

2009 Nebraska Indicator Report on Fruits and Vegetables



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A LOOK AT NEBRASKA'S . . .



- 1) Adult Fruit & Vegetable Consumption**
- 2) Environments & Policies that Support Fruit & Vegetable Consumption**
- 3) Community Strategies to Increase Fruit and Vegetable Consumption, Environments and Policies:**
 - Promote availability of healthier foods through retailers
 - Promote availability of healthier foods in schools
 - Encourage food systems support

Report Significance



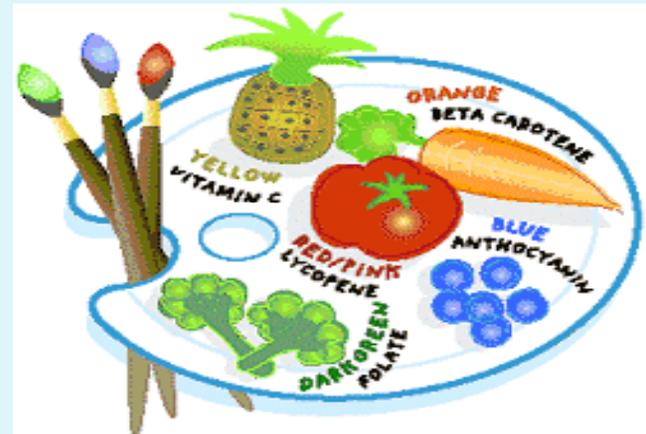
- For the first time – the report provides state level information on policy and environmental indicators that support fruits and vegetables consumption.
- Details public health strategies to increase fruit and vegetable consumption:
 - Increased F&V access, availability, and reduced price

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Why Focus on Fruits and Vegetables?



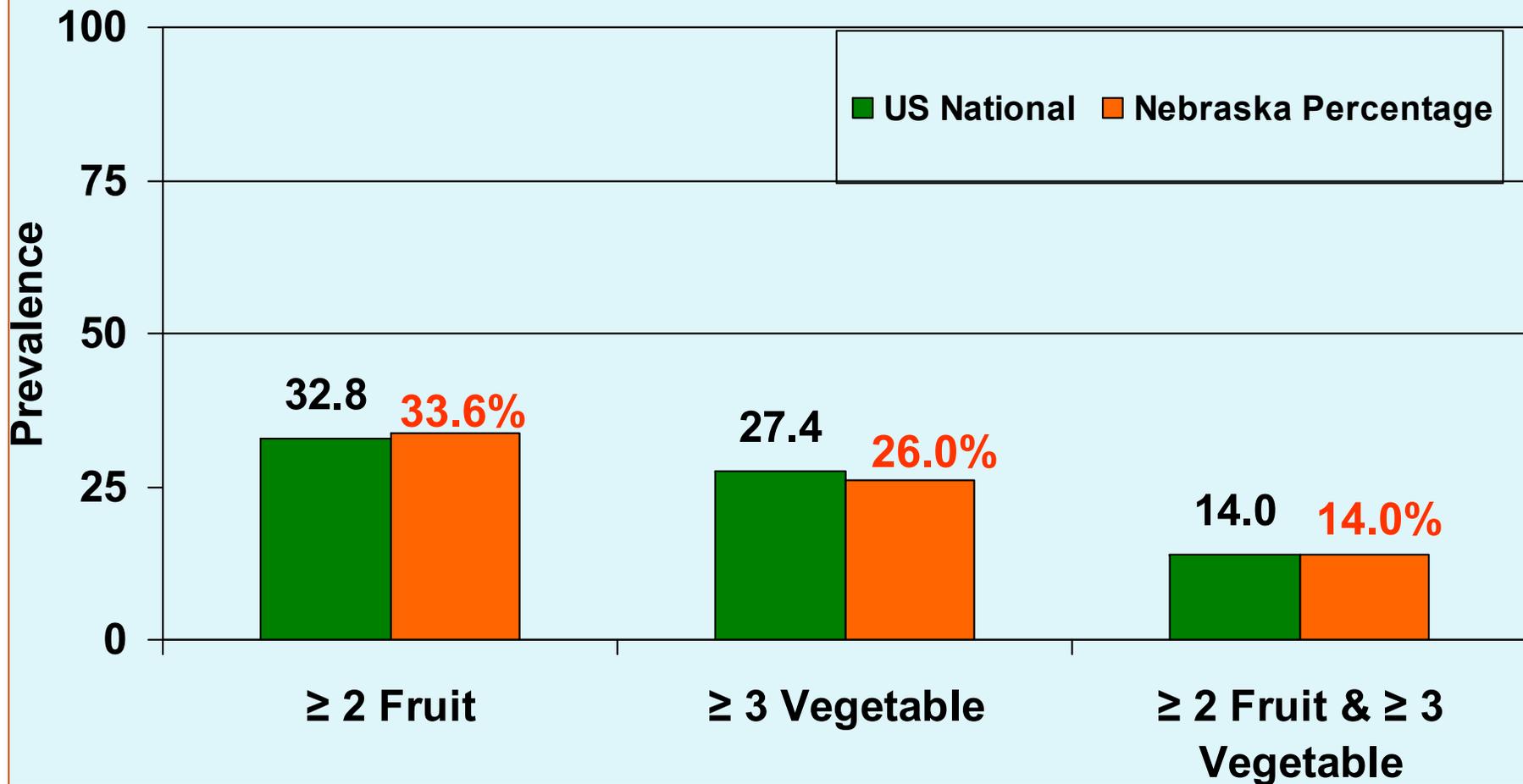
- **Fruits and Veggies provide:**
 - Essential vitamins and minerals
 - Fiber
 - Other important bioactive ingredients
- **They are important for:**
 - Optimal child growth
 - Weight management
- **And they have a protective role in:**
 - Diabetes
 - Heart disease
 - Stroke
 - Some cancers
 - Hypertension



