



# FARM FOUNDATION® FORUM

## THE HEALING PLATE: FOOD, HEALTH AND AGRICULTURAL INNOVATION

**MAY 13, 2025**



FARM CREDIT

Today's webinar is made possible by a grant from Farm Credit

**#FarmFoundationForum**

**Farm  
Foundation®**  
*Accelerating people & ideas*



# MORGAN CRAVEN

Director of Programs and Events  
Farm Foundation

# MEET FARM FOUNDATION

A 501(C)(3) NON-PROFIT AT THE INTERSECTION OF AGRICULTURE AND SOCIETY



**Farm Foundation  
is an ACCELERATOR  
of practical solutions  
for agriculture.**

**We accelerate PEOPLE  
and IDEAS into ACTION**





# OUR MISSION AND VISION GUIDE OUR WORK

## **Mission:**

**To build trust and understanding  
at the intersections of agriculture  
and society.**

## **Vision:**

**To build a future for farmers,  
our communities and our world.**





# BECOME A FRIEND OF FARM FOUNDATION

See link in chat function

- **Donate to Farm Foundation to support our mission**
- **Receive exclusive benefits and curated content**
- **Help us continue to provide valuable content like today's Forum**





# CONNECT & COLLABORATE WITH US!



[www.farmfoundation.org](http://www.farmfoundation.org)



[@farmfoundation](https://twitter.com/farmfoundation)



[@farm-foundation](https://www.linkedin.com/company/farm-foundation)



[@farmfoundationorg](https://www.instagram.com/farmfoundationorg)



[@thefarmfoundation](https://www.facebook.com/thefarmfoundation)



[@thefarmfoundation](https://www.youtube.com/thefarmfoundation)

[#FarmFoundationForum](https://twitter.com/FarmFoundationForum)



## IMPORTANT NOTES

- Submit questions by clicking on the **Q&A Button** at the bottom of your screen.
- Please **include your name and company** so questions may be contextually understood.
- Due to **time limits**, we may not be able to ask all questions submitted.
- This Forum is being recorded and will be posted on our website at **farmfoundation.org** as well as the Farm Foundation **YouTube** channel.
- Please take the **short survey** at the conclusion of the Forum.



# FARM FOUNDATION® FORUM

## THE HEALING PLATE: FOOD, HEALTH AND AGRICULTURAL INNOVATION

**MAY 13, 2025**



FARM CREDIT

Today's webinar is made possible by a grant from Farm Credit

**#FarmFoundationForum**

**Farm  
Foundation®**  
*Accelerating people & ideas*





MODERATOR  
**CRAIG GUNDERSEN**

Snee Family Endowed Chair; Professor of Economics  
Baylor University



ERIN MARTIN

Founder & CEO  
FreshRX Oklahoma



# FRESH<sup>Rx</sup> OKLAHOMA<sup>x</sup>



# Nutrition Experts Call on Congress to Advance 'Food Is Medicine' Movement

— Produce prescriptions, medically tailored meals improve quality of life, cut costs, they say

by [Shannon Firth](#), Washington Correspondent, MedPage Today,  
May 22, 2024



**FRESH**  
OKLAHOMA **Rx**







# THE CO-FOUNDERS





# CARE TEAM





**OUR FARMERS**



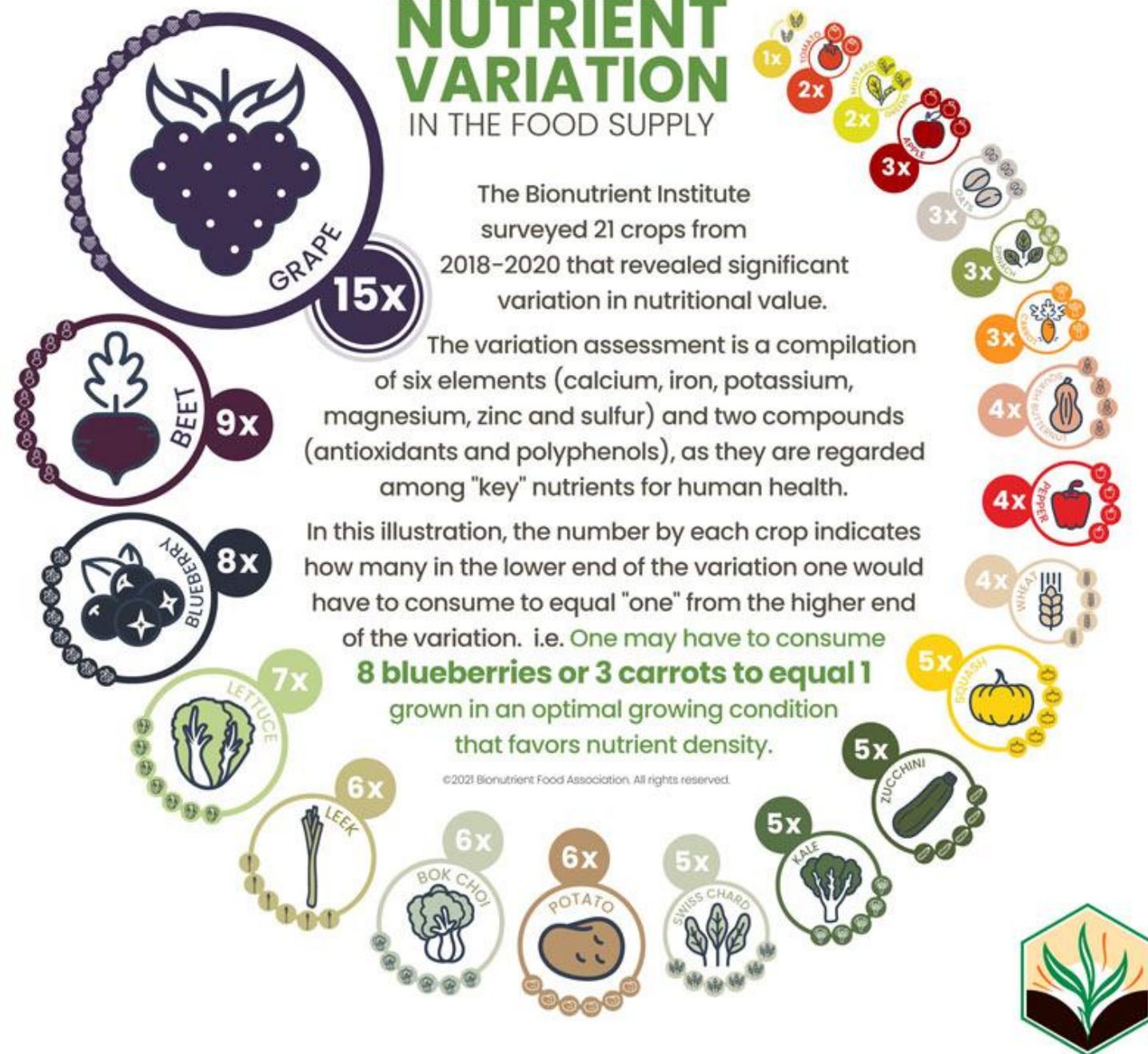
# NUTRIENT VARIATION IN THE FOOD SUPPLY

The Bionutrient Institute surveyed 21 crops from 2018-2020 that revealed significant variation in nutritional value.

