



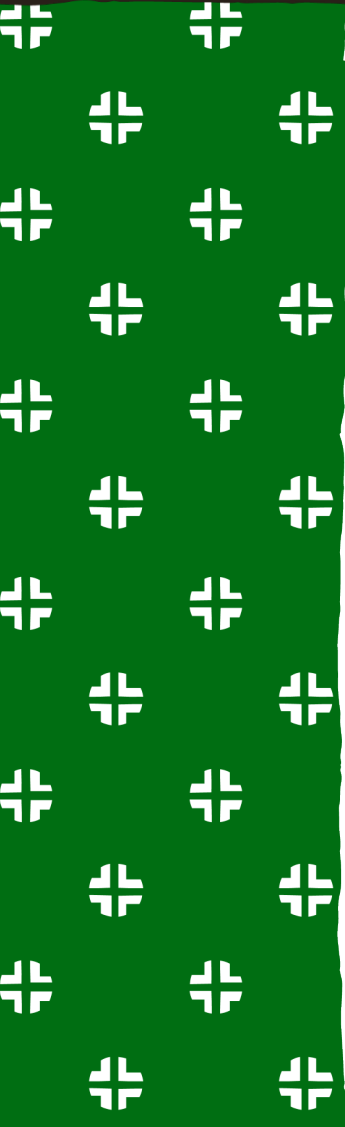
FOOD ACCESS
2019 REPORT

GrowNYC Food Access get 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 enhance food access in New York City. This effort improves access to good food and provides critical revenue for our farming community.

GROW^{NYC} Food Access



Greenmarket - a network of over 50 farmers markets - providing direct retail opportunities for farmers, accepting SNAP, Farmers Market Nutrition Program Checks, Health Bucks, Fresh Connect coupons, and eWIC

Fresh Food Box - a collective purchasing program, sourced from GrowNYC Wholesale, that enables under-served communities to purchase fresh, healthy, and primarily regionally grown produce well below traditional retail prices - accepting SNAP, Health Bucks, and Fresh Connect Coupons

Farmstand - farmstands (many staffed by local youth) selling aggregated local, seasonal produce sourced from GrowNYC Wholesale - accepting SNAP, Farmers Market Nutrition Program Checks, Health Bucks, and Fresh Connect coupons

Food Access Currencies

Supplemental Nutrition Assistance Program (SNAP) benefits are accepted at all Greenmarkets, Farmstands, and Fresh Food Box sites.

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, a 40% increase in purchase power.

Greenmarket Bucks are \$2 coupons that can be used to purchase items at any GrowNYC Greenmarket, Farmstand or Fresh Food Box. 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 Farmstands.

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



2019 SALES

SNAP/EBT & Credit Sales

- GrowNYC SNAP/EBT sales totaled **\$994,493**
- GrowNYC credit sales reached **\$1,520,410**

Farmers Market Nutrition Program (FMNP)

- GrowNYC programs and Greenmarket producers redeemed over \$2.5 million in FMNP checks: more than 50% of all checks distributed in New York State

2019 Greenmarket Bucks

- 24 organizations and programs sponsored Greenmarket Bucks
- Sponsors purchased \$53,750 in 2019 Greenmarket Bucks

