



# NOURISHING COMMUNITIES

North Carolina **Food is Medicine** Snapshot

# Appalachian Sustainable Agriculture Project

Asheville, NC



## Serving Rural & Urban Communities in WESTERN NORTH CAROLINA

### FOOD INTERVENTIONS

- Farmers market voucher
- Produce box

### FOOD ACCESS POINTS

- Delivery via aggregator\* vehicle
- Voucher for local food retail
- Community pick-up site

### FOOD SOURCES

- Local aggregator\*
- Food hub
- Direct from local farms, including small farms, women-owned farms, and farms owned by Black and other farmers of color

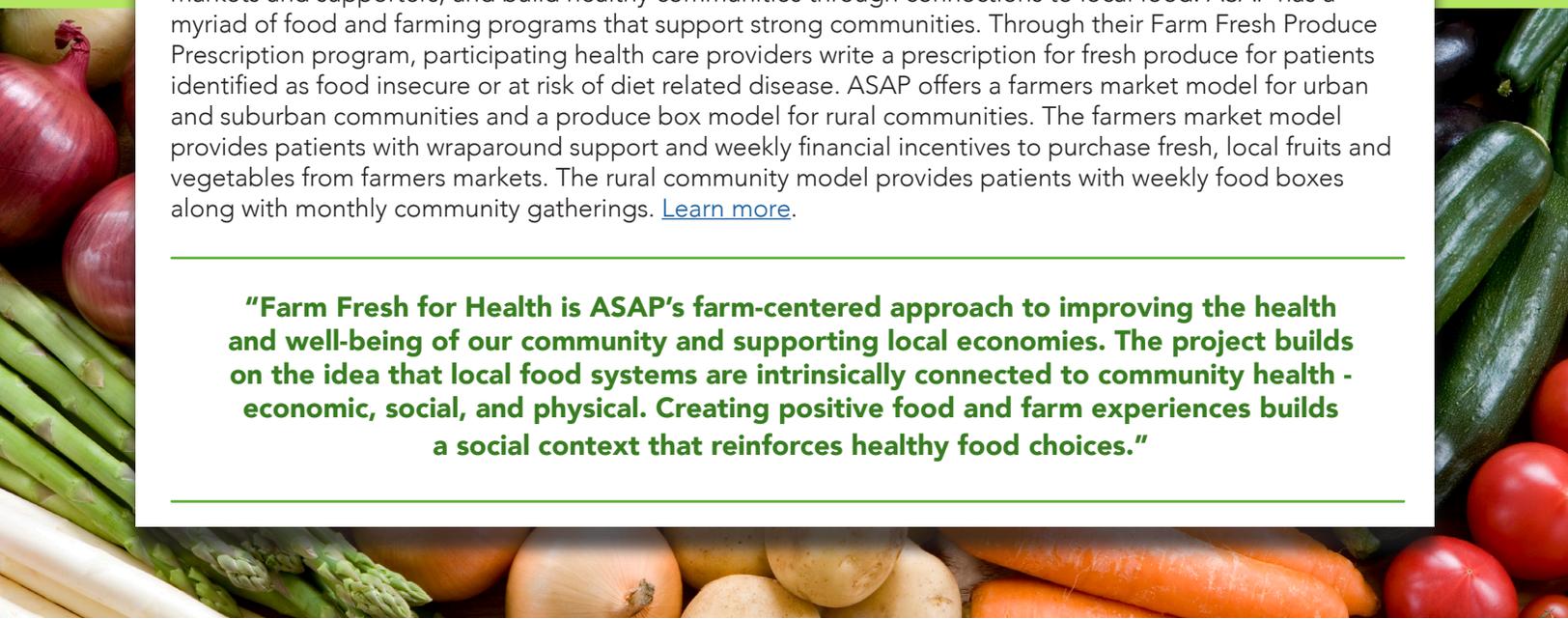
### HEALTH CARE PARTNERS

- Community health center
- Health system
- Outpatient practice/clinic

\* A local aggregator is an agricultural business or cooperative of growers that consolidates and distributes agricultural products to local or regional markets.

