The New American Farmer

might not be who you’d expect….

Presented by:
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The New American PHarmer

The Under-Celebrated Community Health Practitioner
$800 BILLION

$1.6 TRILLION!
$1.21 per American tax dollars spent on prevention

$1390.00 per American tax dollars spent on treatment
WHAT THE HECK?????
Hispanic and Black Americans live in under-served urban and rural communities.

Blacks had 51 percent higher prevalence of obesity, and Hispanics had 21 percent higher obesity prevalence compared with whites.

www.cdc.gov/obesity/data/trends.html
What *Most* Americans Think

- They’re lazy and don’t know how to cook
- They don’t want good food, they want junk
- They don’t care
- They’re hooked on twinkies and happy meals

\[ \text{ALL OF THE ABOVE ASSUMPTIONS} \]
• Rising rates of obesity in children and adults stems from poor food choices;

Some NEAR Truths.......

Vast majority of obese children live in food deserts with no access to healthful food;

When healthy options are available, serious economic factors make purchasing healthier foods nearly impossible
NEWS FLASH!!!!

$1.89 head of broccoli and a $1.69 four-pack of cup-o-noodles

- 1,200 calories of potato chips
- 250 calories of vegetables
- 170 calories of fresh fruit

What does a dollar buy??

It's between a head of broccoli and a happy meal...
It’s all about the money!!!
IDEA NUMBER ONE

Double Value Coupon Program (DVCP)

• Fresh Bucks – San Diego
• Double-up Food Bucks – Michigan
• Double Dollars – Washington DC

20 states
32 program partners
60+ communities
170+ farmers markets
INCENTIVE PROGRAMS WORK
SNAP/EBT REDEMPTION INCREASES FROM 2008 TO 2009

UNDERSERVED COMMUNITY RESIDENTS OF DIVERSE ETHNICITY HAVE RESPONDED POSITIVELY TO AFFORDABILITY
FROM FARM TO FAMILY,

INCENTIVES:

TRANSLATE EBT SALES INTO FAMILY IMPACT

$10,000 Double Value Incentive Microgrant =

$20K to farmers for increased agricultural production

16,000 lbs, or 8 tons of produce to market for food stamp recipients*

200 lbs of produce for 80 families, or 2 additional daily servings of local fruits and vegetables per family of three for 20 weeks

New business opportunities for distribution, value-added, etc.

**Based on 10 Week Market Example, and at average price per pound of $1.25
IDEA NUMBER TWO

Empower PCPs, Clinicians and other healthcare providers to back their advice with the resources to convert that advice into true lifestyle change for their patients.

Fruit and veggie Rx (FV Rx) – Community Health Practitioners become the new “Pharmers” – community cultivators who steward neighborhood environments.
Current Reality:

- At-risk community member goes to health practitioner
- Practitioner advises him to eat healthier foods and exercise
- Community member goes home and looks at his family food budget
- Community member decides there is nothing he can do
- Community member contracts Type-2 diabetes
The Un-Diagnosed Realities

• Clinical depression and malnutrition for the community member which can lead to lethargy, substance abuse, and violence.
• Stress and depression amongst practitioners who feel powerless to serve those in their charge.
• Trust becomes a moving target.
• Neighborhoods become wastelands.

In the current scenario, **EVERYONE** is losing.
The Road to a New Reality:

Provide Resources to:

- *Increase fruit and vegetable consumption for an at-risk family by one serving per-day, per-person*
- *Counsel family on decreasing snack consumption*
- *Coach family to increase physical activity*
- *Measure the family monthly for height, weight, blood pressure, and BMI*
When Affordability is Effectively Addressed:

• Families can afford to eat better foods and do so
• Families experience empowerment and LOVE it
• Families participate more vigorously in their doctor’s advice – exercise, no snacks
• Self esteem increases for all
• Healthcare costs will reduce for all!!!!!!
A New Formula for American Health

Farmers

+ PHarmers

= Healthful, Vibrant, and Fully Cultivated Communities
The New American PHarmer

Converting hope into reality

www.wholesomewave.org
www.rootsofchange.org