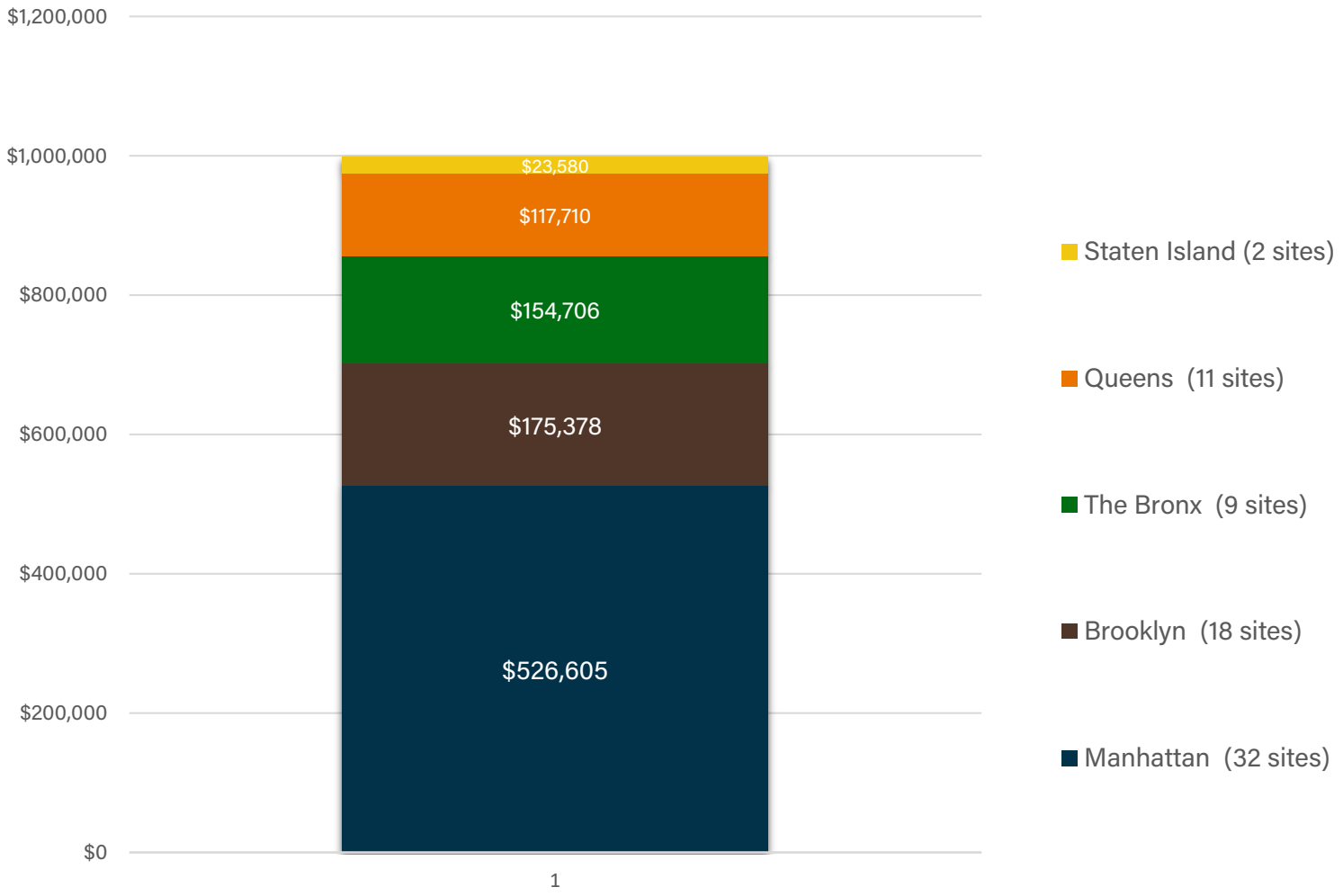


2019 HEALTH BUCKS



- With funding provided by a Food Insecurity Nutrition Incentive (FINI) Grant from USDA, Health Bucks were distributed year-round again in 2019.
- Greenmarkets & Farmstands (formerly Youthmarkets) distributed **\$390,952** in Health Bucks as a SNAP incentive