The variation assessment is a compilation of six elements (calcium, iron, potassium, magnesium, zinc and sulfur) and two compounds (antioxidants and polyphenols), as they are regarded among "key" nutrients for human health.

In this illustration, the number by each crop indicates how many in the lower end of the variation one would have to consume to equal "one" from the higher end of the variation. i.e. **One may have to consume 8 blueberries or 3 carrots to equal 1** grown in an optimal growing condition that favors nutrient density.

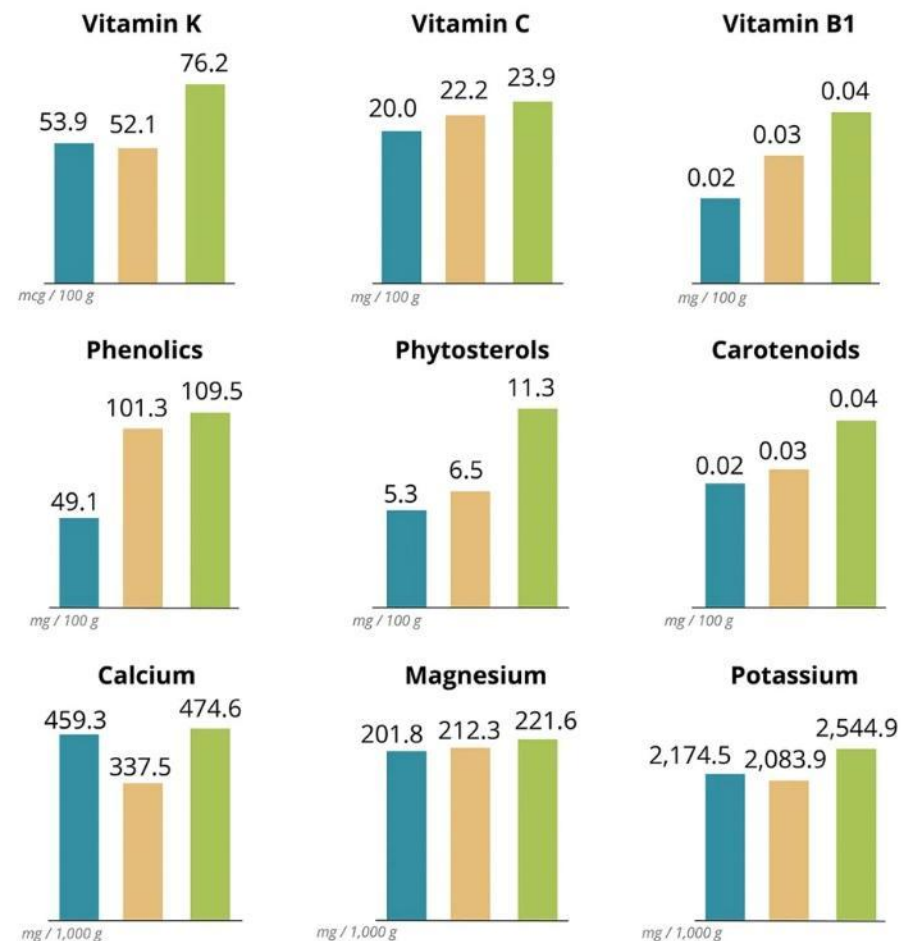
©2021 Bionutrient Food Association. All rights reserved.



## Cabbage

Comparison of nutrient levels, by farming method

- Conventional
- Organic
- Regenerative





# 12-MONTH PROGRAM



**1. PRODUCE  
26X BIWEEKLY**



**2. EDUCATION  
24X YEARLY  
2X/MONTH**



**3. HEALTH METRIC  
CHECKPOINTS  
4X (QUARTERLY)**



**Clinician  
Screen & Enroll**



**Care Team**



**Participation &  
Engagement**

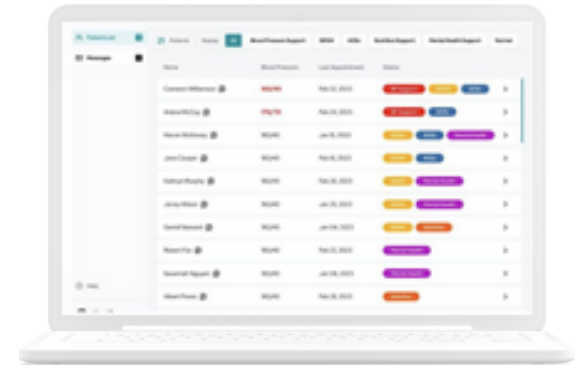


**Starter Kit**



**Hybrid  
In-Person &  
Virtual**

**Reporting of  
Enrollees & Progress**



### Total Served



### Largest Weight Loss



### Largest HbA1c Reduction



### Average HbA1c Reduction



### Local Economic Impact



### Healthcare Cost Savings



**FRESH**  
OKLAHOMA**Rx**



# **COST SAVINGS BENEFIT ANALYSIS**

**5%  
PENETRATION**

**TYPE 2  
DIABETES**

**\$5.1 MILLION UP  
TO \$28.5  
MILLION IN  
COST SAVINGS**

FINANCIAL ALIGNMENT,  
VALUE-BASED CARE,  
**HEALTHCARE &  
AGRICULTURE  
INTEGRATION**



# Food is Medicine Act headed to Gov. Stitt's desk

FOX23.com News Staff May 2, 2025



A bill that would allow programs supplying nutrition-rich fresh food to be covered by Medicaid is now headed to Oklahoma Governor Kevin Stitt's desk.



erin martin

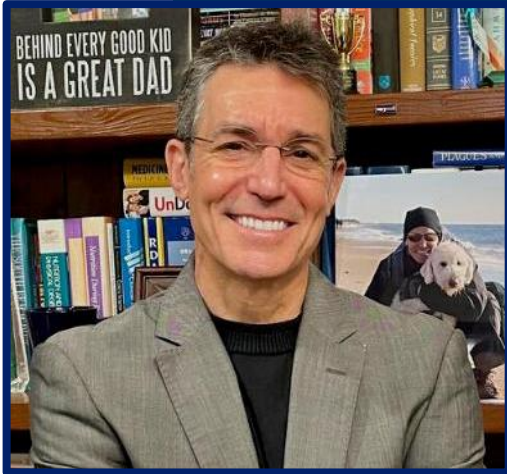
SCAN ME



erinwmartin.com







DAVID L. KATZ, MD, MPH, FACPM, FACP, FACLM

Founding Director  
Yale University's Prevention Research Center



# The Case for **Diet** (quality) as a **Vital Sign**

**David L. Katz, MD, MPH, FACPM, FACP, FACLM**

*CMO, Tangelo (Food as Medicine)*

*Founder, Diet ID*

*Founder, True Health Initiative*

*Founding Director, Prevention Research Center, Yale University*

*Past-President, American College of Lifestyle Medicine*

**Farm Foundation Forum**



**May 13, 2025**



---

There's **Diet, Lifestyle** *and everything else...*



- Mokdad AH, Marks JS, Stroup DF, Gerberding JL. **Actual causes of death** in the United States, 2000. *JAMA*. 2004;291:1238-45



**Switch now and  
get up to \$800 off  
select Samsung  
bundles.**

**verizon**  **business  
ready**

[Learn more >](#)

New line activation & device payment agmt. & \$34.99+ price plan req'd on both devices. 0% APR Note: 10 device: \$400 credit. Transfer your number to VZ & get an add'l \$200 credit, both applied within 2-3 bks. Tablet: Purchase a select tablet with a Note10 device & receive a \$200 credit, applied to acct over 24 mos. promo credit ends when eligibility requirements are no longer met. Device & tablet lines must remain active in order to receive credits. Qualifying purchases: Samsung Galaxy Note10, Note10+ & Note10+ 5G devices. Samsung Galaxy Tab S4, S5e, S5, S6 tablets. 5G Ultra Wideband is available only in parts of select U.S. cities. Offer valid through 11/27/2019.



