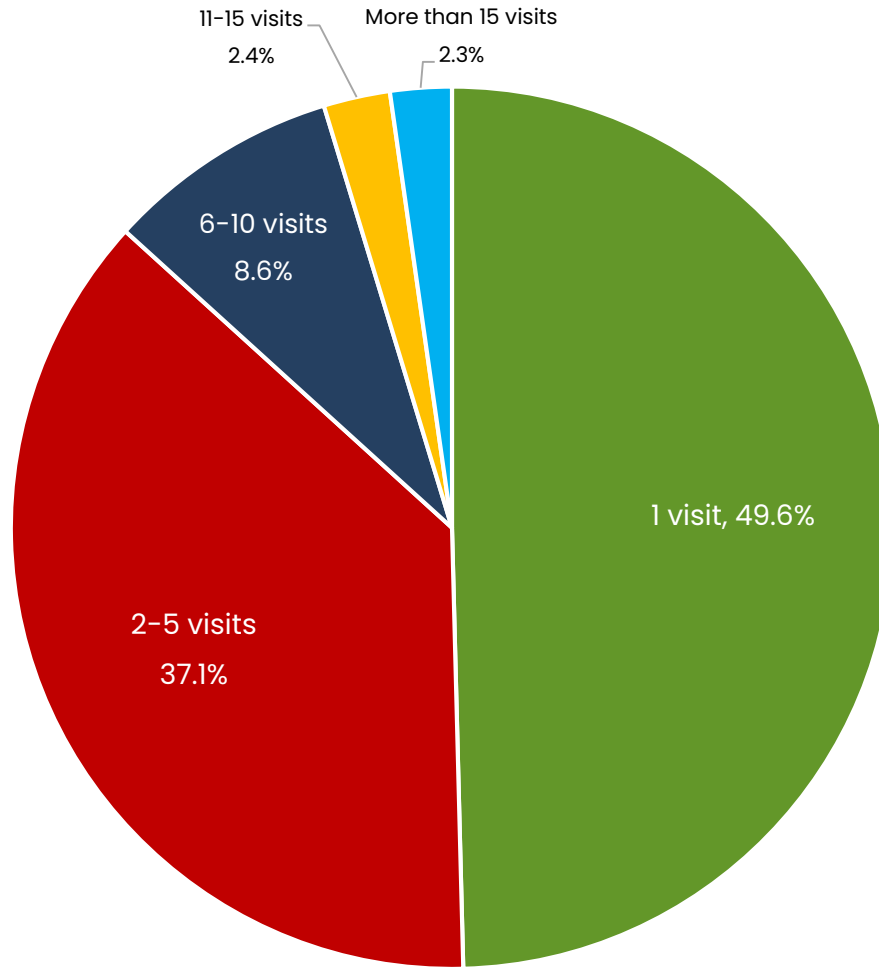
Greenmarket Project Statistics

SNAP Customer Transaction History



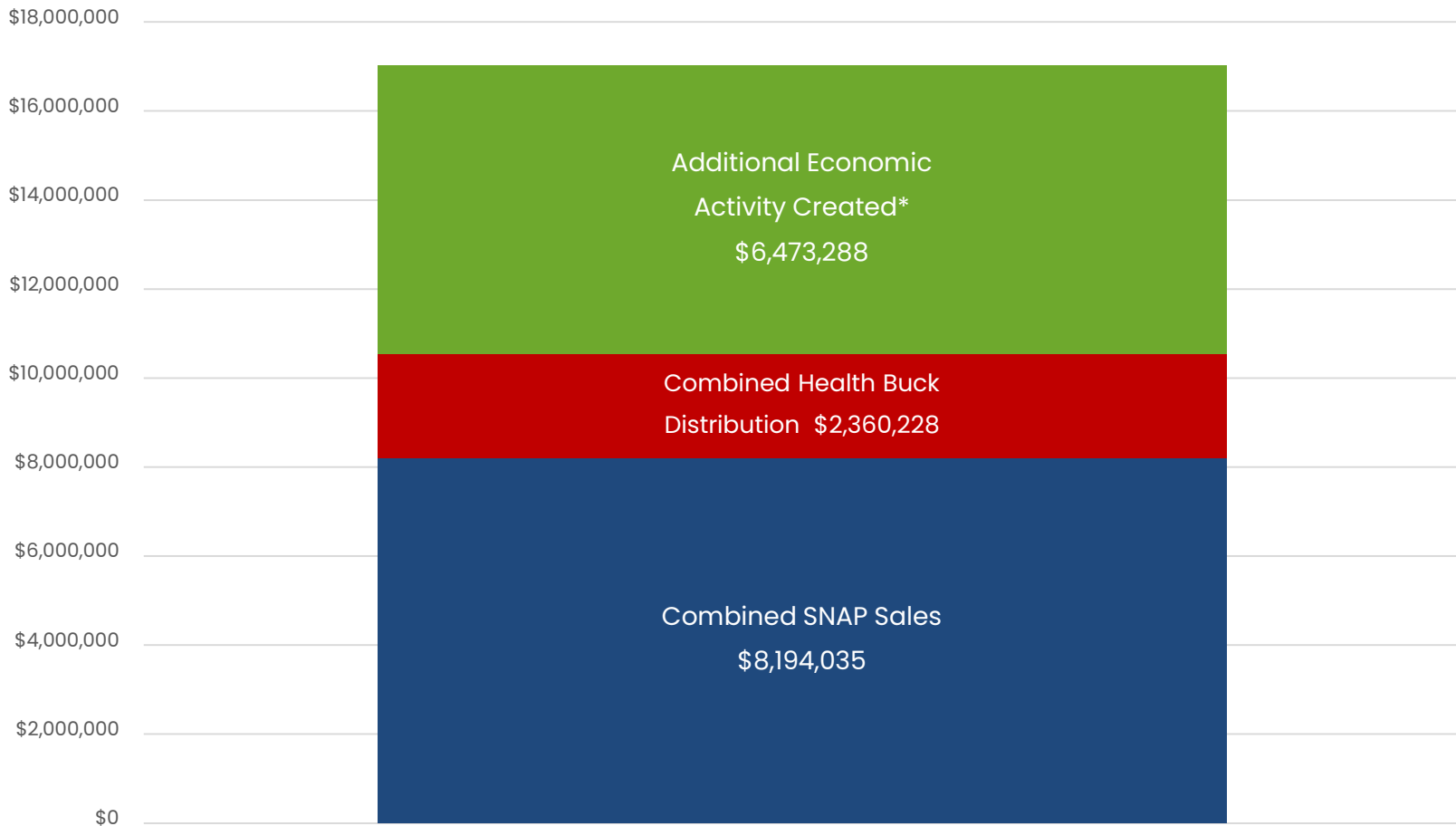
Greenmarket Project Statistics

2018 # of Individual SNAP Shopper Visits



Greenmarket Project Statistics

SNAP in Greenmarkets Project Impact Since 2005



***The U.S. Department of Agriculture estimates that for every dollar spent on SNAP, \$1.79 in economic activity is generated, mostly in local communities**

2018 Context



The performance of individual markets, as well as markets as a whole, is impacted by the agricultural season, the weather, and even the political climate. Here are a few issues that characterized 2018 for GrowNYC:

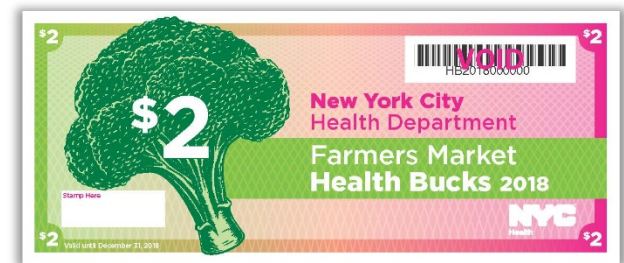
- Speculations and fear surrounding the proposed changes to the 'Public Charge' Rule, and its potential impact on immigrants may have affected SNAP enrollment and use in the 2nd half of 2018
- 2018 was the 4th wettest year on record, and our staff noticed a disproportionate effect on seasonal markets where EBT sales are typically high
- The company that operates the processing platform that GrowNYC uses to accept EBT cards announced bankruptcy in July 2018, which led to a flurry of press coverage and sowed some public confusion about SNAP acceptance at Greenmarkets