2019 SNAP SALES BY BOROUGH



2019 SNAP SALES BY MARKET

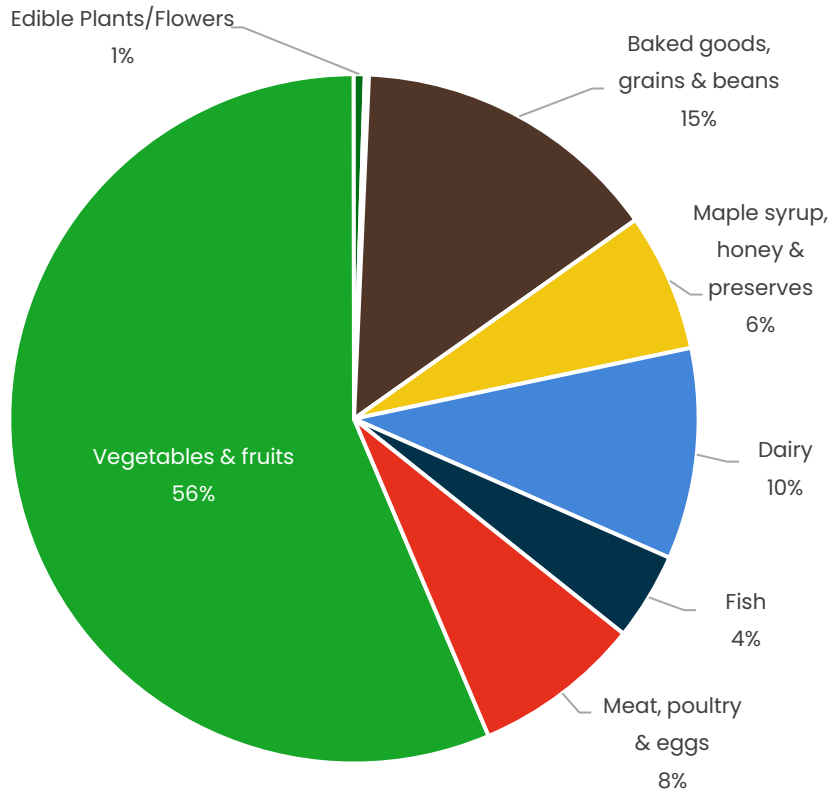
Greenmarket	Borough	2019 SNAP Sales
1. Union Square	Manhattan	\$ 304,831
2. Poe Park*	Bronx	\$ 62,093
3. 175 th Street*	Manhattan	\$ 59,291
4. Grand Army Plaza	Brooklyn	\$ 49,491
5. Inwood	Manhattan	\$ 40,767
6. Jackson Heights	Queens	\$ 37,402
7. Brooklyn Borough Hall	Brooklyn	\$ 29,962
8. Parkchester*	Bronx	\$ 27,901
9. Bronx Borough Hall*	Bronx	\$ 27,891
10. Corona*	Queens	\$ 26,278

