

Please Support Our Program!

Your contribution of even \$5-\$10 will go a long way in helping economically challenged 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 through

www.farmfreshforkids.org/support



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



Learn More About Our Partners!

Workman Farms—(775)-867-3716
Farm—4990 Reno Highway, Fallon NV

Salisha’s Delicious—(775)-427-5162
Farm—5862 MacPherson Lane, Fallon NV

HAWC Clinic—(775)-329-6300

Student Outreach Clinic (University of Nevada School of Medicine)—
(775)-682-8646

Wells Avenue Clinic—(775)-284-5004

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, the UNR Student Outreach Clinic, and Wells Avenue 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 lead to the purchase of cheap, unhealthful foods
- Small farmers have been losing out to the convenience and prices of large supermarket chains since 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.

Visit Us At...

www.farmfreshforkids.org

Our Year 2 Plan—2012

- Provide fresh produce for 30 to 40 families with elementary school-aged children
- Distribute aid based on income, dietary need, and age of children
- Give each family \$20 in coupons for the first month, redeemable for fresh produce at local farmer’s markets
- Distribute coupons through patients’ doctors
- Give select returning patients an additional \$30 of coupons for 1 more month
- Provide a nutritional education pamphlet emphasizing the importance of fresh produce
- Provide children’s activities, and simple, tasty recipes to ensure maximum benefit to the children and families