Nebraska vs. National Fruit and Vegetable Consumption (Frequency)



Nebraska Fruit and Vegetable Daily Frequency



Behavioral Risk Factor Surveillance System (BRFSS 2007, Odd year data collection)

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Healthy People 2010 Goals:



- **50% of adults consume vegetables at least 3 times per day**
→ **2009 Nebraska Adults: 26.0%**
- **75% of adults consume fruits at least twice each day**
→ **2009 Nebraska Adults: 33.6%**

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What does this mean?



- With only 1 in 7 or 14.0% of Nebraska Adults consuming the minimum amount of fruit and vegetable intake established in HP2010 (2 times per day for fruit and 3 times per day for veggies), **low fruit & vegetable consumption is a serious public health issue contributing to:**
 - Increased Health Care Costs
 - Related Chronic Disease Rates
 - The Obesity Epidemic

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Policy and Environmental Indicators



- **Report represents three different types of strategies to support F&V:**
 - Availability of healthier food retail in communities
 - Availability of healthier foods & nutrition services in schools
 - Food systems support



Availability of Healthier Food Retail in Communities

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Availability of Healthier Food Retail



- % of census tracts that have healthier food retailers* located within the tract or within ½ mile of tract boundaries
 - **NEBRASKA: 64%**
 - Nationally 72%
- **SIGNIFICANCE:**
 - Having adequate neighborhood access to fruits and vegetables such as through supermarkets, larger grocery stores, and F&V markets has been shown to be associated with increased F&V consumption.

*Supermarkets, larger grocery stores, fruit and vegetable markets, warehouse clubs

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Availability of Healthier Food Retail



- **State level policies for healthier food retail.**
 - **NEBRASKA: Zero**
 - **Nationally : 8 States**

- **SIGNIFICANCE:**
 - These policies can encourage food retailers to increase the offerings and promotions of healthier foods
 - These policies can encourage the building of new food outlets and/or renovations of existing outlets

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Availability of Healthier Food Retail



- **Farmers market availability**

- **NEBRASKA: 3.8/100,000**

- **Nationally: 1.7/100,000**



- **SIGNIFICANCE:**

- **Farmers markets can increase access to F&V.**

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Availability of Healthier Food Retail



- % of farmers markets that accept EBT
 - **NEBRASKA: 1.5%**
 - Nationally: 7.6%

- **SIGNIFICANCE:**
 - The percentage of farmers markets that accept Electronic Benefits Transfer (EBT) is an indicator of the availability of markets to:
 - ✦ Supplemental Nutrition Assistance Program (SNAP), formerly known as food stamps, participants
 - ✦ Other community residents using debit and credit cards.

Strategies to Increase the Availability of Healthier Food Retail in Communities

- **Increase accessibility to supermarkets and promote sale of healthier foods in corner stores**
 - **Work with city government, business leaders, and other advocates to provide financial nonfinancial incentives for retailers**

Strategies to Increase the Availability of Healthier Food Retail in Communities



- **Encourage farm-to-consumer approaches**
 - Visit www.fns.usda.gov/snap/ebt/fm.htm to learn more about accepting EBT at your local farmers market
- **Support education of residents of lower-income neighborhoods, SNAP, and WIC recipients about how to purchase and prepare F&V**



- **The Healthy Corner Store Initiative**
- **Healthy Food Retailing developed by Policy Link :**
http://www.policylink.org/site/c.lkIXLbMNJrE/b.5137405/k.6042/Healthy_Food_Retailing.htm
- **Strategic Alliance ENACT**
 - <http://www.preventioninstitute.org/sa/enact/neighborhood/index.php>
 - ✦ **Presents several community strategies to create and encourage healthier food retail**
 - **Attract Grocery Stores:**
http://www.preventioninstitute.org/sa/enact/neighborhood/supermarkets_underserved.php
 - **Incentives for Store Owners:**
<http://www.preventioninstitute.org/sa/enact/neighborhood/shopkeepers.php>
 - **Store Displays:**
http://www.preventioninstitute.org/sa/enact/neighborhood/store_displays.php
- ***The Good Neighbor* program**
 - <http://www.lejyouth.org/programs/food.html>