* Seasonal Market

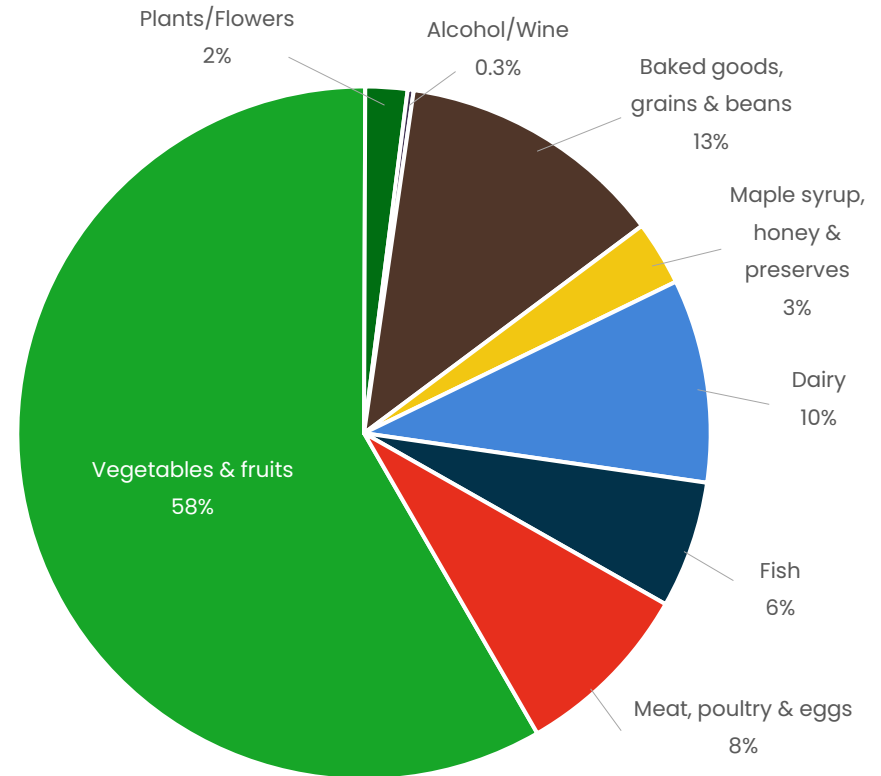
GREENMARKET PROJECT STATISTICS

How Customers Spent Tokens at Greenmarkets in 2019

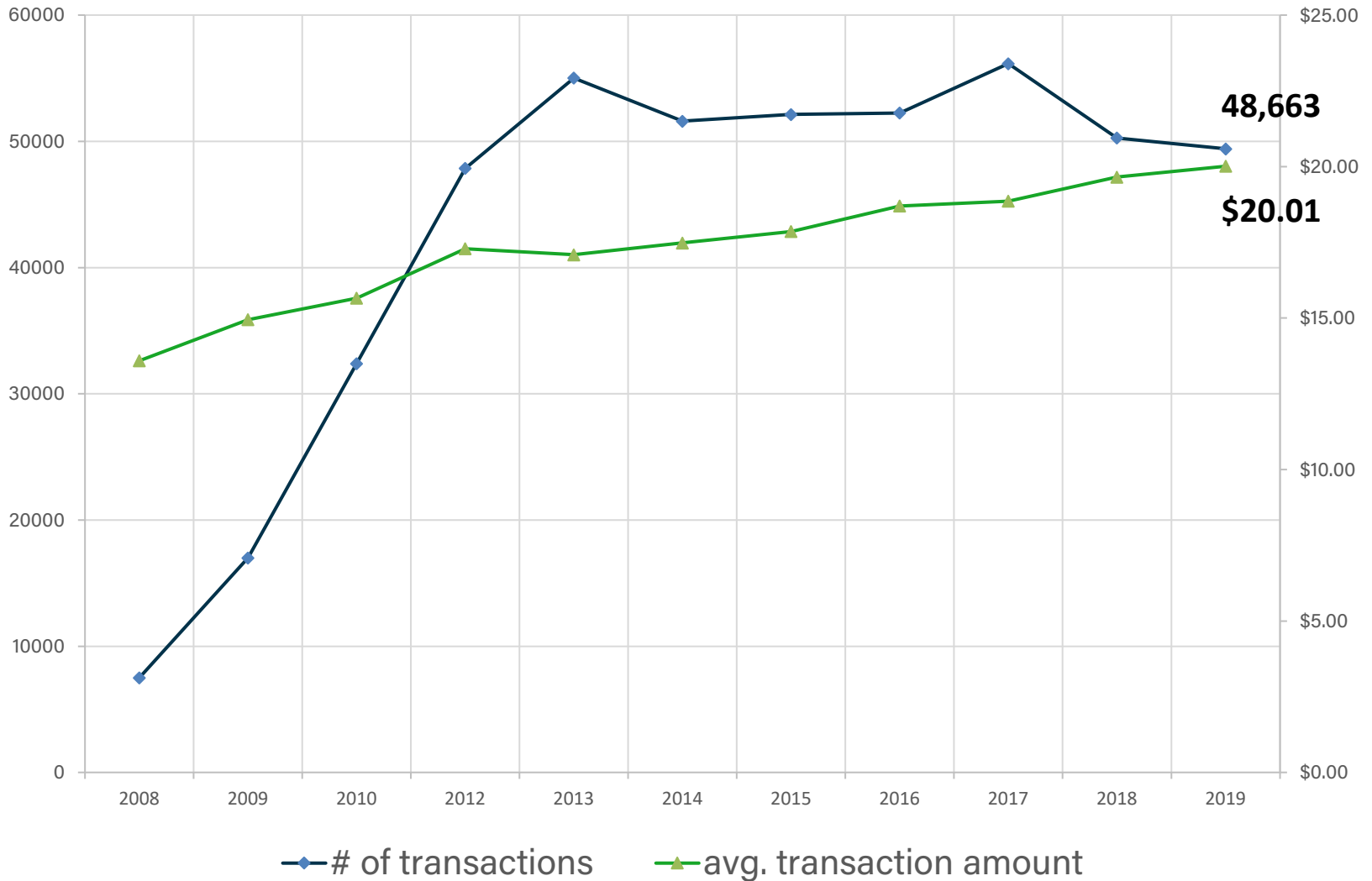
SNAP TOKENS



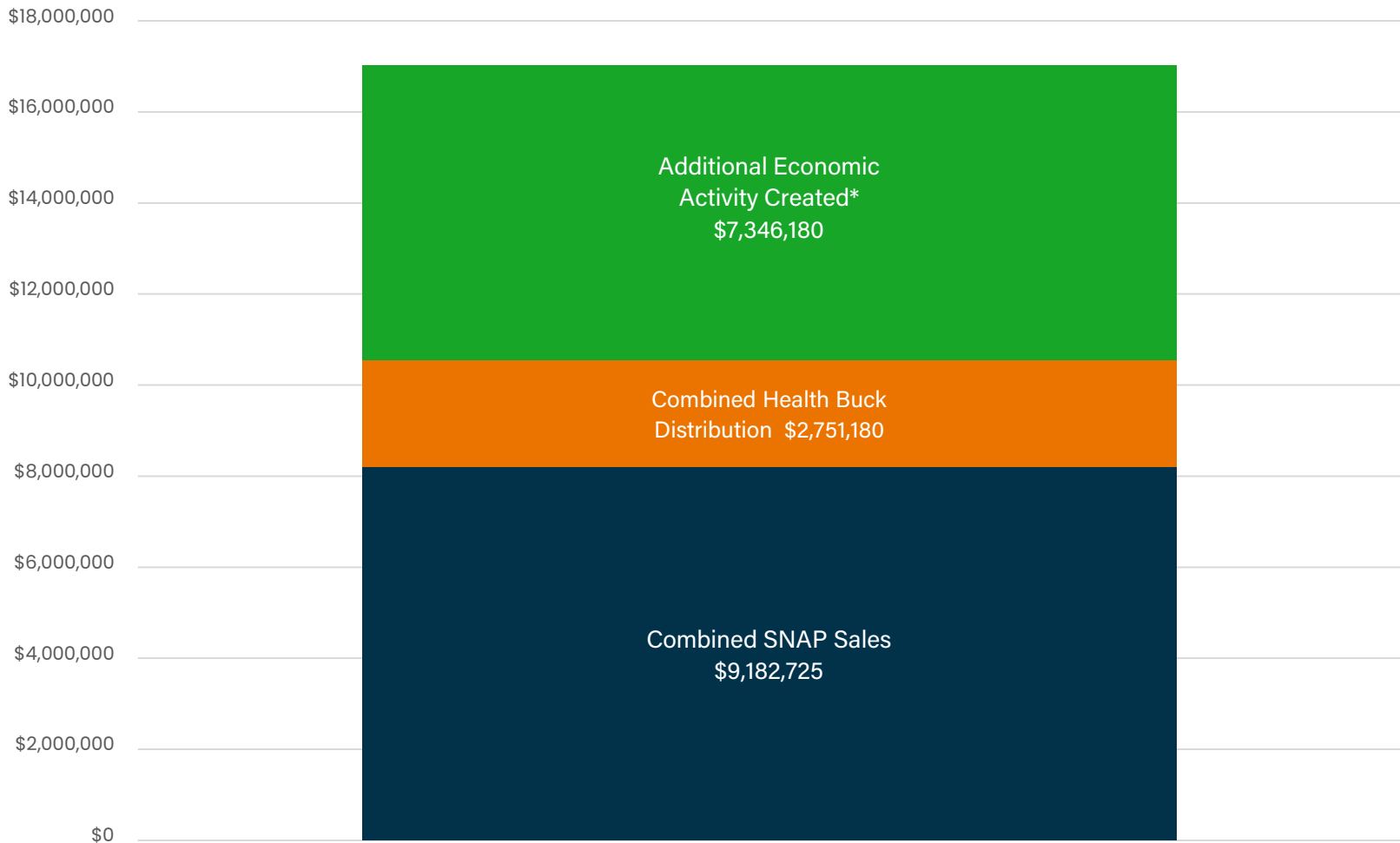
CREDIT TOKENS



SNAP CUSTOMER TRANSACTION HISTORY



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**

2019 CONTEXT

The performance of individual markets, as well as markets as a whole, is impacted by the current political climate. Among the most significant factors:

- Speculations and fear surrounding changes to the 'Public Charge' Rule and its potential impact on immigrants may have affected SNAP enrollment and use throughout 2019.
- The government shutdown that began late in 2018 created a disruption in SNAP allotment for early 2019, creating some confusion among shoppers.

Change in SNAP enrollment

Jan. 2018 – Jan. 2019

NYC Mayor's Office of Immigrant Affairs (2019)

Borough	Non-Citizen	Citizen
Bronx	-11.6%	-3.1%
Brooklyn	-12.0%	-2.9%
Manhattan	-10.6%	-2.8%
Queens	-9.7%	-2.7%
Staten Island	-5.7%	-2.4%

PHARMACY TO FARM

- Funded by a Food Insecurity Nutrition Incentive (FINI) Grant from USDA and other sources, in partnership with NYC DOHMH and 16 pharmacies in Manhattan, Brooklyn, and Queens
- SNAP participants filling a prescription for hypertension 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

Pharmacy to Farm Prescriptions
Rx

Participant ID #:	Pharmacist Initials:
Start Date: / /	End Date (one month from start): / /

Bring this prescription to the farmers' market listed below and receive \$30 in Health Bucks.