Samsung Galaxy Tab S5  
Samsung Galaxy Note9

## Opinion

# Our Food Is Killing Too Many of Us

Improving American nutrition would make the biggest impact on our health care.

**By Dariush Mozaffarian and Dan Glickman**

Dr. Mozaffarian is dean of the Tufts Friedman School of Nutrition Science and Policy. Mr. Glickman was the secretary of agriculture from 1995 to 2001.

Aug. 26, 2019




This site uses cookies. By continuing to browse this site you are agreeing to our use of cookies.

[Click here for more information.](#)

[Home](#) > [Journal of the American Heart Association](#) > [Vol. 10, No. 5](#) > [Coronavirus Disease 2019 Hospitalizations Attributable to Cardiometabolic Conditions in the United States: A Comparative Risk Assessment Analysis](#)

 OPEN ACCESS  
RESEARCH ARTICLE

 PDF/EPUB

 Tools  Share

## Jump to

[Abstract](#)

[METHODS](#)

[RESULTS](#)

[DISCUSSION](#)

## Coronavirus Disease 2019 Hospitalizations Attributable to Cardiometabolic Conditions in the United States: A Comparative Risk Assessment Analysis

Meghan O'Hearn , Junxiu Liu, Frederick Cudhea, Renata Micha, and Dariush Mozaffarian

Originally published 25 Feb 2021 | <https://doi.org/10.1161/JAHA.120.019259> | Journal of the American Heart Association. 2021;10:e019259

