


A close-up photograph of a leaf, likely from a Swiss chard, showing a vibrant green color with prominent, branching red veins. The leaf is positioned on the left side of the frame, with its edge slightly curled. The background is a soft, out-of-focus green, suggesting a natural, outdoor setting.

Wholesome Wave

WHOLESOMEWAVE.ORG



Wholesome Wave's mission is to empower under-served consumers to make better food choices by increasing affordable access to healthy produce.



44 million Americans rely on food stamps, eating on dollars a day.
But these same consumers collectively spend \$127 billion annually.

They can be the heroes of a changed food system.

When healthy food is affordable, they buy it.

And as a result, families, farmers, local economies, and public health
benefit from improved health, cost savings, and economic growth.



Doubling SNAP

Wholesome Wave doubles the value of SNAP (Food Stamps) when spent on produce at participating farmers markets and grocery stores.

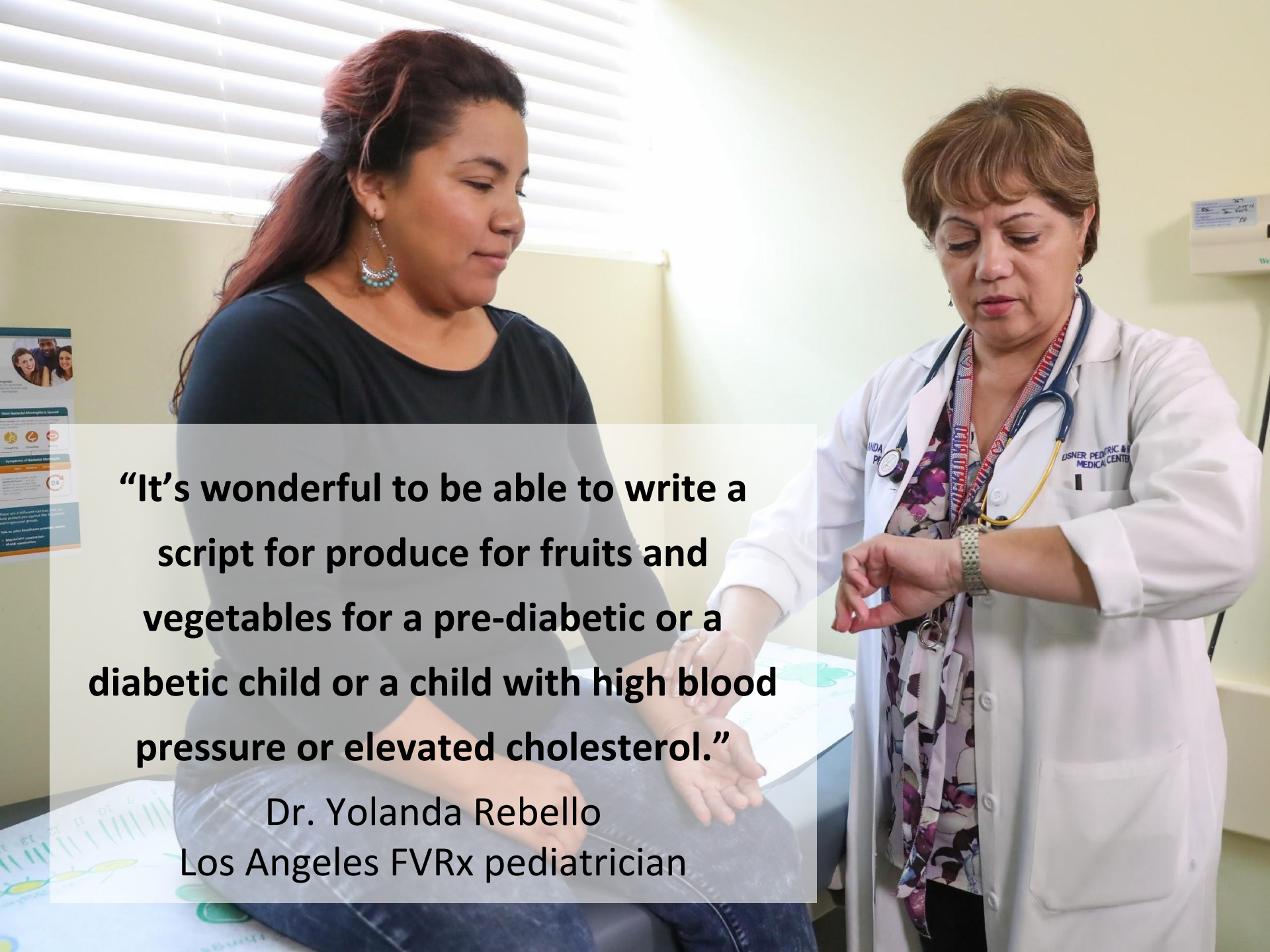
Our flagship program has grown from 3 states and 10 markets in 2007 to 48 states and 1,400+ markets today.