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: -

Rx serial number

Year	2018	2019
Participating Pharmacies	10	16
Unique Participants	395	1,417
Prescriptions redeemed	1,230	5,404
\$ of Health Bucks distributed	\$36,988	\$162,140

FRUIT & VEGGIE R_x

- The Fruit and Vegetable Prescription program is a collaboration between the New York Presbyterian 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 Greenmarket Bucks at the farmers market.
- Patients receive a prescription for \$10 or \$20 of Greenmarket Bucks, depending on the results of a screening for food insecurity.
- In spring of 2019, a pilot program at the Inwood Greenmarket provided some patients with a round-trip Metro Card to examine how transportation costs affect food access.
- Prescriptions can be redeemed at three Greenmarket locations:
 - Fort Washington Greenmarket
 - 175th Street Greenmarket
 - Inwood Greenmarket

Year	2018	2019
Prescriptions redeemed (\$10)	696	573
Prescriptions redeemed (\$20)	0	595
\$ of Greenmarket Bucks distributed	\$6,960	\$17,410

NUTRITION EDUCATION

GrowNYC partners with NYC Department of Health and Mental Hygiene along with various other organizations to provide free, often bilingual, nutrition education at our markets.

These cooking demonstrations promote the benefit of a diet rich in fruits and vegetables and are designed to improve the capacity of New Yorkers to prepare healthy meals using locally grown, seasonal produce.

In addition to nutrition education, these lessons also explain and promote nutrition benefit programs that are available to Greenmarket and Farmstand shoppers including SNAP/EBT, Health Buck incentives, and WIC & Senior FMNP Checks.



NUTRITION EDUCATION



NYC DOHMH Stellar Farmer's Markets:

- Operated programming in 9 Greenmarkets and one Farmstand (formerly Youthmarket) in Brooklyn, Manhattan, the Bronx & Queens
- Completed 802 nutrition workshops
- Served 17,069 Greenmarket customers
- Distributed an additional \$34,138 in Health Bucks at markets

Cornell Cooperative Extension:

- Operated programming in seven Greenmarkets and one Farmstand (formerly Youthmarket)
- Completed 410 cooking demonstrations
- Served 15,080 adults and 1,109 youth

New York Common Pantry:

- Operated programming in two Greenmarkets
- Completed 302 workshops
- Reached 3,443 participants
- Distributed \$7,224 in Health Bucks and \$6,906 in Greenmarket Bucks

NUTRITION BENEFITS SCREENINGS



- Nearly 20% of New York City residents are living at or below the poverty level, many of whom are not receiving the benefits to which they are entitled to purchase food
- GrowNYC partnered with Hunger Free America, Met Council and New York Common Pantry to provide SNAP screenings at Greenmarket locations between June and October, 2019
- Partners conducted screenings across over 50 market dates in Manhattan, Bronx, Brooklyn and Queens



"It was like a true payday because I was really able to take advantage of being able to buy more at the greenmarket. I feel I eat fresher and more vegetables definitely," she said. "It tastes 100% better and lasts for the most part much longer than the vegetables I've bought in the supermarket."

- Pharmacy to Farm patient, from *HuffPost*



“It helped me find creative ways to eat healthy, using the vegetables that you find in the Greenmarket. Also I learned how to store fruits and vegetables that my produce last longer and there is less waste.”

- Mount Sinai Greenmarket Customer and Live Healthy! 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

PLANS FOR 2020



1. Operating three new winter Farmstands:
 - Norwood*
 - Lincoln Hospital*
 - Sunset Park

** Norwood and Lincoln Hospital mark our first two year-round Farmstands in the Bronx!*
2. The Pharmacy to Farm program will add a new participating pharmacy in the Bronx in Spring 2020, linked to the Lincoln Hospital Greenmarket/ Farmstand.
3. In partnership with NYP, the CHALK Veggie Rx program will be expanding to Brooklyn in 2020.



Looking Ahead

SNAP enrollment is a barrier for many NYC residents due to significant recent changes in federal policy.

GrowNYC looks to build upon existing partnerships and expand efforts to educate residents on other nutrition benefit programs such as WIC & Senior FMNP, eWIC, FreshConnect and the Veggie Rx program.

In partnership with NYS Dept of Health, NYS Agriculture & Markets, and Novo Dia Group, GrowNYC is piloting one of the first eWIC acceptance models in the country.

GROW^{NYC}

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**

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