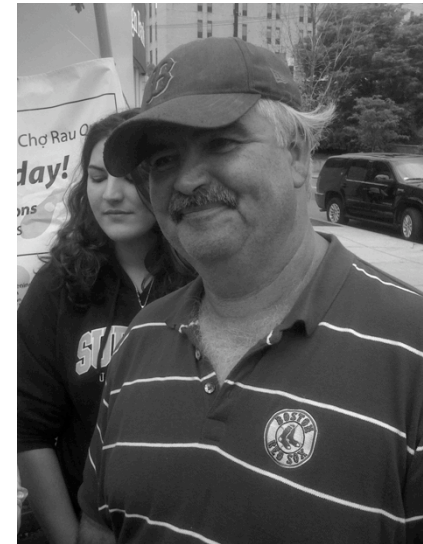




# The New American Farmer

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*might not be who you'd expect....*



Presented by:  
Michel Nischan, CEO/President  
[www.wholesomewave.org](http://www.wholesomewave.org)



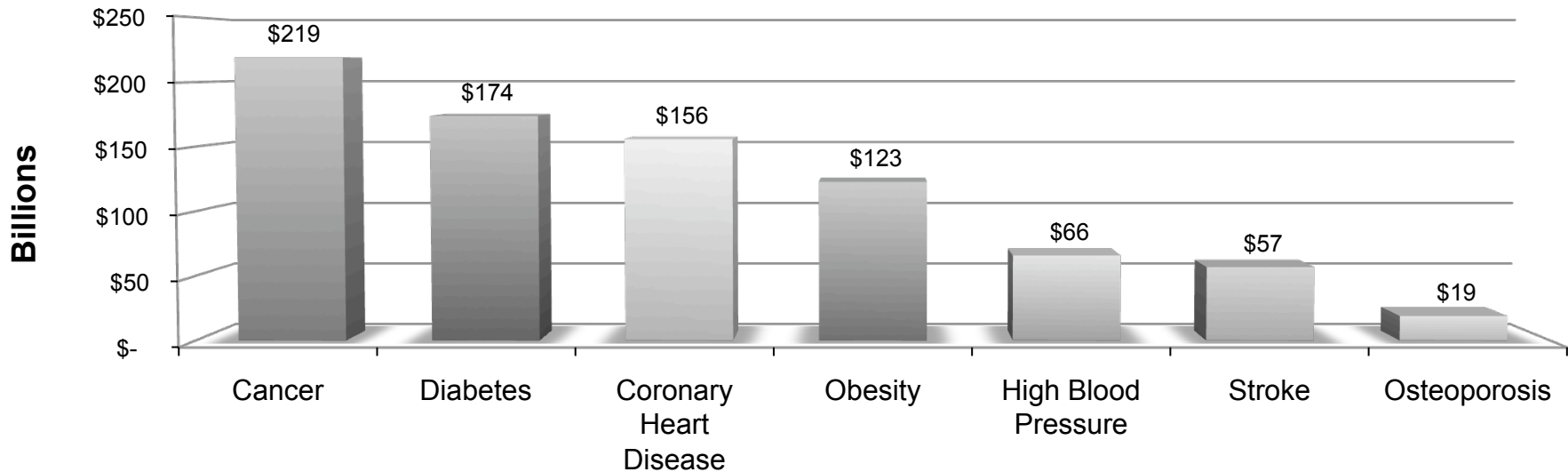
# The New American *PHarmer*

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**The Under-Celebrated Community Health Practitioner**

