



Live Life Healthy! FARMER'S MARKET



Farmer's Market
104-106 E. 126th St., 3D
New York, NY 10035



A Bountiful Year for Harvest Home

For more than two decades, Harvest Home Farmer's Market has been bringing affordable and healthy farm-fresh produce to New York City neighborhoods where residents struggle every day to feed themselves and their families on a very limited budget

We are pleased to report that, in 2015, more than 275,000 customers visited our farmer's markets, where they purchased over 100 varieties of fruits and vegetables. Many of these customers were able to increase the value of their food-purchasing dollars by as much as 40% using HealthBucks and other vouchers along with their WIC and SNAP ("food stamp") benefits. They attended free cooking demonstrations, received 19,000 recipe cards in both Spanish and English and made significant improvements to their health through better access to healthy food and nutrition education for themselves and their families.

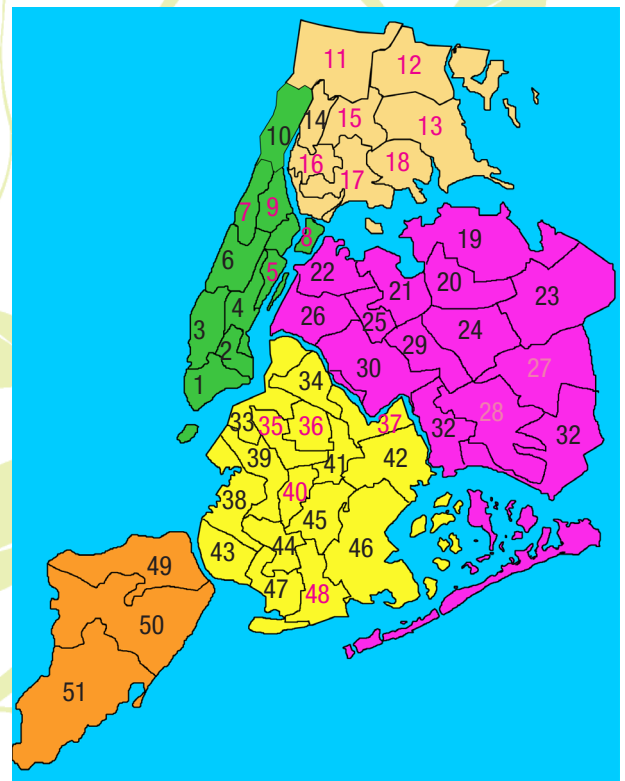
Support for our farmer's market operations continues to grow each year. We are especially proud of a major grant awarded to us by the USDA: This 3-year grant in the amount of \$250,000 will increase access to healthy food in impoverished communities throughout New York City. This was the largest award given to any organization in New York State under this USDA program.

We are happy to share news of our work and achievements over the past year, and encourage you to visit us at any one of our 20 farmer's markets.

Maritza Owens, CEO
Harvest Home Farmer's Market



Harvest Home Farmer's Markets Council District Locations



BRONX

CD 12 Co-op City
CD 17 Forest Avenue
CD 17 Hunts Point
CD-13 Jacobi Hospital
CD 15-16 Mt. Eden
CD 11 North Central Bronx
CD 8 St. Mary's Park
CD 18 Soundview
CD 16 Sunday Bronx Museum

QUEENS

CD 27-28 **New:** Rochdale Mall

MANHATTAN

CD 8 East Harlem
CD 8 **New:** East River
CD 9 Harlem Hospital
CD 9 Lenox Avenue
CD 5-8 Metropolitan
CD 7 West Harlem

BROOKLYN

CD 37 City Line
CD 35 **New:** Clinton Hill
CD 48 Coney Island Hospital
CD 40 Kings County Hospital
CD 36 Marcy Park



2016 ANNUAL REPORT A UNIQUE FARMER'S MARKET

Harvest Home empowers people in New York City's neediest communities to live healthier lives by making seasonal, farm-fresh and locally grown fruits and vegetables easily accessible and affordable, and by helping people incorporate healthier food options into their daily diets. We celebrate each community's ethnic and cultural make-up by ensuring that each of our farmer's markets carry an ample supply of produce that reflects that community's food preferences. We partner with a range of organizations that share our goal of enabling people of limited means to lead healthier lives. Last year, with the generous help and financial support of our donors and community partners, we provided more than a quarter of a million of NYC's neediest residents with affordable, healthy, locally grown, farm-fresh produce.

