2013 Program Accomplishments

The programs operated by Fresh Approach in the San Francisco Bay Area help to connect the local food and healthy food movements, making fresh and healthy food more easily available and affordable while putting consumers on the path to a healthier future.

**VeggieRx**

VeggieRx is an 8-class nutrition and weight management program that gives overweight and obese participants vouchers for fresh fruits and vegetables while monitoring their progress towards improved health.

- VeggieRx served over 200 participants in 2013 who attended nutrition education classes and received farmers’ market fruit and vegetable vouchers for their families.
- 34% of participants improved their Body Mass Index over the 16 weeks of the VeggieRx program and another 31% maintained their BMI.
- Participants purchased nearly $62,000 in fresh fruits and vegetables from farmers at local farmers’ markets with their VeggieRx vouchers in 2013.

**Healthy Food/Healthy You**

Healthy Food/Healthy You provides nutrition classes in partnership with community-based organizations to arm consumers with the knowledge they need to make better food choices.

- Fresh Approach reached nearly 2,900 Bay Area consumers in 2013 with health and nutrition messages.
- 86% of Healthy Food/Healthy You participants said they learned “a lot” about nutrition through the class they attended.

**Freshest Cargo**

Freshest Cargo is a mobile farmers’ market which sources fresh fruits and vegetables at local farmers’ markets and sells them in food desert areas where affordable produce is not available.

- In 2013, Freshest Cargo sold over $13,000 in fresh produce, over 11,000 pounds, in low income communities.
- Freshest Cargo served 20 neighborhoods in five Contra Costa County communities in its first year of operation.

**Market Match**

Market Match provides incentives to low income consumers in the state’s CalFresh food assistance program (formerly known as ‘food stamps’) when they use their benefits at Bay Area farmers’ markets, allowing them to stretch their food dollars while improving their diets.

- Market Match helped nearly 2,600 Bay Area families increase their buying power at local farmers’ markets in 2013.
- 37% of Market Match consumers said finding quality fruits and vegetables outside of their local farmers’ market was difficult or very difficult.
- Nearly 80% of Market Match consumers say they are eating more fresh fruits and vegetables as a result of the Market Match incentives.
2013 Finances

Fresh Approach is supported through competitive public and private grants, earned income by providing services in Bay Area communities, in-kind contributions from partner organizations, and the generous donations of allies and supporters.

In 2013, Fresh Approach had total income of $388,090 as well as carryover funds of $24,914 from grants received the previous year. Fresh Approach had total expenses of $426,207.

**Fresh Approach Income: 2013**

- State Grants, 42.8%
- Federal Grants, 12.0%
- In-kind Contributions, 14.8%
- Private Foundation Grants, 23.6%
- Earned Revenue, 5.2%
- Individual Donations, 1.7%

**Fresh Approach Expenses: 2013**

- Program Expenses, 88.3%
- Administration, 7.5%
- Fund Raising, 4.2%

### Statement of Financial Position

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2012</th>
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<tbody>
<tr>
<td><strong>Assets</strong></td>
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<tr>
<td>Total Current Assets</td>
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<td><strong>Total Liabilities and Net Assets</strong></td>
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### Key Funders

- California Department of Food and Agriculture, Specialty Crop Block Grant
- The Health Trust
- Kaiser Permanente
- Pacific Coast Farmers’ Market Association
- San Francisco Foundation
- United States Department of Agriculture, Farmers’ Market Promotion Program
- Wholesome Wave