### Abstract

### BACKGROUND

Risk of coronavirus disease 2019 (COVID-19) hospitalization is



Details



Related



References



March 2, 2021  
Vol 10, Issue 5

### Article Information

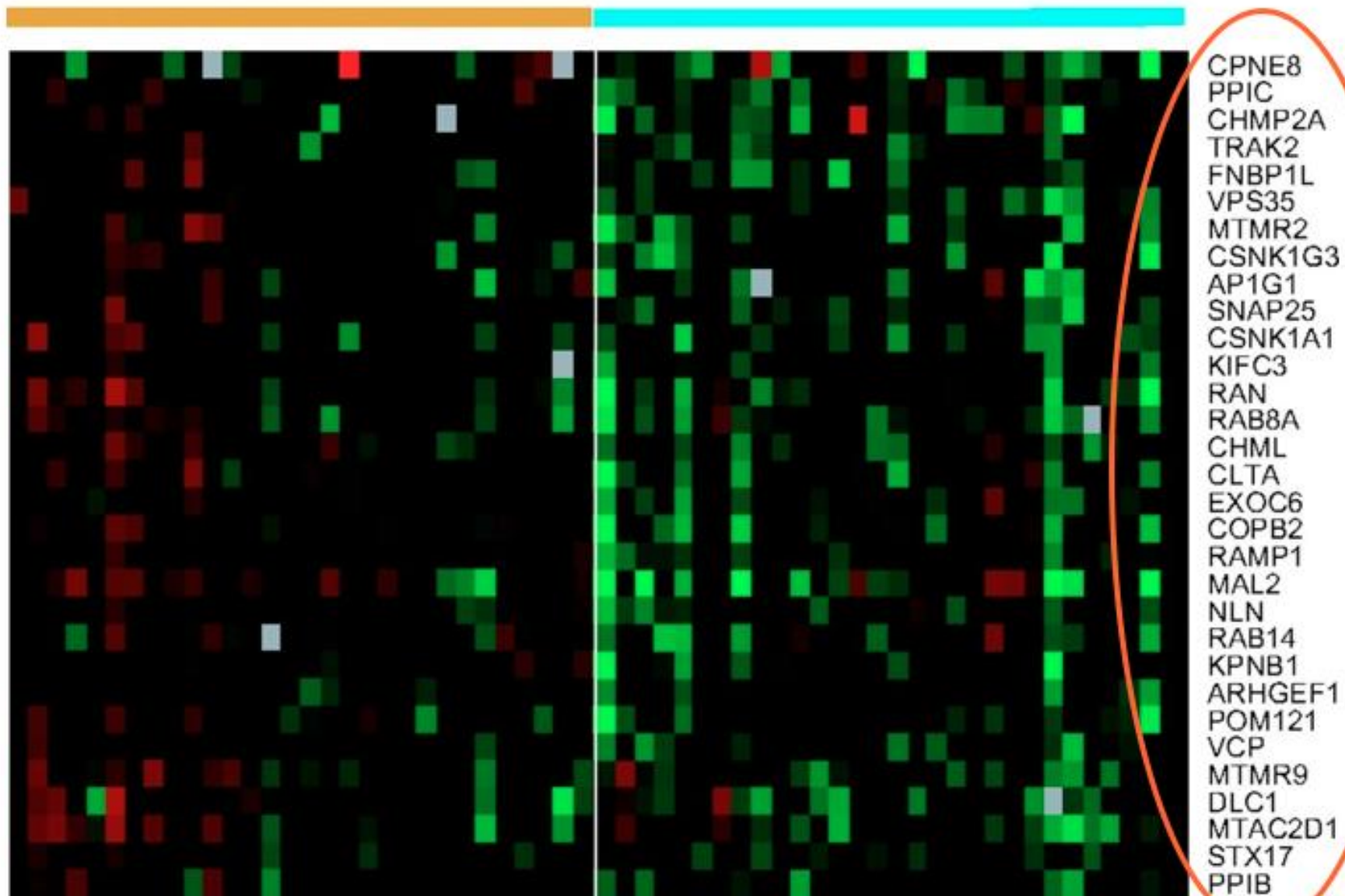


# The People in Potsdam

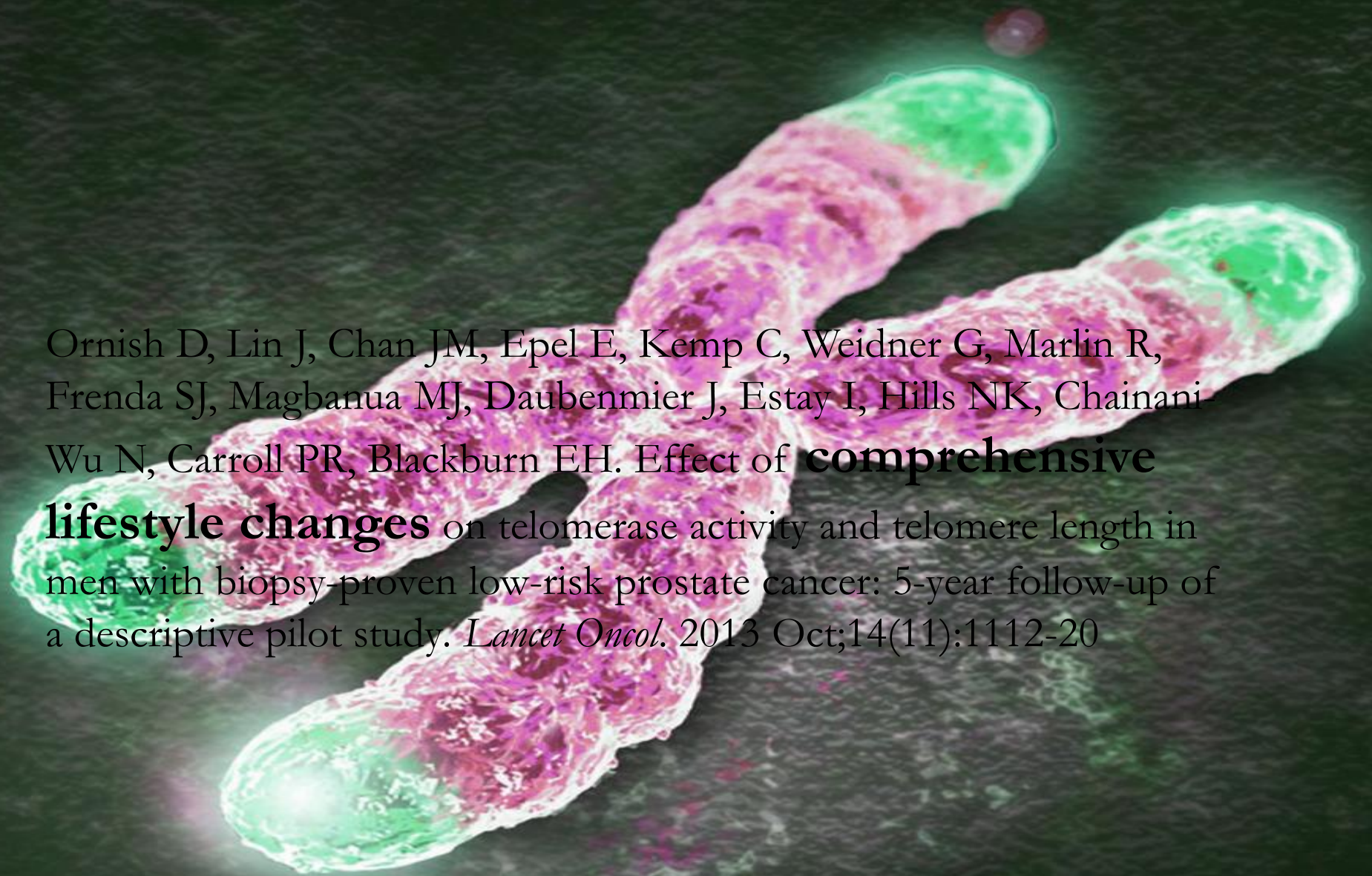
- Ford ES, Bergmann MM, Kröger J, Schienkiewitz A, Weikert C, Boeing H. **Healthy living is the best revenge: findings from the European Prospective Investigation Into Cancer and Nutrition-Potsdam study.** *Arch Intern Med.* **2009** Aug 10;169(15):1355-62

Pre-intervention

Post-intervention







Ornish D, Lin J, Chan JM, Epel E, Kemp C, Weidner G, Marlin R, Frenda SJ, Magbanua MJ, Daubenmier J, Estay I, Hills NK, Chainani-Wu N, Carroll PR, Blackburn EH. Effect of **comprehensive lifestyle changes** on telomerase activity and telomere length in men with biopsy-proven low-risk prostate cancer: 5-year follow-up of a descriptive pilot study. *Lancet Oncol.* 2013 Oct;14(11):1112-20

---

# And...

- DPP
  - DASH
  - Portfolio Diet
  - Heart Disease Reversal
  - ...and so on, and so forth.
-



Diet ID Email  
...office.com/.../AAQkADc4N2JIYmU3LTI0NTAt...



Library of Medicine  
National Center for Biotechnology Information

Log in



Search

[Advanced](#)

[User Guide](#)

Save

Email

Send to

Display options

[Review](#) > [Nutrients](#). 2021 Nov 28;13(12):4305. doi: 10.3390/nu13124305.

# Diet Quality Assessment and the Relationship between Diet Quality and Cardiovascular Disease Risk

Kristina S Petersen <sup>1</sup>, Penny M Kris-Etherton <sup>2</sup>

Affiliations + expand

PMID: 34959857 PMCID: [PMC8706326](#) DOI: [10.3390/nu13124305](#)

**Abstract**

FULL TEXT LINKS



ACTIONS

“ Cite

🔖 Collections



Search

[Advanced](#)

[User Guide](#)

[Search results](#)

Save

Email

Send to

Display options 

> [N Engl J Med](#). 2017 Jul 13;377(2):143-153. doi: 10.1056/NEJMoa1613502.

## Association of Changes in Diet Quality with Total and Cause-Specific Mortality

[Mercedes Sotos-Prieto](#)<sup>1</sup>, [Shilpa N Bhupathiraju](#)<sup>1</sup>, [Josiemer Mattei](#)<sup>1</sup>, [Teresa T Fung](#)<sup>1</sup>,  
[Yanping Li](#)<sup>1</sup>, [An Pan](#)<sup>1</sup>, [Walter C Willett](#)<sup>1</sup>, [Eric B Rimm](#)<sup>1</sup>, [Frank B Hu](#)<sup>1</sup>

Affiliations + expand

PMID: 28700845 PMCID: [PMC5589446](#) DOI: [10.1056/NEJMoa1613502](#)

**Abstract**

FULL TEXT LINKS



ACTIONS

 Cite

 Collections

[nature](#) > [nature medicine](#) > [articles](#) > [article](#)Article | [Open access](#) | Published: 24 March 2025

## Optimal dietary patterns for healthy aging

[Anne-Julie Tessier](#) , [Fenglei Wang](#), [Andres Ardisson Korat](#), [A. Heather Eliassen](#), [Jorge Chavarro](#),  
[Francine Grodstein](#), [Jun Li](#), [Liming Liang](#), [Walter C. Willett](#), [Qi Sun](#), [Meir J. Stampfer](#), [Frank B. Hu](#)  &  
[Marta Guasch-Ferré](#) 

*Nature Medicine* (2025) | [Cite this article](#)

[Metrics](#)

### Abstract

As the global population ages, it is critical to identify diets that, beyond preventing noncommunicable diseases, optimally promote healthy aging. Here, using longitudinal questionnaire data from the Nurses' Health Study (1986–2016) and the Health Professionals Follow-Up Study (1986–2016), we examined the association of long-term adherence to eight dietary patterns and ultraprocessed food consumption with healthy aging, as assessed

Download PDF



Sections

Figures

References

[Abstract](#)[Main](#)[Results](#)[Discussion](#)[Methods](#)[Data availability](#)[Code availability](#)[References](#)[Acknowledgements](#)[Author information](#)



The evidence that arguably matters most -





Popular

Latest

*The Atlantic*

Sign In

Subscribe

HEALTH

# Your Diet Is Cooking the Planet

But two simple changes can help.

