



# **Yolo County Nutrition Action Partnership (CNAP): Farm to Fork Efforts to reach SNAP eligible residents**

**Presented by:**

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# A brief background of the Yolo County CNAP

- Quarterly meetings since 2012, facilitated by the Yolo County SNAP-Ed Program
- Over 20 partners - Some unique players
  - Department of Agriculture
  - County Supervisor staff
  - Dairy Council of CA
  - Community-based organizations working on farm to fork
- Food access for SNAP-eligible is a key initiative
- Many partners affiliated with the farm to fork movement



# Harvest of the Month (HOTM): A campaign to rally around

- **Why HOTM?**
  - Established campaign
  - Ties in local agriculture
  - USDA approved
  - Simple for consumer
- HOTM touches farm to fork efforts in retail, school, education, garden, and agriculture communities





# Farm to Fork Successes within CNAP

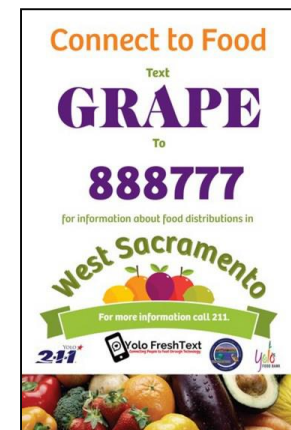
- **HOTM promotion: partner training, community taste tests, and retail presence**
- **Increase in fresh produce at food distributions and use in schools (cafeteria, kids' farmer's markets)**
- **Yolo Farm to School – Harvest Hub, improved farmer/institution relationships, common language**
- **Taste tests targeting SNAP eligible residents and programs**





# Novel way to reach SNAP eligible residents with Farm to Fork: Yolo FRESHTEXT

- Using technology to get food to residents in need
- Collaboration between CalFresh and 211 Yolo staff Free
- Promoted through CNAP
- Reducing barriers to food access
- Distribution sites also emphasizing fresh, local foods



A decorative border on the left side of the slide. It features a collage of images: at the top, various fruits including blueberries, grapes, a slice of watermelon, and broccoli; in the middle, a peach, corn on the cob, and orange slices; at the bottom, a basketball and hands reaching up towards a basketball hoop.

# Thank You!

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