Resources to Increase the Availability of Healthier Food Retail in Communities



- **Nebraska Our Best To You**
 - www.ourbesttoyou.nebraska.gov
 - ✦ Nebraska Guide to Fresh Produce: information on all farmers markets and fruit and vegetable producers across the state
 - <http://www.agr.ne.gov/pub/apd/produce.htm>
- **Strategic Alliance ENACT**
 - <http://www.preventioninstitute.org/sa/enact/neighborhood/index.php>
 - ✦ Presents several community strategies to create and encourage healthier food retail
- **The Food Trust**
 - <http://www.thefoodtrust.org>
 - ✦ promotes efforts to bring healthier foods into corner stores in low-income and underserved communities



Availability of Healthier Foods and Nutrition Services in Schools

2009 Nebraska Indicator Report on Fruits and Vegetables Availability of Healthier Foods and Nutrition Services in Schools



- % of middle and high schools that offer fruits (not juice) and non-fried vegetables as competitive food
 - **NEBRASKA: 10.9%**
 - Nationally: 21%
- **SIGNIFIGANCE:**
 - Competitive foods (food sold outside of the National School Lunch Program) are widely available in many middle and almost all high schools. Increasing the percentage of these schools that offer fruit (not fruit juice) and non-fried vegetables to students can support a healthy food environment in the schools

2009 Nebraska Indicator Report on Fruits and Vegetables Availability of Healthier Foods & Nutrition Services in Schools



- **State-level policies* for Farm to School**

- **NEBRASKA: None**

- **Nationally: 21 States**

*Legislative policies that support any component of a Farm to School program (e.g. school or district procurement of local produce, school gardens, staff training)

- **SIGNIFICANCE:**

- **Farm to School programs**

- ✦ **improve access to F&V in the school setting**

- ✦ **facilitate education about health, nutrition, and food production.**

Strategies to Increase the Availability of Food and Nutrition Services in School



- **Establish nutrition standards for competitive foods as part of school wellness policies**
 - Monitor and evaluate the implementation and enforcement of nutrition standards
- **Support farm-to-school initiatives**
 - LB130 is the current Nebraska bill

Resources to Increase the Availability of Food and Nutrition Services in Schools

- **Nebraska's current Farm-to-School Bill**
 - <http://nebraskalegislature.gov/FloorDocs/Current/PDF/Intro/LB130.pdf>
- **Nebraska Department of Education – Fresh Fruit & Vegetable Program:**
 - <http://www.nde.state.ne.us/NS/nslp/FFVP/FFVP.htm>
- **Nebraska Action for Healthy Kids Coalition:**
 - www.neactionforhealthykids.org
- **Institute of Medicine**
 - <http://www.iom.edu/en/Reports/2009/School-Meals-Building-Blocks-for-Healthy-Children.aspx>
 - Recommendations released in October 2009, to revise standards and requirements so that school meals are more healthful.



Food Systems Support

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Food System Support



- **Food Policy Councils:**

- State-wide Councils

- ✦ **NEBRASKA: None**

- ✦ **Nationally: 20**

- Local Councils

- ✦ **NEBRASKA: None**

- ✦ **Nationally: 59**

- **SIGNIFICANCE:**

- Multi-stakeholder members work together to inform the public and government agencies about developing policies and programs to improve the food system

- Increase F&V access by encouraging improvement of retail stores, supporting farm to institution programs, and designing model procurement policies and practices for schools, worksites, and other community organizations.

Strategies to Encourage Food System Support



- **Organizing a Food Policy Council to promote environment and policy change initiatives for healthy eating**
 - Members could consist government officials, farmers, representatives from local businesses, including food retailers, processors, and distributors; public health practitioners, institutional purchasers, neighborhood associations, and/or consumers.

Resources to Encourage Food System Support



- **Nebraska Local Foods Network:**
www.localfoods.nebraska.edu
- **The New York Sustainable Agriculture Working Group (NYSAWG)**
 - http://www.nysawg.org/pdf/Local_Food_Planning_Guide_v2.pdf
 - ✦ Guide to building a local food system

For More Information



- **State Indicator Report on Fruits and Vegetables, 2009**
 - www.fruitsandveggiesmatter.gov/indicatorreport
 - National and state by state data, data sources, references
 - Maps
 - National Action Guide
- **CDC division of Nutrition, Physical Activity, and Obesity**
www.cdc.gov/nccdphp/dnpao

Educational and Promotional Resources



- **National Fruit and Vegetable Program**
www.fruitsandveggiesmatter.gov
 - Tools, recipes and other resources
- **Produce for Better Health**
www.fruitsandveggiesmorematters.org
 - Great resources for consumers on fruit and vegetables
- **Community Nutrition Partnership Council:**
 - Pick a Better Snack Campaign resources available at:
<http://www.necnpc.unl.edu/index.html%3bjsessionid=4F8FD9DBB518B8AF0586F3266F731787>
- **UNL Extension in Lancaster County Resources:**
 - <http://lancaster.unl.edu/FOOD/>

Nebraska Fruit & Vegetable Program



Nutrition & Activity for Health Program:

- www.dhhs.ne.gov/nafh

Nebraska Fruit & Vegetable Nutrition Coordinator

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