Partnering for Success

We are deeply grateful to our donors and community partners, who assist us in providing both affordable, farm-fresh produce and nutrition education to help our target communities achieve better health. We are pleased and excited about our continued successes across a range of programs.

Farm-Fresh Food for Every Body: Increasing Access and Affordability in "Food Desert" Communities

The USDA approved a **\$250,000**, 3-year grant to fund Harvest Home's *Farm Fresh for Every Body* program. This initiative is a perfect match to our mission of increasing the affordability of nutritious, locally grown produce to SNAP recipients and other low-income New York City residents. This grant will allow us to increase the redemption of SNAP benefits, increase the number of farmers and vendors who accept SNAP, and enable us to work with community partners to reach more New Yorkers.

Vital Partners:

The Case for Operational Support

Operational support is often the most difficult kind of funding to obtain, and in many ways the most vital. Without this funding, we would not be able to function administratively, or effectively deliver the services that are central to our mission.

We want to recognize the Tisch Illumination Fund for believing in Harvest Home and for being the first funder to provide this type of support.

The New York City Council has also been instrumental in supporting our efforts to expand farmer's markets in low-income communities throughout the city. In 2015, we broke through the **\$100,000** mark, which allowed us to pay the salaries of 6 local residents and the operating costs of 18 markets, from Coney Island to Mt. Vernon. In addition, we received individual support from Council Members Inez E. Dickens, Ritchie Torres, and Melissa Mark-Viverito.

Other operational costs and support for social media and equipment was received from Morrison & Foerster, Wellcare, and the Hyde & Watson Foundation.

GREEN APPLES, NOT CHIPS

Reprinted with permission from the NYC Health + Hospitals' newsletter, Patients First.



Sheryl Browne's daughter used to reach for a bag of chips or some cookies for an afternoon snack, but not anymore. Now Alaijah, 12, always goes for a bright green apple.

Two years ago, Alaijah was overweight and suffering from asthma. Instead of a lecture about eating right and exercising, her pediatrician, Dr. Sundari Periasamy at Harlem Hospital, gave her a prescription for fruits and vegetables to be purchased from the local farmers market. The Brownes, a family of five, take the prescription to the market where they are given \$42

a week in "Health Bucks" to buy fresh fruits and vegetables.

The program is a partnership between Wholesome Wave, a nonprofit organization that advocates for access to better food in low-income neighborhoods, NYC Health and Hospitals, and the Laurie M. Tisch Illumination Fund, which operates in poor areas where it is hard for residents to access quality food at affordable prices.

"A major part of my family's problem was that I don't get enough food stamps to eat right," said Ms. Browne. "This program allows me to spend my food stamps on meat, cheese and milk, and then purchase fruits and vegetables at the market. The farmers markets close in November and I will be freezing produce for the winter," added Ms. Browne.

In addition to losing weight and eating healthy, Alaijah's asthma is better. "Alaijah has been off steroids for a year now. She can participate in gym. She can even climb the ropes! That's hard!" said Ms. Browne.

Both Alaijah and her little sister, Amira, 6, suffer from asthma. While they still use inhalers to keep the disease in check, neither have had to take steroids in the last year.

"Since we started going to the farmers market at Harlem Hospital, and learned how to eat healthy, I feel so much better. I like to play tag again because now I can keep up with my sisters," said Alaijah.