ANNIE LOWREY APRIL 6, 2021



**NEXPLANON<sup>®</sup>**  
(etonogestrel implant) 68 mg  
Radiopaque

**learn more about  
vanessa's birth control** ➔



## important safety information

pregnant or think you may be pregnant; have or have had blood clots; have liver disease or a liver tumor; have unexplained vaginal bleeding; have breast cancer or any other cancer that is sensitive to progestin (a female hormone), now or in the past; or are allergic to anything in NEXPLANON.

• Talk to your healthcare provider about using

[Patient Information](#)

[Prescribing Information](#)

## RESEARCH ARTICLE



## Multiple health and environmental impacts of foods

 Michael A Clark, Marco Springmann,  Jason Hill, and  David Tilman

[+ See all authors and affiliations](#)

PNAS November 12, 2019 116 (46) 23357–23362; first published October 28, 2019;  
<https://doi.org/10.1073/pnas.1906908116>

Contributed by David Tilman, September 24, 2019 (sent for review April 23, 2019; reviewed by Tim G. Benton and Joan Sabate)

Article

Figures &amp; SI

Info &amp; Metrics

 PDF

### Significance

Dietary choices are a leading global cause of mortality and environmental degradation and threaten the attainability of the UN's Sustainable Development Goals and the Paris Climate Agreement. To inform decision making and to better identify the multifaceted health and environmental impacts of dietary choices, we describe how consuming 15 different food groups is associated with 5 health outcomes and 5 aspects of environmental degradation.

 Article Alerts Email Article Citation Tools Request Permissions Share Tweet Like 1.1K Mendeley

### ARTICLE CLASSIFICATIONS

Biological Sciences » Sustainability Science

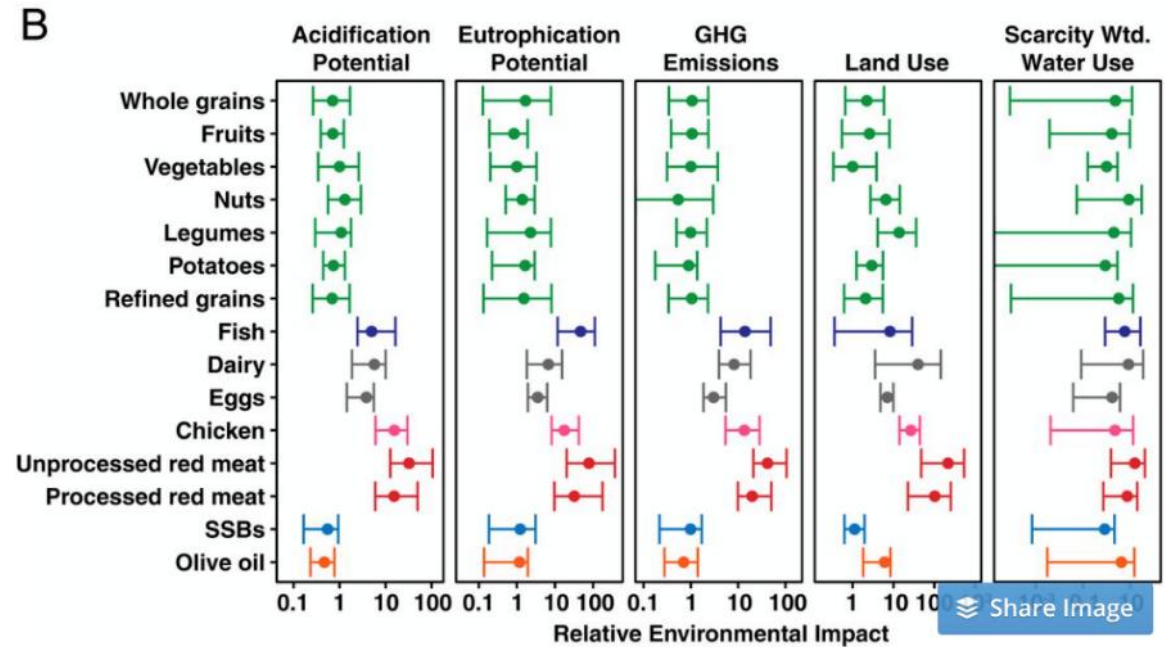
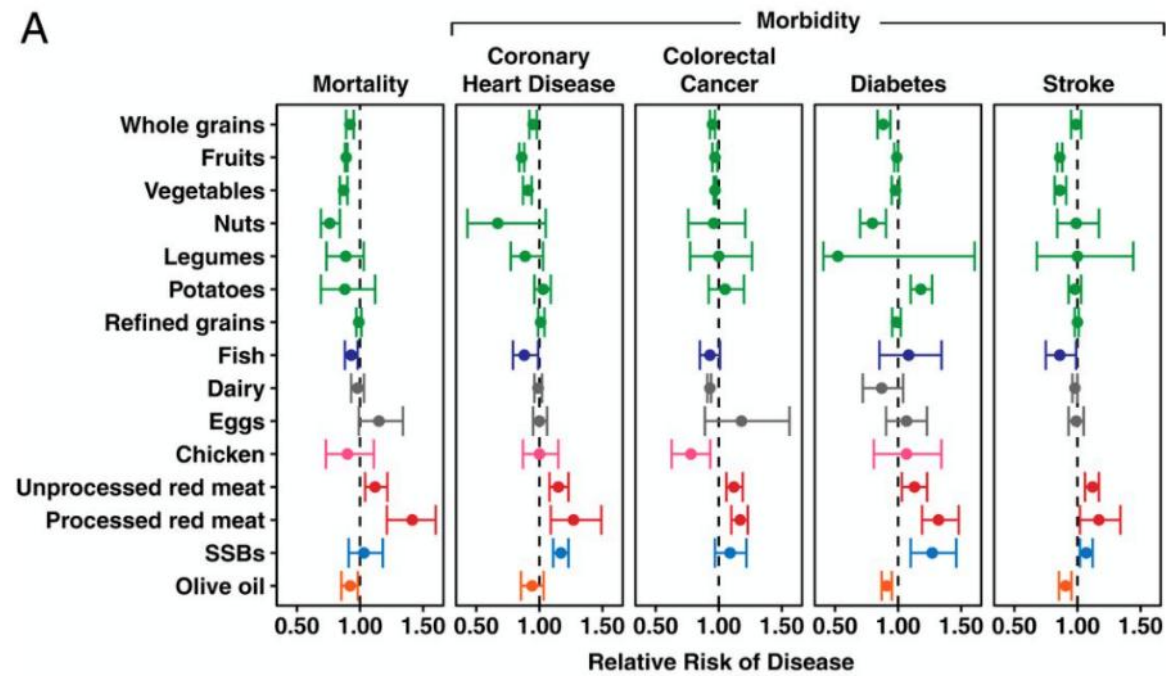
Social Sciences » Sustainability Science