# \$800 BILLION



# \$1.6 *TRILLION!*

**\$1.21** per American

*tax dollars spent on prevention*

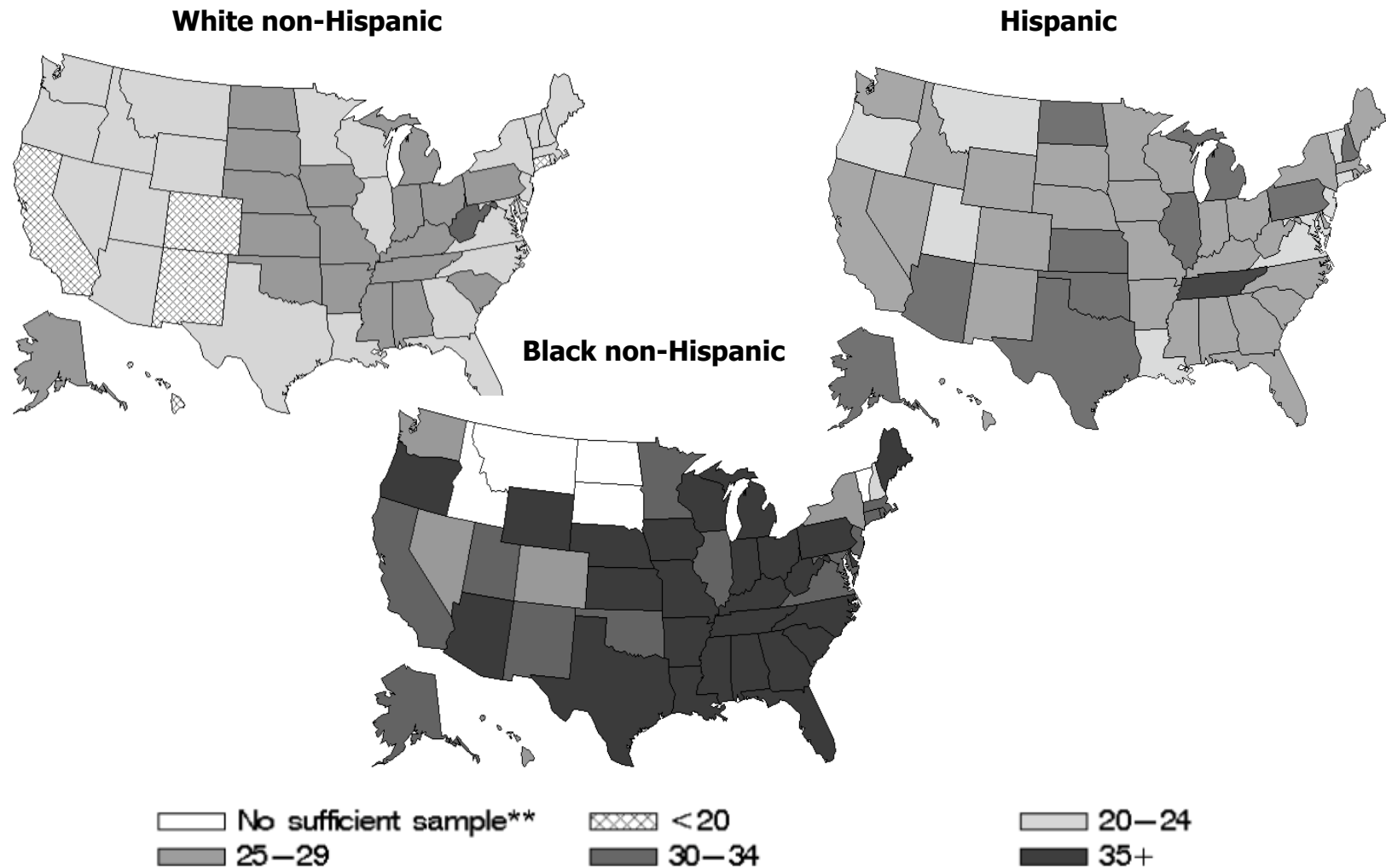
**\$1390.00** per American

*tax dollars spent on treatment*

WTH ???

WHAT THE HECK????

# WHO?



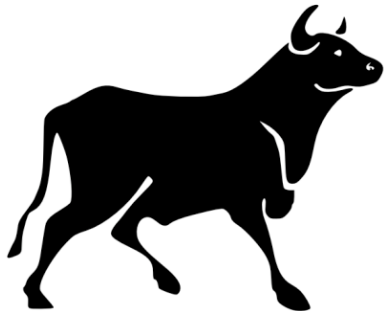
Blacks had 51 percent higher prevalence of obesity, and Hispanics had 21 percent higher obesity prevalence compared with whites.

*The vast majority of Hispanic and Black Americans live in under-served urban and rural communities*

[www.hhs.gov/press/2014/story0001.html](http://www.hhs.gov/press/2014/story0001.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*



+



=

***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***;

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*When healthy options are available,  
**serious economic factors make  
purchasing healthier foods nearly  
impossible***



and vegetable  
dinner or a happy  
\$\$What does a dollar buy??  
meal...

