

Please Support Our Program!

Your contribution will go a long way towards helping low-income Nevadans, especially children, eat healthier food this summer, and hopefully, for the rest of their lives.

We accept cash, checks made out to “Farm Fresh For Kids”, and online donations at...

www.farmfreshforkids.org/support



Learn more about our program online at www.farmfreshforkids.org



Learn More About Our Partners!

Salisha’s Delicious — (775)-427-5162
<http://salishasdelicious.yolasite.com/>

Workman Farms — (775)-867-3716
<http://www.workmanfarmsproduce.com/>

HAWC Community Health Centers —
(775)-329-6300 <http://www.hawcinc.org/>

UNR Student Outreach Clinic — (775)-682-8646

Lattin Farms — (775)-867-3750
<http://www.lattinfarms.com/>

Great Basin Community Food Co-operative —
(775)-324-6133 www.greatbasinfood.coop

Wells Avenue Clinic — (775)-284-5004

Community Services Agency Head Start —
www.csareno.org

Farm Fresh For Kids

E-mail: info@farmfreshforkids.org

www.farmfreshforkids.org



The Mission of Farm Fresh for Kids (FFFK) is to help low-income, nutritionally at-risk children get started eating more fresh produce, while promoting small-scale sustainable farmers.

Our Partners

This year, we are proud to be partnering with Workman Farms, Salisha’s Delicious, HAWC Clinic, Wells Avenue Clinic, Community Services Agency Head Start, Great Basin Food Co-operative, Lattin Farms, and the UNR Student Outreach Clinic.

The Problems We Face

- Many low-income families face challenges in bringing adequately nutritious food to their table.
- Low-income people tend to have less healthy diets and be at greater risk for obesity problems.
- Meager food stamp benefits tend to lead to the purchase of cheap, unhealthy food groups.
- Small farmers have been losing out to the convenience and prices of large supermarket chains since the end of WWII, and they need our support.
- WIC FMNP (Women, Infants and Children - Farmers Market Nutrition Program) is operating successfully in 36 states and provides a practical solution to these various problems. However, Nevada *does not* participate in the WIC FMNP.



The Evidence

“U.S. households with incomes less than or equal to 130% of the poverty line are most vulnerable for poor health outcomes partly because they purchase fewer fruits and vegetables than higher-income households.” —Albert et. al, Am J Prev Med, 2006 May; 30(5): 365-70.

The success of a larger-scale version of this program in Wisconsin: *“The survey results show that the WIC FMNP encourages recipients to consume more fruits and vegetables than they usually would”*, and that *“the WIC FMNP continues to increase awareness and sales at farmers’ markets.”* —
www.dhs.wisconsin.gov

“Fruits and vegetables are great sources of many vitamins, minerals and other natural substances that may help protect you from chronic diseases.” —Centers for Disease Control and Prevention

Similar programs have been extremely successful in other states, and there is a clear need for it in the Reno-Sparks area.

Please Support!

Even \$5-\$10 will go a long way towards making a difference.

Visit Us Online At...

www.farmfreshforkids.org

The Solution

- Provide fresh produce for 30 to 40 at-risk families while supporting local farming interests.
- Identify at-risk families with elementary school aged children..
- Give each family \$25-\$30 in coupons for the first month, redeemable for fresh produce at local farmer’s markets.
- Distribute aid based on income, dietary need, and age of children.
- Distribute coupons through patients’ doctors.
- Provide a nutritional education pamphlet emphasizing the importance of fresh produce.
- Provide children’s activities, and simple, tasty recipes to ensure maximum benefit to each participating family.

Our Results

- Between July 9th and October 6th, FFFK recipients redeemed a total of \$910 worth of coupons, \$895 directly at a farmers’ market, and \$15 in local produce from the Great Basin Community Food Cooperative.
- 100% of participants in our 2012 questionnaire stated that the program had both inspired them to feed their children more fresh fruits and vegetables, and that it encouraged their children to eat these products.