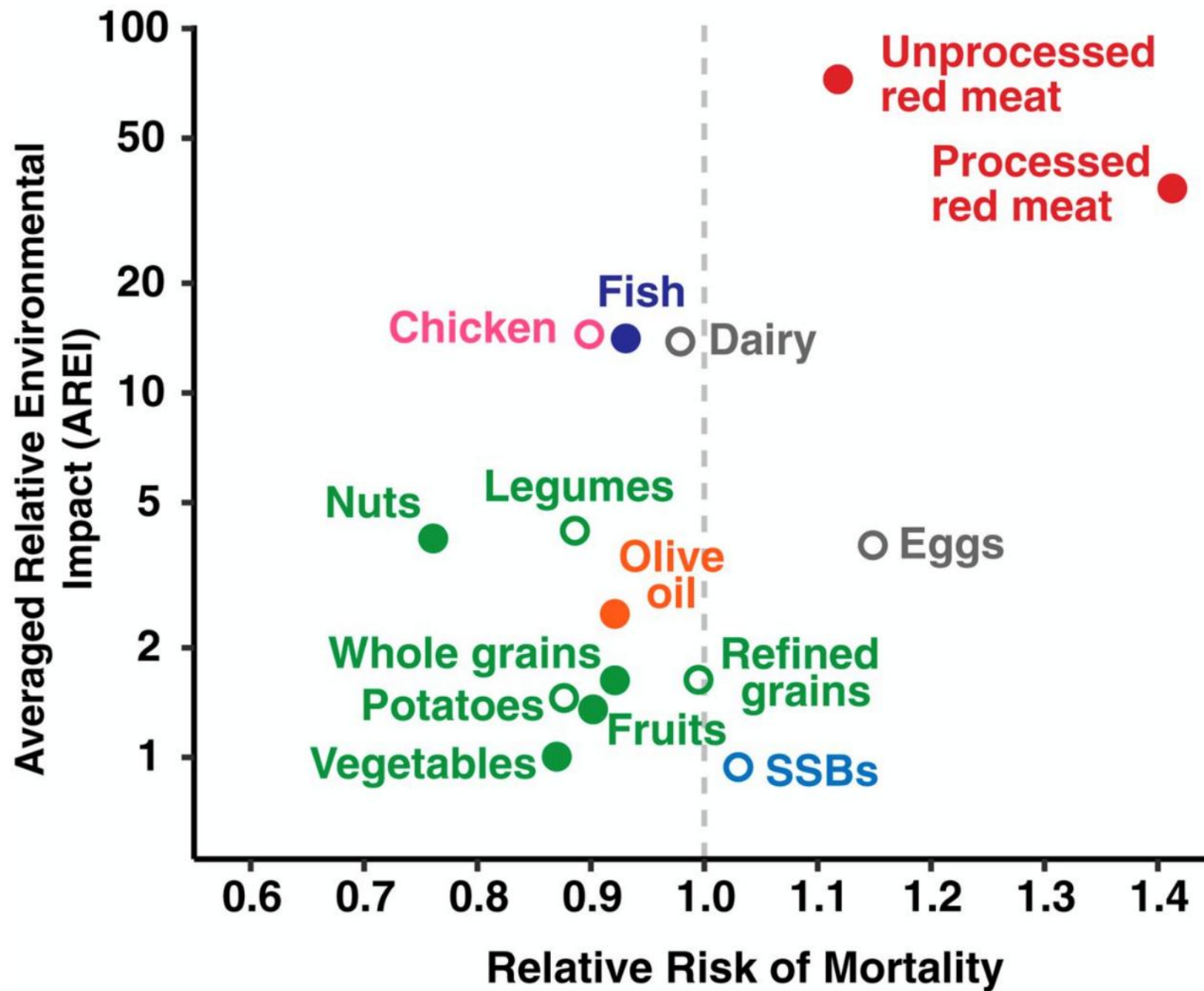


Table of Contents

Submit









# Can We Say What Diet Is Best for Health?

## Annual Review of Public Health

Vol. 35:83-103 (Volume publication date March 2014)

<https://doi.org/10.1146/annurev-publhealth-032013-182351>

**D.L. Katz<sup>1,2</sup> and S. Meller<sup>2</sup>**

<sup>1</sup>Prevention Research Center, Yale University School of Public Health, Griffin Hospital, Derby, Connecticut 06418; email: [david.katz@yale.edu](mailto:david.katz@yale.edu)

<sup>2</sup>Yale University School of Medicine, New Haven, Connecticut 06510

Download PDF

Article Metrics

Permissions | Reprints

| Download Citation

| Citation Alerts

## Sections

ABSTRACT

**Abstract**

Figures

Tables



<< Previous Article

Next Article >>

**knowable** MAGAZINE  
FROM ANNUAL REVIEWS

This article was featured in Knowable Magazine | **CLICK TO READ**



---

And, of course -

- “You can’t manage what you can’t measure.”

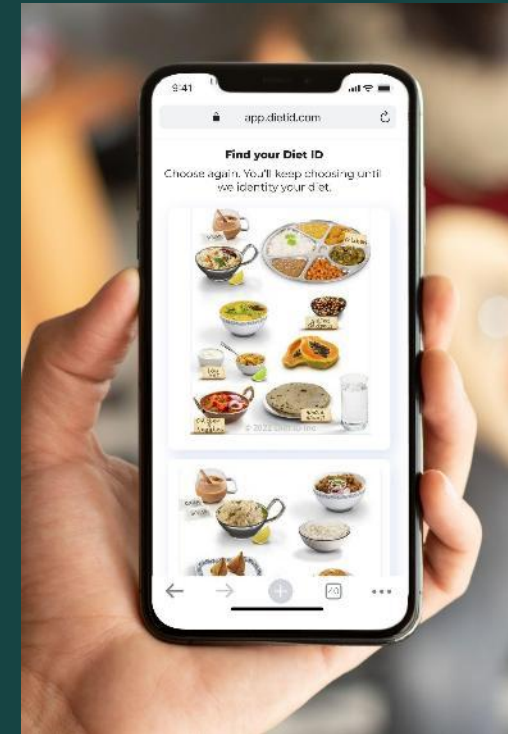
# Diet ID is to Diet what the blood pressure cuff is to blood pressure