- ***1,200 calories of potato chips***

***NEWS FLASH!!!!***

- ***250 calories of vegetables***

- ***170 calories of fresh fruit***
- broccoli and a

\$1.69 four-pack of  
cup-o-noodles

***It's all about  
the money!!!***

# IDEA NUMBER ONE

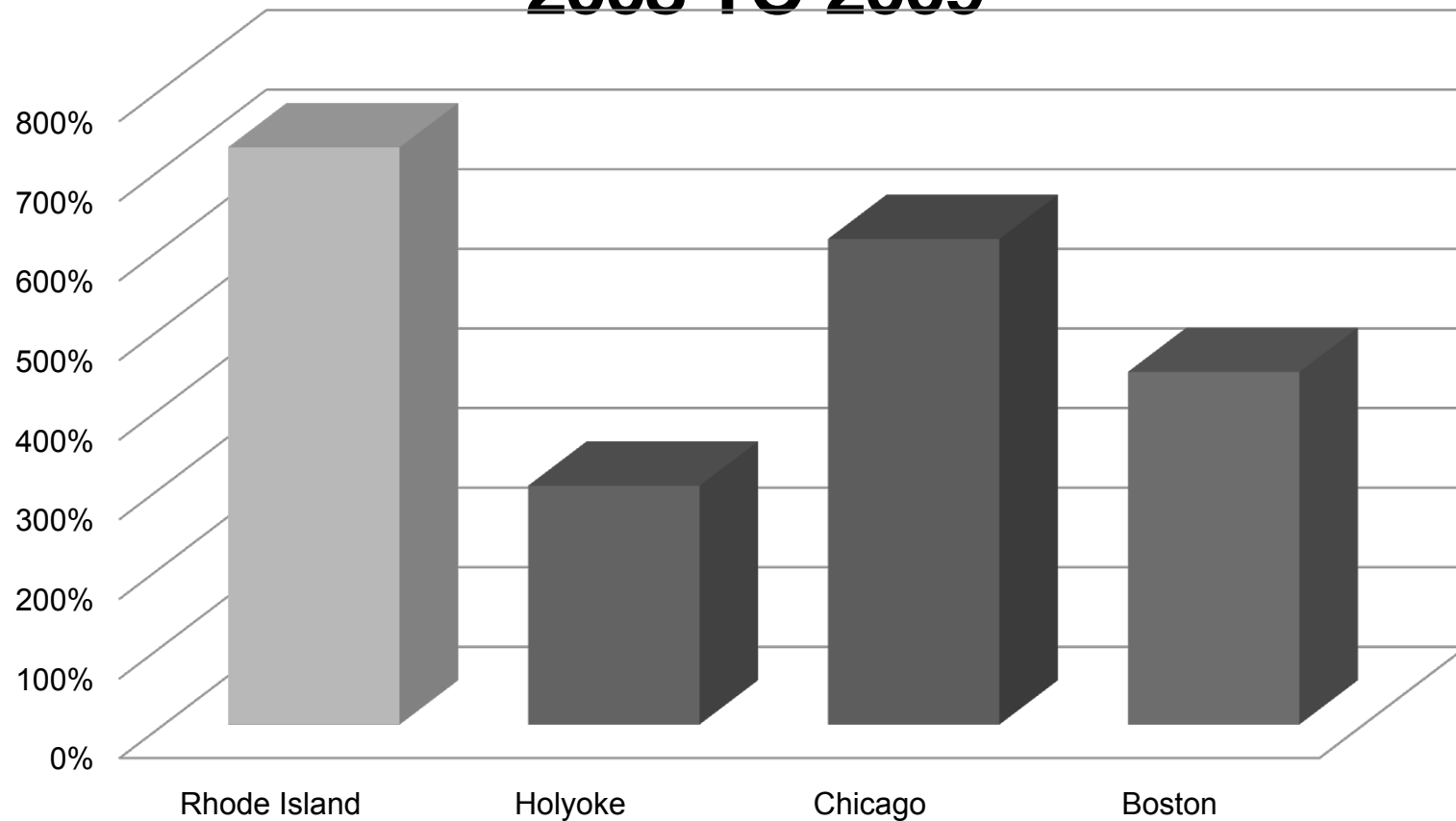
## Double Value Coupon Program (DVCP)

