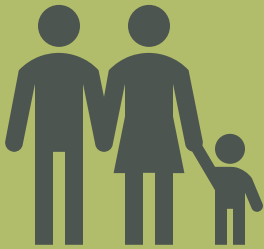


# Where does your work intersect with *Food Access* for the Customer?



## Fruit and Vegetable Prescription (FVRx) Survey

**17%** Starting a program

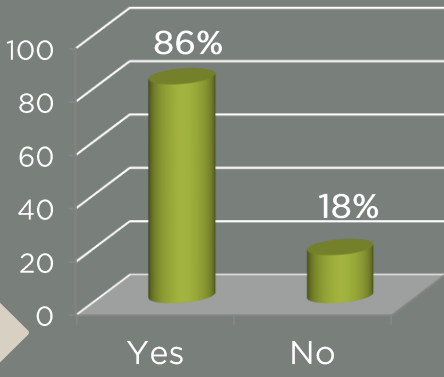
**33%** Interested in starting a program

**50%** Unsure of what the program is

Does your market or venue offer FVRx Program?



Would you find a NH specific FVRx Toolkit useful?



## Education Survey

Who conducts cooking demos at your market or venue?

**57%** of farmers' markets conduct cooking demos

BY: Interns, UNH CE Nutrition staff, Chefs, Nutritionists, Food Educators, NH Food Bank, & Community members

**67%** of farmers' markets offer food tastings

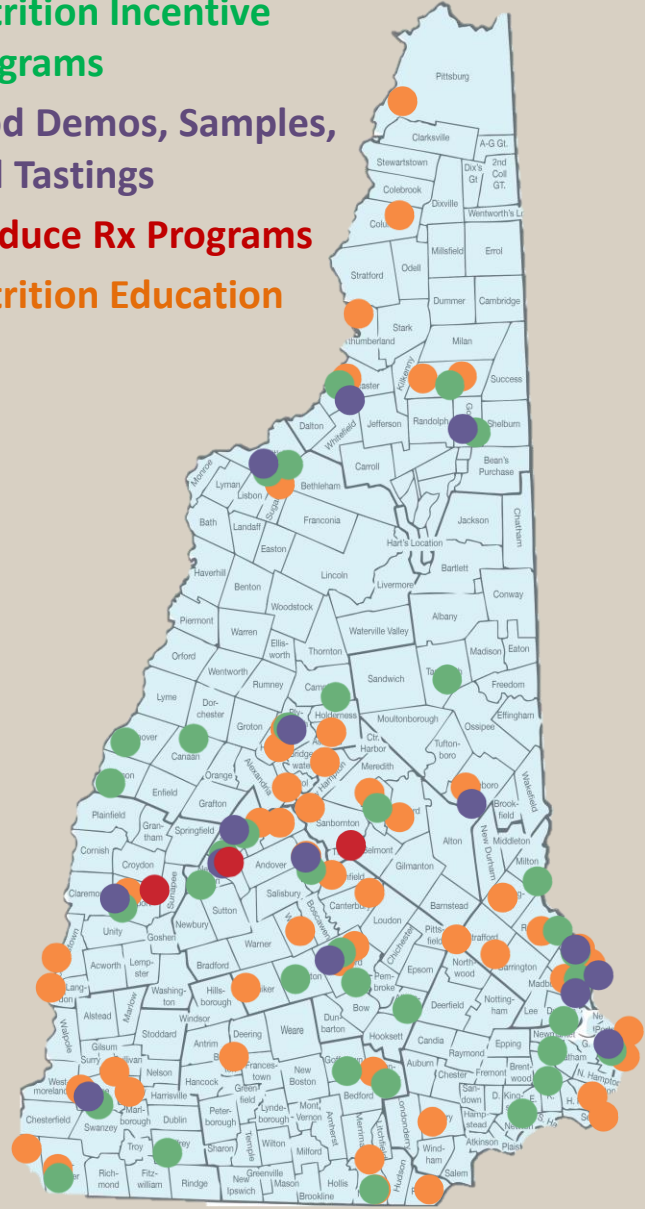


- Guest Chefs
- UNHCE
- Venders
- Other



## Approaches to Food Access and Customer Education

- Nutrition Incentive Programs
- Food Demos, Samples, and Tastings
- Produce Rx Programs
- Nutrition Education



# Where does your work intersect with Food Access for the Customer?

## Infographic Description

### Fruit and Vegetable Prescription (FVRx) Program Survey

This survey was coordinated by NH Food Alliance Food Access (Consumer) Action Team. HEAL-NH Community partners and other key practitioners were surveyed in the Fall of 2017. This survey was intended to provide initial feedback and assessment relative to active programs and interest level in implementing FVRx programming, and needs around technical assistance, particularly around the development of a NH specific Toolkit.

### Education Survey

This survey was administered in Fall 2017 and coordinated by NH Food Alliance Food Access (Consumer) Action Team to identify: (1) what food and nutrition education programs are currently available at farmer's markets, and (2) incentive programs available for the food insecure community. The survey introduction letter was addressed to farmers' market managers and local foods partners. Additionally, this survey was sent to UNH Cooperative Extension Nutrition Connections and NH Cooking Matters staff.

### Approaches to Food Access and Customer Education Map

- **Nutrition Incentive Programs:** Incentives are structured to increase the purchasing power so low-income customers are able to buy local produce. Examples include, Granite State Market Match, **Produce Rx Programs (FVRx)**, Double Up Food Bucks, and the Power of Produce.
- **Food Demos, Samples, and Tastings:** Increasing knowledge of how to use fresh, healthy foods in recipes is important to this work. Demonstrating how to prepare a recipe on site is helpful to the nutrition education process. Direct cooking or preparing of a recipe at the market with the goal of demonstrating how to use produce and other local foods found at that market
- **Nutrition Education:** Direct education is provided by trained educators and/or culinary professionals to increase and support programs that teach NH residents how to access and prepare fresh, healthy foods. Nutrition education can also be combined with tours, cooking demos and taste tests.

NOTE: Some markets may only be using local vendors or restaurant owners to prepare a recipe without a nutrition lesson.

## Partners