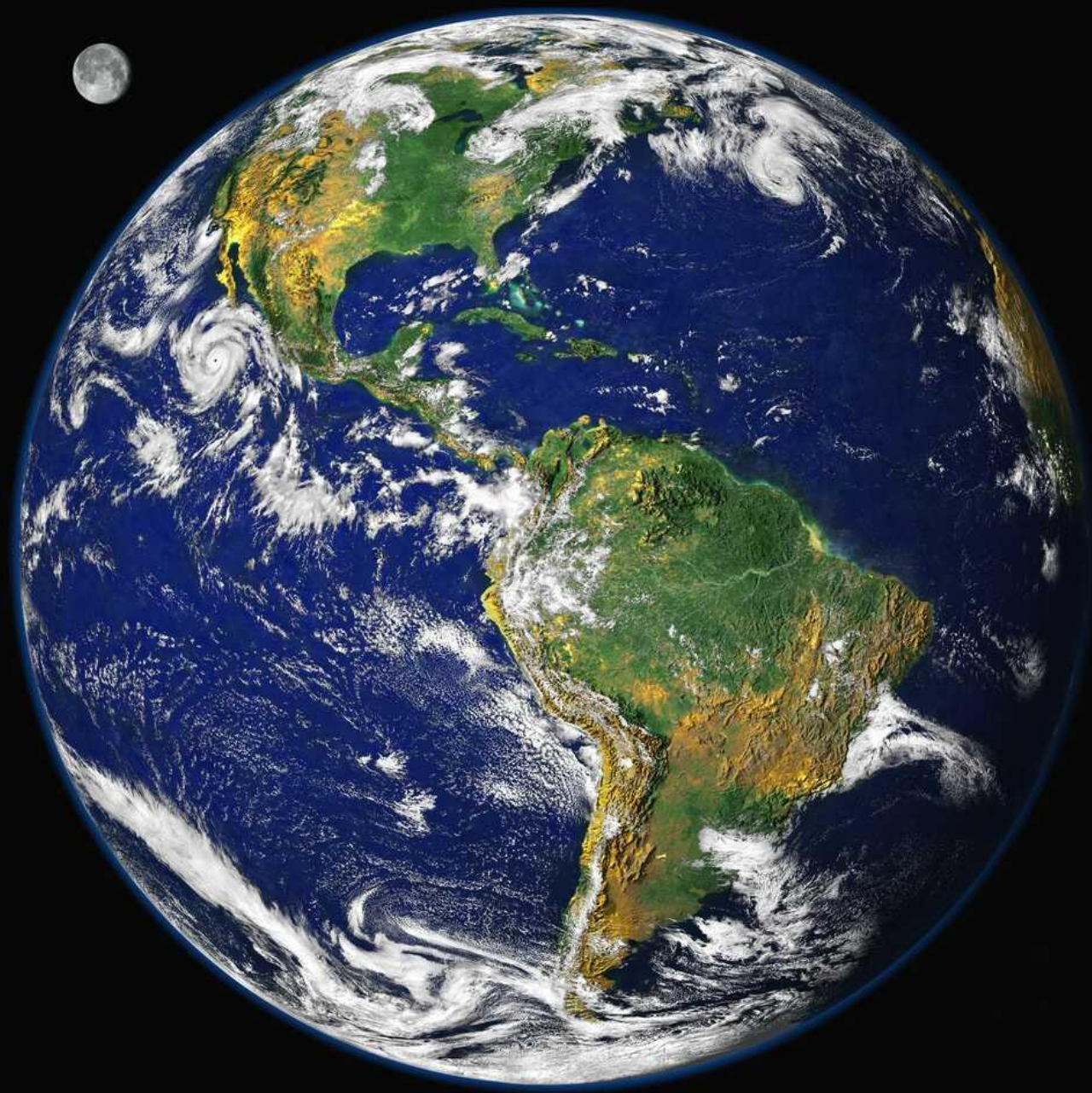
A zero-friction, universally deployable dietary diagnostic

Standardized | Objective | Validated | Patented\*

**We make it possible to treat Diet as a Vital Sign  
and measure it at scale**

\* US Patents: #11,328,810 B2, #12,073,935 B2









# PAULA MARTIN

Community Nutrition Specialist  
Groundwork Center for Resilient Communities



**PAULA MARTIN**  
COMMUNITY NUTRITION  
SPECIALIST



GROUNDWORK IS A NONPROFIT  
THAT CREATES SUSTAINABLE  
SOLUTIONS IN LOCAL FOOD,  
CLIMATE AND CLEAN ENERGY,  
AND LIVABLE TOWNS.

Offices in Traverse City, Petoskey, Michigan  
and online at [groundworkcenter.org](http://groundworkcenter.org)



**groundwork**



## Local Food & Farming

A strong local food system keep money local, promotes, health, and preserves farmland.



Farms, Food & Health



Farm to School



Food Access



Farmer Support





# BUILDING RESILIENT COMMUNITIES 2025



**KEEP CLOSE  
TO THE FARM  
AND FARMER**





# SHARING THE ABUNDANCE AT “GRAZING TABLE”



groundwork

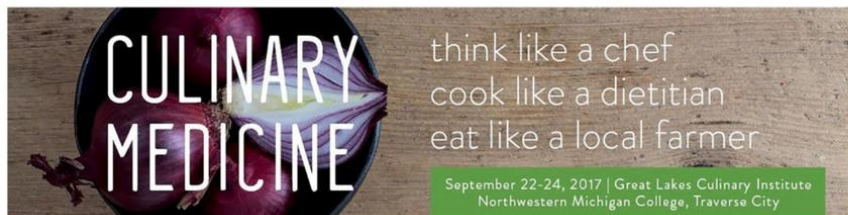


Culinary Medicine: Cooking Up Some Continuing Professional Development and Bringing a Community Together in Traverse City, Michigan

[Paula Martin, MS, RDN, LDN](#), [Kara Classens, BSN, RN, L...](#), and [Alyson Kass](#) <sup>+1</sup> [View all authors and affiliations](#)

[Volume 33, Issue 5](#) | <https://doi.org/10.1177/0890117119845711e>

[Contents](#) | [PDF/EPUB](#) | [Cite article](#) | [Share options](#) | [Information, rights and permissions](#) | [Metrics and citations](#) | [Table of contents](#)



The Michigan Health Endowment Fund's (the Fund) investment, combined with a Rotary Charities of Traverse City's seed grant, enabled Munson Healthcare, Great Lakes Culinary Institute at Northwestern Michigan College, and Grandview Center for Resilient Communities, along with other leading partners to...

American Journal of Health Promotion



groundwork



# Feeding a Healthy Community

A first-of-its-kind  
teaching kitchen  
opens in Traverse City.