Preventing and Reducing Diabetes with Delicious Food

Last year, under the CDC's Join the BEAT grant, an expansion of the National Diabetes Prevention Program (NDPP), the New York City Department of Health and Mental Hygiene (DOHMH) awarded Harvest Home a grant to implement NDPP in East Harlem. Because these health issues often affect the entire family, our workshops promote the value and benefits of home cooking (as opposed to picking up pre-packaged or fast food) and the joy and fun of serving and sharing family meals.

The program features hands-on cooking classes with community chefs and nutritional experts, teaching participants to prepare delicious meals on a budget, and promoting the purchase of affordable, fresh, healthy produce at our East Harlem Farmers' Market.

PlayStreets:

Making Outside Summer Activity Safe and Fun

Lack of physical activity contributes to childhood obesity and its health risks. Where and how to play are often particularly acute problems for inner-city kids in densely populated neighborhoods with few, if any, safe play areas for children.

In 2015, Harvest Home used the traffic-free spaces in our farmers' markets to offer **1,300** children the chance to engage in supervised recreation, games, and sports rather than spend the summer watching TV, playing video games, and getting into mischief.

Funding for PlayStreets came from Institute for Family Health Partnership to Improve Communities (PICH), Racial & Ethical Approaches to Community Health (REACH) and others. Their support made it possible for us to continue this important program for children and teens.



Veggie Rx:

Food is the New "Medicine"

In partnership with Wholesome Wave, Harvest Home implemented *Veggie Rx* at our Harlem Hospital and Lenox Avenue markets. Families at risk of nutrition-related health problems are given "prescriptions" of fruits and vegetables by their doctors, along with HealthBucks to enable them to shop at our nearby farmer's markets.



Harvest Home Farmer's Markets: An Oasis in the Food Desert

The name "food desert" has been given to communities where residents lack access to healthy food, especially fresh produce. This deficit means that residents in these communities consume large quantities of fast food, as well as over-processed, preservative-laden, groceries and pre-packed foods. These options are not only deceptively expensive, but are among the most damaging to a person's overall health. Not surprisingly, the prevalence of life-threatening conditions such as diabetes, obesity, hypertension, and heart disease is twice as high in low-income communities as in the rest of New York City.

Bringing locally grown, farm-fresh fruits and vegetables to these communities is the foundation of our mission: to make the residents of low-income communities healthier. One important lesson we have learned is that it is not enough simply to deliver fresh produce; we need to help people learn how to improve their eating habits and incorporate healthy produce into their meals. We have learned and are continuing to learn how to capitalize on the wide variety of ethnic and cultural backgrounds that prevail in these communities, and equate "healthy" with "mouth-wateringly irresistible." We are not just building farmer's markets; we are empowering people to create healthy and vibrant communities. We are the oasis of health and taste that can help build stronger communities.



Eating for Good Health:

Teaching People How to Make Nutrition Taste Great

Harvest Home's *Eating for Good Health* workshops offer user-friendly nutrition education classes and cooking demonstrations that culminate with a communal meal for the participants and include take-home recipes and sample food budgets. The program's aim is to take the negative out of "nutrition" by demonstrating how tasty (and healthy) fresh produce really is. These on-site workshops use farm-fresh fruits, vegetables, and herbs that are available in the market that day. Participants overwhelmingly say that they leave with a better understanding of how good eating habits can positively affect their health, and feel better able to take control of reducing or preventing their own chronic health problems with food they can really enjoy.

Last year, Harvest Home served **20,000** healthy food samples at cooking demonstrations in our farmer's markets and nearby neighborhood shops; more than **15,000** customers participated. Participants who receive public assistance doubled their SNAP benefits with Harvest Home HealthBuck vouchers, and purchased **\$56,000** in fresh produce. Our vendors and farmers processed **\$155,000** in SNAP benefits.

We are especially grateful to BronxWorks, Emblem Health, and MetroPlus for their generous support for our healthy eating initiatives.