

WHOLESOME WAVE OVERVIEW



The most complex challenges demand the boldest ideas and solutions.

Wholesome Wave strives to create a vibrant, just and sustainable food system. By increasing affordability and access to fresh, locally grown foods, we enable underserved community members to make healthier food choices. Our innovative initiatives are improving health outcomes among low-income populations, generating additional revenue for small and mid-sized farms and bolstering local and regional economies.

OUR FOCUS AREAS



Increase Affordability and Access to Healthy, Locally Grown Food



Improve Health Outcomes



Bolster Local and Regional Economies



Generate Revenue for Small & Mid-Sized Farms

OUR APPROACH TO TRANSFORMING THE FOOD SYSTEM

PROMOTE

the purchase and consumption of affordable, local food by underserved community members and institutions (such as schools, hospitals, dining & retail outlets)

BUILD

capabilities and organizational infrastructure for partners who bridge gaps between low-income communities and local food producers, while enabling the production and sale of regional food

ADVOCATE

for public policy, private practices and individual awareness to support affordable local food for everyone and those who grow it

PROVE

through the collection and evaluation of data, that accessible, affordable local food improves the health and economy of communities and supports small and mid-sized farms



OUR INITIATIVES

We take a holistic, community-based approach to our initiatives, working collaboratively with farmers, farmers markets, community leaders, healthcare providers, nonprofits and government entities



DOUBLE VALUE COUPON PROGRAM

Doubles the value of low-income consumers' federal nutrition benefits when spent at farmers markets on locally grown fruits and vegetables



HEALTHY FOOD COMMERCE INVESTMENTS

Improves the supply chain for local food by working with food hubs to structure investments and enter large wholesale markets



FRUIT AND VEGETABLE PRESCRIPTION PROGRAM

Provides families affected by diet-related diseases with a prescription for fruits and vegetables to be spent at participating farmers markets and retail outlets



INNOVATIONS LAB

Identifies breakthrough ideas, tests them in the field, and creates cutting edge solutions that lead to the creation of a vibrant, just and sustainable food system



ADVOCACY & POLICY

Advocates at all levels — institutional, city, state, and federal — for programs, policies, and actions that increase food security, improve affordable access, and generate additional opportunities for small and mid-sized farm businesses

OUR IMPACT

Programming in 25 States and DC

More than **3,500** participating farmers

73 community-based partners

350 participating markets

And partnerships with hospitals, community health centers, and food hubs

