Wholesome Wave

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

When people can afford produce, they buy it.

It's that simple.