Fruits & Veggies as Medicine, Who Knew?

- Participating clinics & hospitals enroll participants for a 4-5 month period.
- Doctors identify patients at risk of diet-related disease and literally **prescribe produce**.
- Patients receive \$1/day/household member for produce at participating retailers.





“It’s wonderful to be able to write a script for produce for fruits and vegetables for a pre-diabetic or a diabetic child or a child with high blood pressure or elevated cholesterol.”

**Dr. Yolanda Rebello
Los Angeles FVRx pediatrician**

2016 National Impact

265+ network member organizations

1,400+ sites including Farmers' Markets, Grocery Stores, Hospitals, Community Clinics, & Food Hubs

8,000+ vendors, primary direct-to-consumer farmers

550,000+ individuals

\$10.5+ million spent in federal benefits & incentives

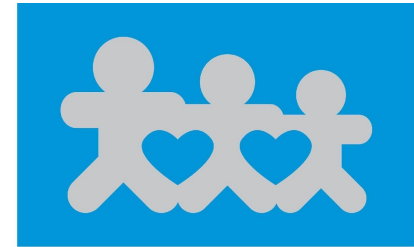
Wholesome Wave Activity



Case Study: Los Angeles FVRx

CLINIC - COMMUNITY- RETAIL PARTNERSHIP

- Reached 3,000+ pediatric patients and family members
- **182% increase in FV servings** among those who did not initially meet FV requirements
- Spent nearly \$300,000 on produce at 55 Target stores and Farmers Markets



EISNER PEDIATRIC & FAMILY MEDICAL CENTER



Groceryships

USDA's Food Insecurity Nutrition Incentive (FINI) Grant Program - Year One

- Nearly **1,000 sites in 27 states**
- **16-32 Million** additional servings of fruits & vegetables
- **\$14.3 Million** in economic activity for rural economies
- **1,000+** small and mid-sized farmers
- 80% of respondents in one state said their **family's health improved**
- At one grocery retail site, SNAP consumers spent **50% more on produce** vs. the previous year

Case Study: SNAP Incentives

Impact of WW's FINI projects:

- 428 sites across 19 states
- 87% reported increasing fruit & veg consumption
- Avg \$5 incentive drove \$10+ additional spend

YOU SNAP. WE MATCH.

It's the healthy way to stretch your SNAP.

Buy 1 = Get 2

Shop with SNAP/EBT, **get up to \$20 in FREE fruits & vegetables!**

Virginia Fresh Match
Means More at Market

POWERED BY
Wholesome Wave

Virginia EBT
1234 5612 3456 7890
JOHN A. PUBLIC
AUTHORIZED REPRESENTATIVE

The advertisement features a light pink background. At the top, the text 'YOU SNAP. WE MATCH.' is written in large, bold, red letters. To the right of this text is a small image of a Virginia EBT card. Below the main text, there is a visual equation: a single tomato on the left, followed by a green equals sign, and two tomatoes on the right. Dotted lines connect the single tomato to the text 'Buy 1' and the two tomatoes to the text 'Get 2', both in green. In the top right corner, there is green text that reads 'It's the healthy way to stretch your SNAP.' At the bottom, there is a green dotted line. Below this line, the text 'Shop with SNAP/EBT, get up to \$20 in FREE fruits & vegetables!' is written in black, with 'FREE' in bold. To the right of this text are two circular logos: 'Virginia Fresh Match Means More at Market' and 'POWERED BY Wholesome Wave'.



Wholesome Wave

**When people can't afford produce,
they can't buy it.**

**When people can afford produce,
they buy it.**

It's that simple.

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