



Wholesome Wave

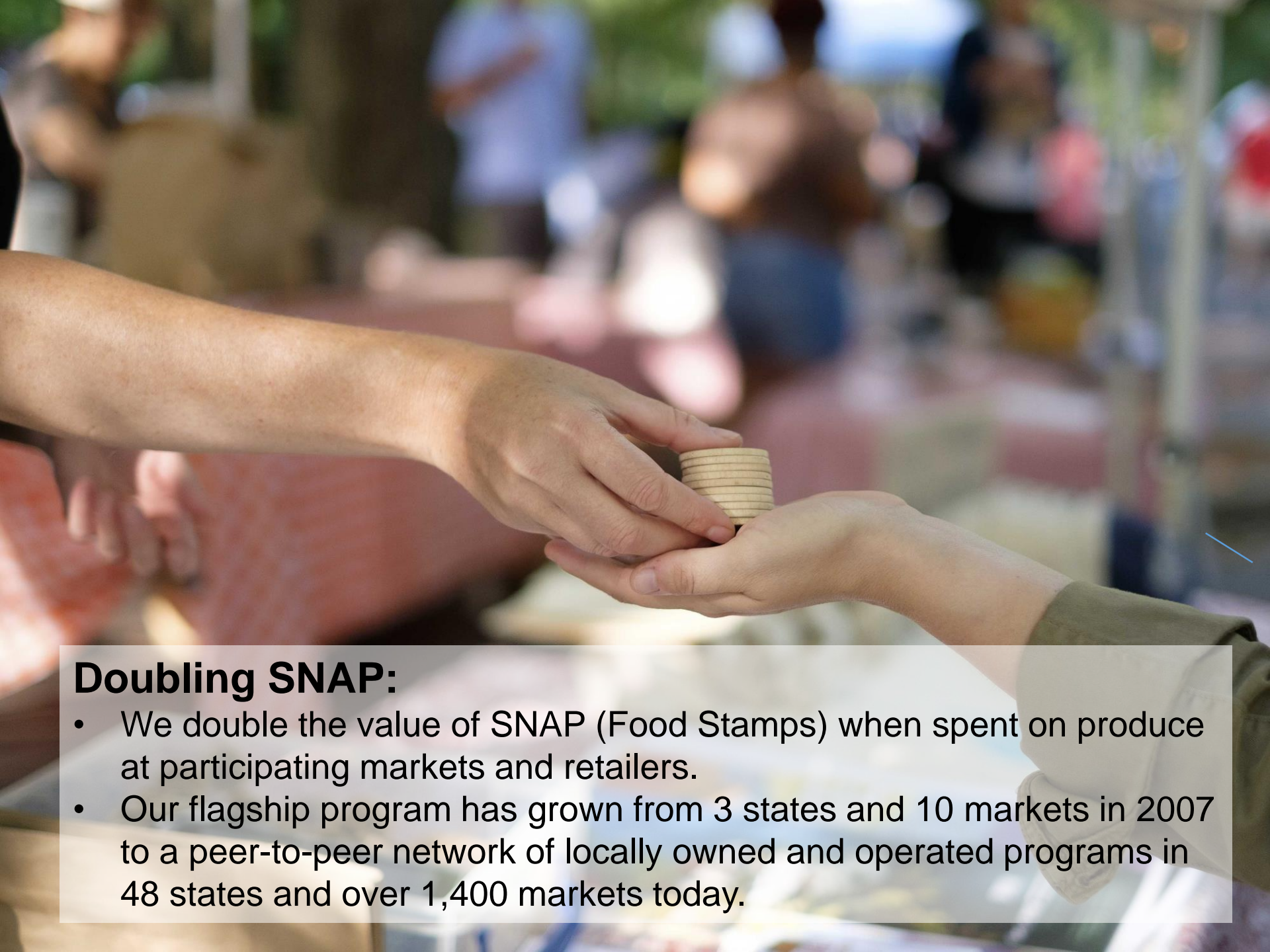


Wholesome Wave's Mission:

We empower under-served consumers to make better food choices by increasing affordable access to healthy produce.