- 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**



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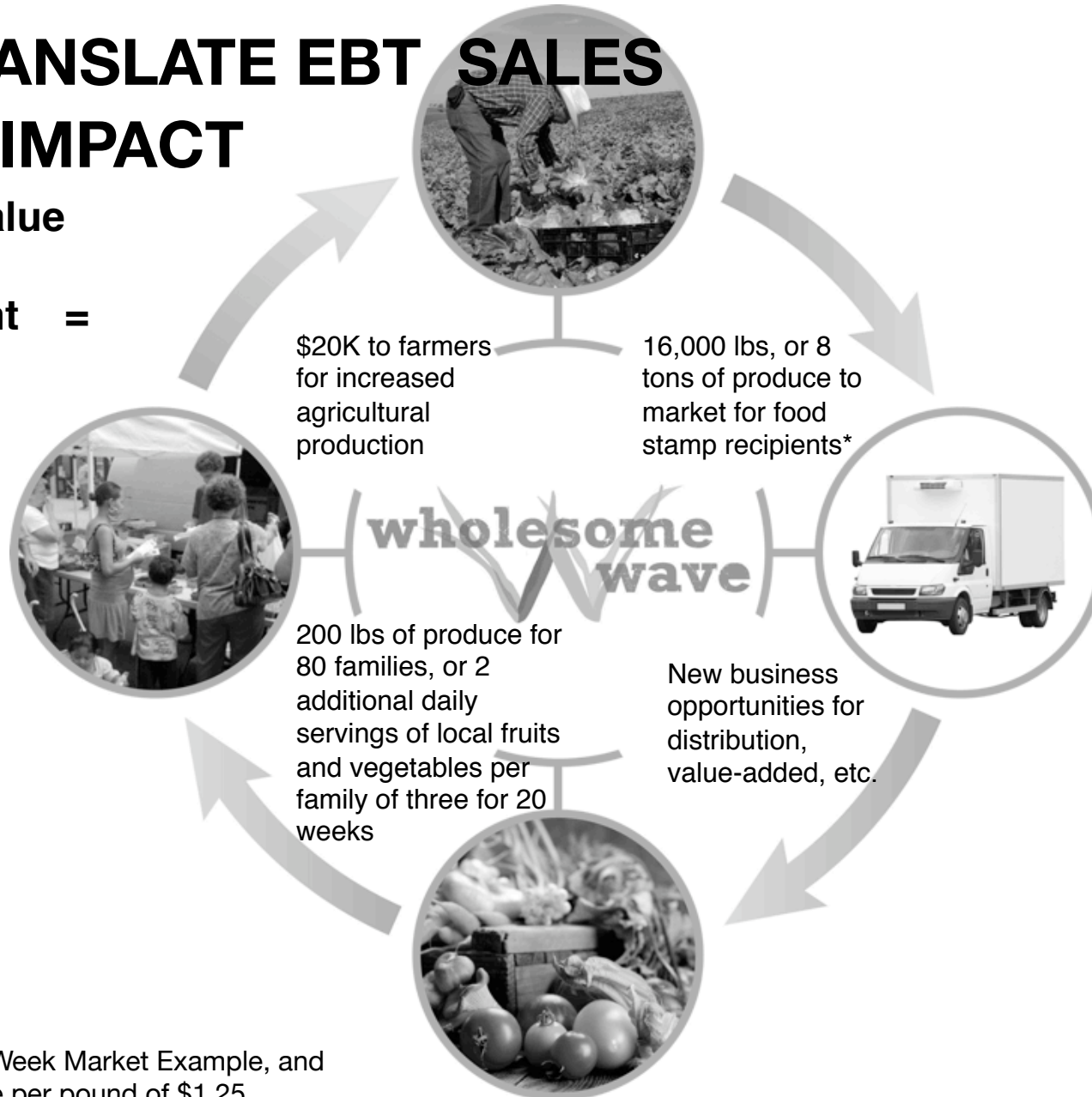
***UNDERSERVED COMMUNITY RESIDENTS OF DIVERSE  
ETHNICITY HAVE RESPONDED POSITIVELY TO  
AFFORDABILITY***

# FROM FARM TO FAMILY, INCENTIVES:

## TRANSLATE EBT SALES FAMILY IMPACT

INTO

\$10,000  
Double Value  
Incentive  
Microgrant =



\*\*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***

# 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, the substance scenario, violence
- Stress and depression is affecting EVERYONE, practitioners who feel powerless to serve those in their charge
- Trust becomes a moving target
- Neighborhoods become wastelands



# ***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!!!!!!

***Hope Becomes  
The New Reality***

# ***A New Formula for American Health***

**Farmers**



**+**

***PHarmers***



**=**

***Healthful, Vibrant, and Fully  
Cultivated Communities***



# The New American PHarmer

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*Converting hope into reality*

[www.wholesomewave.org](http://www.wholesomewave.org)

[www.rootsofchange.org](http://www.rootsofchange.org)