SNAP & Health Bucks



In 2018, GrowNYC distributed over \$426,892 in Health Bucks:


- Health Bucks are a year-round, fresh produce purchase incentive from the NYC DOHMH
- SNAP customers receive a \$2 Health Buck for every \$5 they spend on their EBT card at NYC farmers markets – a 40% increase in purchase power
- The program serves as a significant revenue stream for regional farmers



Pharmacy to Farm



- Funded by a Food Insecurity Nutrition Incentive (FINI) Grant from USDA, in partnership with NYC DOHMH and 10 pharmacies in Manhattan and Brooklyn
- SNAP participants filling a prescription for high blood pressure medication receive a monthly prescription good for \$30 in Health Bucks at the farmers market
- Prescriptions can be redeemed at the nearest Greenmarket linked to the participating pharmacy:
 - Inwood Greenmarket
 - Grand Army Plaza Greenmarket
 - Fort Greene Greenmarket
 - Jackson Heights Greenmarket
 - 97th St Greenmarket
 - Union Square Greenmarket
- In 2018, a total of 395 Participants redeemed 1230 prescriptions, and \$36,988 in Health Bucks were distributed

Pharmacy to Farm Prescriptions 	
Participant ID #:	Pharmacist Initials:
Start Date: / /	End Date (one month from start): / /
<i>Bring this prescription to the farmers' market listed below and receive \$30 in Health Bucks.</i>	
Grand Army Plaza Greenmarket Saturdays, 8 a.m. to 4 p.m. Prospect Park West and Flatbush Avenue Brooklyn, NY 11238	Health Bucks can be used to buy fresh fruits and vegetables at all NYC farmers' markets.
FARMERS' MARKET USE ONLY	
Date Redeemed: / /	Market Staff Initials:
HB Serial Numbers: -	
<small>Rx serial number</small>	

Fruit & Veggie Rx



- The Fruit and Vegetable Prescription program is a collaboration between the NYP Choosing Healthy & Active Lifestyles for Kids (CHALK) and GrowNYC, funded by NYP Community Relations
- Seven registered dietitians at ten outpatient clinics provide patients with a prescription good for \$10 in Greenmarket Bucks at the farmers market
- Prescriptions can be redeemed at three Greenmarket locations:
 - Fort Washington Greenmarket
 - 175th Street Greenmarket
 - Inwood Greenmarket
- In 2018, 696 prescriptions were redeemed and \$6,960 in Greenmarket Bucks were distributed

NewYork-Presbyterian | CHALK
Choosing Healthy and Active Lifestyles for Kids

AIM Practice

Patient Name _____ Date _____

Prescription for Fruits and Vegetables

Greenmarket Locations

Fort Washington Greenmarket
168th Street & Fort Washington
Tuesdays, 8:00 am - 4:00 pm

175th Street Greenmarket
175th Street between Wadsworth & Broadway
Thursdays, 8:00 am - 4:00 pm

Inwood Greenmarket
Isham Street between Seaman Ave. & Cooper St.
Saturdays, 8:00 am - 3:00 pm

X _____
Provider's Signature

Rx Use by 11/30/18

Fresh Pantry Program



- GrowNYC trained four food pantries to implement a “farmers market curriculum,” teaching members how to use SNAP and other benefits at the market, how to shop on a budget, and how to shop seasonally
- The pantries conducted tours in English, Spanish and Mandarin at the nearby Greenmarket or Youthmarket, providing vouchers for \$12 in Greenmarket Bucks to purchase fresh fruits and vegetables
- Pantry partners:
 - Part of the Solution (Bronx)
 - St. John’s Bread and Life (Brooklyn)
 - West Side Campaign Against Hunger (Manhattan)
 - New York Common Pantry (Manhattan & Bronx)
- In 2018, the program reached 421 pantry members and distributed \$5,058 in Greenmarket Bucks
- 2018 funding for the program was provided by the Food Bank of NYC. **GrowNYC currently seeking funding to continue this program next year**



This short survey must be completed to receive the \$12 in Greenmarket Bucks.