**Through “nutrition incentives” –
alternative currency that customers
can use to buy healthy foods.**

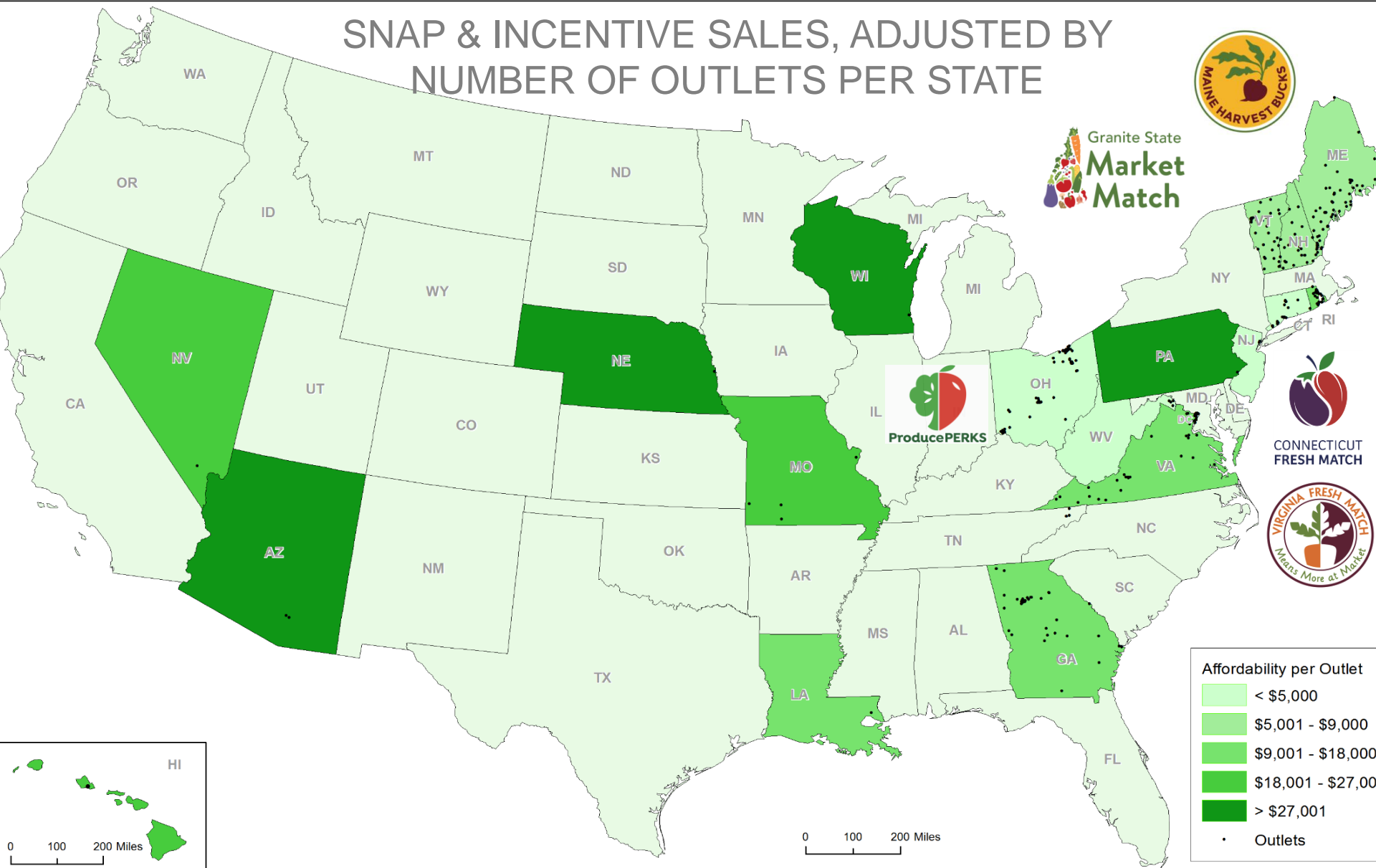


Doubling SNAP:

- We double the value of SNAP (Food Stamps) when spent on produce at participating markets and retailers.
- Our flagship program has grown from 3 states and 10 markets in 2007 to a peer-to-peer network of locally owned and operated programs in 48 states and over 1,400 markets today.

Doubling SNAP through FINI

SNAP & INCENTIVE SALES, ADJUSTED BY
NUMBER OF OUTLETS PER STATE



A photograph of a female doctor in a white lab coat with a stethoscope around her neck, examining the arm of a female patient sitting on a medical table. The doctor is looking down at the patient's arm, and the patient is looking towards the doctor. The background shows a clinical setting with a window and blinds.

Fruits and Vegetables as Medicine.

- Participating health clinics & hospitals enroll patients at risk of diet-related disease.
- Doctors literally prescribe free produce.
- Patients receive \$1/day/household member for free produce.
- Scaling through national retail partnership w Target



FV Rx[®]
FRUIT & VEGETABLE
Prescription Program

The FVRx Program



A recurring 'prescription' in the form of financial incentives (i.e. vouchers) for healthy food;



The respect and authority of healthcare providers or public health promoters;



Educational resources about nutrition and healthy eating;



The participation of accessible retail locations for healthy food; and



In support of a population that is at-risk due to health status or income.

FVRx Partners



Cornell Cooperative Extension
Wayne County



COPE
Community Outreach &
Patient Empowerment



TARGET

Ohio
Department of Health



POWERED BY
**Wholesome
Wave**



Best Practices in Nutrition Incentive Programming

- Prioritize access
- Locally-informed design and ownership
- Provide a meaningful benefit
- Combine with education
- Build-in efficiencies
- Strength in collaboration
- Emphasis on evaluation

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Wholesome Wave



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