

Nutrition & Growing Consumption



Quick Facts

- Eight out of ten healthcare dollars are spent on preventable chronic diseases.
- 9 out of 10 Americans do not meet recommendations for fruit and vegetable consumption.
- The updated WIC fruit and vegetable benefit has more than doubled the variety of fruits and vegetables purchased by WIC participants.
- The Fresh Fruit and Vegetable Program has been shown to decrease obesity rates and reduce plate waste.
- SNAP shoppers participating in fruit and vegetable incentive programs eat more fruits and vegetables than the average American.
- Produce Prescription interventions in Medicaid have lowered hospitalization rates and reduced healthcare spending by an average of \$1700 per patient annually.

Background

In the U.S., only one in 10 people consume the recommended amounts of fruits and vegetables. More than three-quarters of Americans are overweight or obese, and more than 80 percent of healthcare dollars are spent on preventable chronic diseases. Reversing the nation's diet-related diseases demands a systemic approach targeted at increasing Americans' consumption of fruits and vegetables.

2025 Nutrition Priorities

In the Farm Bill

- Expand the Fresh Fruit and Vegetable Program (FFVP) to more low-income elementary schools and keep the program open to only fresh produce.
- Modernize USDA procurement programs to include more, and a wider variety, of fresh produce while eliminating lowest-cost bid solicitations.
- Make dietary quality a core goal of SNAP while exploring a stand-alone fruit and vegetable benefit for SNAP families and expanding the Gus Schumacher Nutrition Incentive (GusNIP) program.
- Maintain 10% of GusNIP funding for Produce Prescription projects and support state-wide expansion option.

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)

- Fully fund WIC to ensure maintenance of fruit and vegetable benefit amount.

Health and Human Services

- Expand Produce Prescriptions through Medicaid waivers and federal health programs.
- Support Front-of-Package labeling reform to ensure transparency on fruit and vegetable claims.

School Meals

- Maintain the community eligibility provision.

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