Fresh Pantry Program Voucher Survey Questions

1. Have you participated in the Fresh Pantry program before today (in 2017 or 2018)? Yes No
2. Have you ever shopped at a farmers market in NYC before today? Yes No
3. Did you know this market accepts SNAP? Yes No
4. Did you eat any fruits or vegetables yesterday? Yes No
5. What is your age? 18-30 31-45 46-55 56-65 66+
6. What is your home zip code? _____
7. Gender? _____
8. Language spoken at home? _____
9. # of people in your household? _____

Voucher expires December 31, 2018. For office use only. Market Code: _____

Nutrition Education at GrowNYC Greenmarkets

NYC DOHMH Stellar Farmer's Markets:

Operated programming in 13 Greenmarkets in Brooklyn, Manhattan, the Bronx & Queens

- Completed 3,040 nutrition workshops
- Served 20,265 Greenmarket customers
- Distributed an additional \$36,494 in Health Bucks at markets

Cornell Cooperative Extension:

Operated programming in seven Greenmarkets

- Completed 340 cooking demonstrations
- Served 15,080 adults and 1,210 youth

New York Common Pantry:

Operated programming in two Greenmarkets

- Completed 205 workshops
- Reached 4,868 participants
- Distributed \$12,734 in Health Bucks



Farmers Markets for Kids

The Farmers Markets for Kids curriculum was developed by the NYC DOHMH and was designed to increase fruit and vegetable consumption among low-income children and their caregivers in order to prevent diet-related chronic disease

In 2018, this program was implemented at the 6th Ave Sunset Park Greenmarket

- 65 market lessons were given to 1360 participants; 854 children and 506 adults
- Over half of participants returned to take part in the 10-week program that ran from July through the end of October
- Child participants ranged in age between 5-17, and the majority identified ethnically as Asian
- \$2000 in Health Bucks were distributed to children who participated in our lessons





The Fresh Pantry program survey revealed that 20% of participants were not aware that Greenmarket accepts nutrition benefit programs and were introduced to this through the program.



"I didn't know we could find so many different vegetables at the Greenmarket! And they actually look fresh, not like the ones you find at the supermarket that go bad within two days..."

- Lincoln Hospital Greenmarket Fresh Pantry Tour Participant



www.GrowNYC.org

USE YOUR
FOOD STAMP
(EBT) CARD HERE!

Buy farm-fresh
fruits and
vegetables!

Spend
Gasta \$5

Benefit

Get
be \$2



第1次发
第2次发
第3次发
第4次发
*Just tie
Mender
ORC

"This is the first time I hear that you can use the leaves of carrots and beets for soups and stews, I used to throw them away all the time!"

- Lincoln Hospital Greenmarket Fresh Pantry Tour Participant



"The FMNP program benefits both the farmers and the participants. It increases my sales and it allows customers to get more fruits and vegetables throughout the city."

- Greenmarket Producer

Looking Ahead...



In 2019 we plan to expand partnerships to enhance food access in NYC in the following ways:

- Pharmacy to Farm will expand in 2019 to include six new pharmacies for a total of 16 pharmacies linked to Union Square, Jackson Heights, Inwood, 97th St, Ft Greene and Grand Army Plaza Greenmarkets
- NY Presbyterian will pilot a spring Veggie Rx program at the Inwood Greenmarket to examine how transportation costs affect food access
- Currently seeking funding to continue and expand the Fresh Pantry program



Healthy Exchange is a program of **GrowNYC**, a 501(c)3 environmental nonprofit organization

GrowNYC serves 3 million New Yorkers annually, providing opportunities to make NYC truly livable, a place where every person can **thrive**.

To make a fully tax-deductible contribution, please visit www.growNYC.org or call (212) 788-7900