# 2023 Culinary Medicine

First one in the new Esperance Community  
Teaching Kitchen

Sunday September 24th - Esperance Community Teaching Kitchen

**Title:** Find your place in the Esperance Community Teaching Kitchen

**Presenters:** Robert George, Paula Martin, Laura McCain, April Hackert

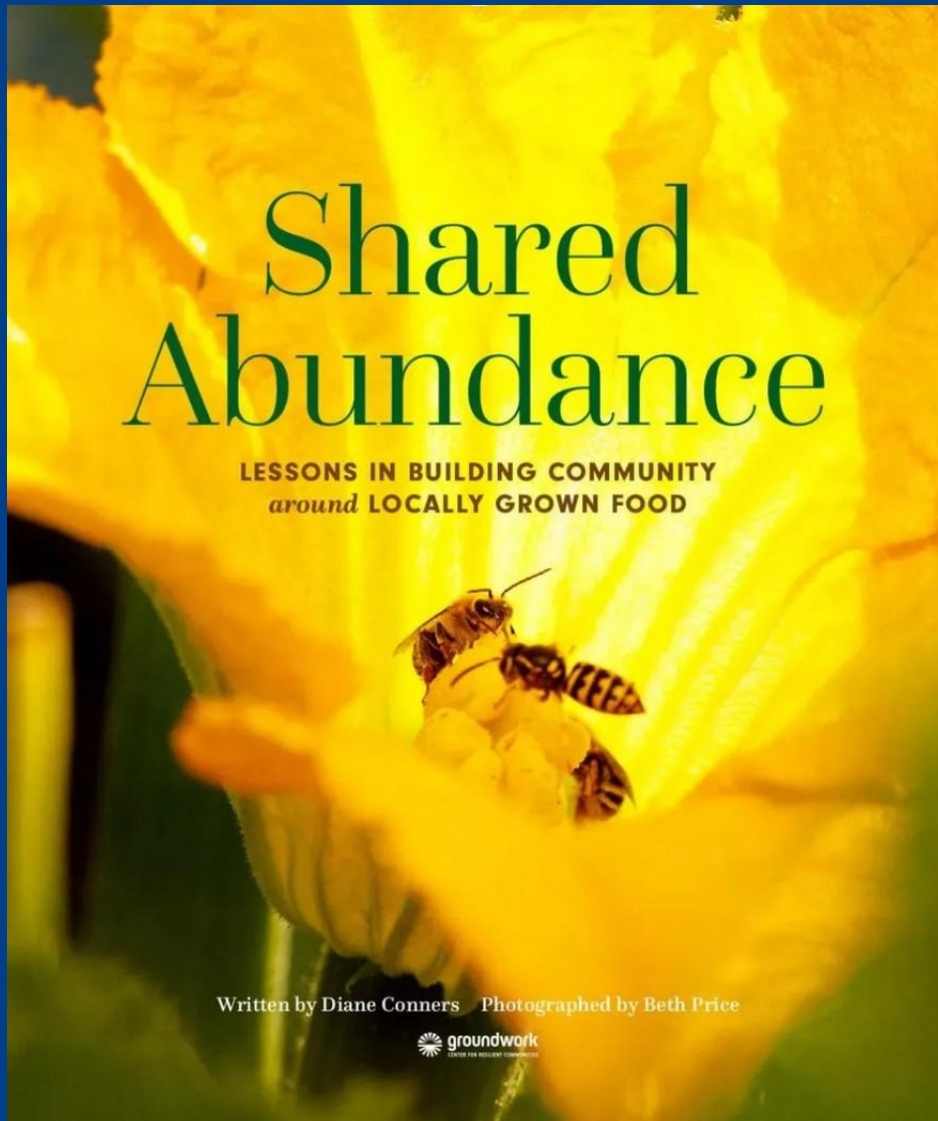
**Description:** Greens for breakfast! This live cooking lecture with hands on cooking session will offer participants a sneak-peek into our new Esperance Community Teaching Kitchen at Commongrounds. This community teaching kitchen is holding space for our regional health professionals to continue to learn, cook and improve food access across our region. Culinary nutrition topics will cover the health benefits of low cost and high quality ingredients like local eggs, Brussel Sprouts and kale. We'll work in groups of 3-4 to make a simple and hearty Green Shakshuka recipe from the National Teaching Kitchen Research Conference. Join as we "Think like a Chef, Cook like a Dietitian, and Eat like a local Farmer", to wrap our 2023 conference.











Groundwork published book:  
Shared Abundance, Lessons in building  
community around locally grown food.  
192 pages of insight, instruction, tips, and  
urgency to making local food economies a  
foundation of our national food culture.





Thank you!

Paula Martin MS RDN LDN

[Paula.martin@groundworkcenter.org](mailto:Paula.martin@groundworkcenter.org)

[\(231\) 941-6584 x725](tel:(231)941-6584)

[groundworkcenter.org](http://groundworkcenter.org)







# DEVON KLATELL

Vice President of the Food Initiative  
The Rockefeller Foundation



---

# Food is Medicine

---

May 2025 | Farm Foundation

---

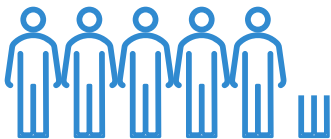


# Poor nutrition is the leading cause of health problems in the U.S., particularly for underserved communities



Death Rates for Diabetes by Race/Ethnicity, per 10,000<sup>3</sup>

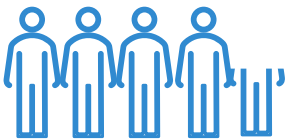
Native Hawaiian or  
Other Pacific Islander



American Indian  
or Alaska Native



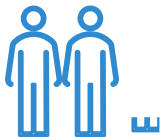
Black



Hispanic




White



Asian















 = 1 individual

1. [Kaiser Family Foundation](#)



# Poor diets are the principal driver of rising healthcare costs equating to \$1.1 trillion each year

## The U.S. Has the Lowest Life Expectancy Among Large, Wealthy Countries While Far Outspending Them on Health Care<sup>1</sup>

Country	Life expectancy ▲	Health spending, per capita
 United States	76.4	\$12,197
 Germany	80.8	\$7,518
 United Kingdom	80.8	\$5,467
 Austria	81.3	\$6,690
 Netherlands	81.4	\$6,785
 Canada	81.6	\$6,278
 Belgium	81.9	\$6,022
Comparable Country Average	82.3	\$6,345
 France	82.4	\$6,106
 Sweden	83.1	\$6,228
 Australia	83.3	\$6,226
 Switzerland	83.9	\$7,582
 Japan	84.5	\$4,899

1. [Kaiser Family Foundation](#), 2. [The Rockefeller Foundation True Cost of Food Report \(2021\)](#)



# Food is Medicine interventions can improve health outcomes and mitigate rising health costs



## Improves health

22%

More fruits & veg consumed

-0.8

Decrease in HbA1c (diabetes marker)

## Reduces costs

16%

Lower healthcare costs

49%

Less likely to be admitted to hospital

# The Rockefeller Foundation is supporting \$100M over five years for food to be a covered benefit for Americans

## Better Evidence



**Fund rigorous research** that builds the clinical and economic case

## Better Policy



**Educate policymakers on the power and potential of FIM** to shift policy and regulatory changes

## Better Infrastructure



**Strengthen the ecosystem of FIM program operators** and direct FIM purchasing to Good Food systems

## Better Communications



**Build a national movement** that persuades people that food is health and nutrition should be core to healthcare



# FIM represents a robust and growing market with potential to unlock billions in food spend for:



**Small, mid-scale and underserved farmers**



**Thriving local economies**



**Regenerative agriculture**



# \$3.5 million in grants to connect small- and mid-size farmers to Food is Medicine Programs and assess impact





# Revolutionizing our understanding of food and nutrition with The Periodic Table of Food Initiative



Nutrition Facts	
Serv. size	2 medium (151g)
Amount per serving	
<b>Calories</b>	<b>70</b>
% Daily Value*	
Total Fat 0g	0%
Sat. Fat 0g	0%
Trans Fat 0g	
Cholest. 0mg	0%
Sodium 0mg	0%
Total Carb. 17g	8%
Fiber 2g	7%
Total Sugars 15g	
Includes 0g Added Sugars	0%
Protein 1g	
Vit. D 0mcg 0% * Calcium 9mg 0%	
Iron 0mg 0% * Potas. 237mg 6%	
*The % Daily Values tell you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	



## PERIODIC TABLE OF FOOD INITIATIVE







---

# Thank you

---

May 2025 | Farm Foundation

---







# Farm Foundation Forum: Reviving Rural: Agriculture as the Heartbeat of Healthy Communities



Wednesday, June 25, 2025  
From 9-11 am CST



Livestream via Zoom

In partnership with the  
American Farmland Trust







# THANK YOU

**Support our Mission**

**Become a Friend of Farm  
Foundation today!**

**[farmfoundation.org/friends](https://farmfoundation.org/friends)**

**#FarmFoundationForum**