**Appalachian Sustainable Agriculture Project (ASAP)** seeks to help local farms thrive, link farmers to markets and supporters, and build healthy communities through connections to local food. ASAP has a myriad of food and farming programs that support strong communities. Through their Farm Fresh Produce Prescription program, participating health care providers write a prescription for fresh produce for patients identified as food insecure or at risk of diet related disease. ASAP offers a farmers market model for urban and suburban communities and a produce box model for rural communities. The farmers market model provides patients with wraparound support and weekly financial incentives to purchase fresh, local fruits and vegetables from farmers markets. The rural community model provides patients with weekly food boxes along with monthly community gatherings. [Learn more.](#)

**“Farm Fresh for Health is ASAP’s farm-centered approach to improving the health and well-being of our community and supporting local economies. The project builds on the idea that local food systems are intrinsically connected to community health - economic, social, and physical. Creating positive food and farm experiences builds a social context that reinforces healthy food choices.”**





North Carolina **Food is Medicine** Snapshot

# Conetoe Family Life Center

Conetoe, NC 



## Serving Rural Communities in EASTERN NORTH CAROLINA

### ■ FOOD INTERVENTIONS

- Fresh food box

### ■ FOOD ACCESS POINTS

- Delivery
- Clinic/health care center
- Community pick-up site

### ■ FOOD SOURCES

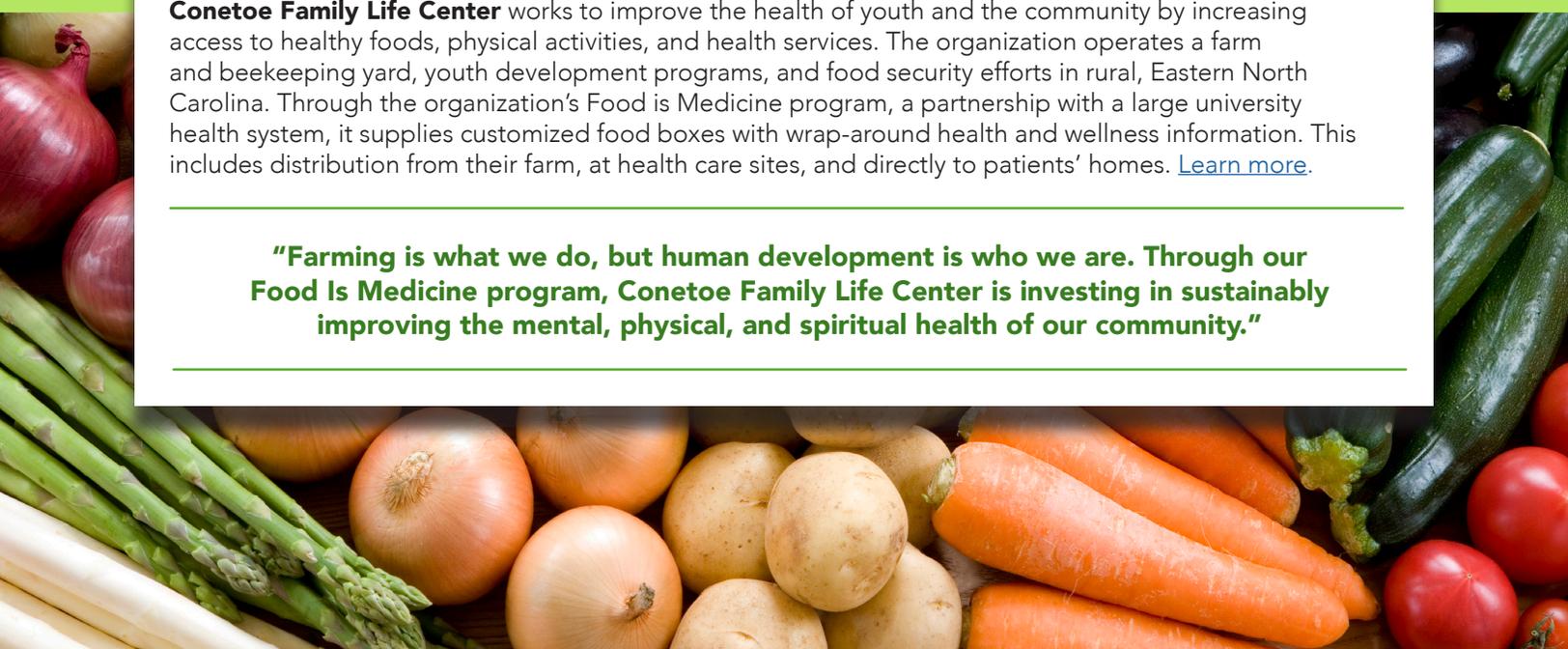
- Food donation
- Food bank
- Direct from local farms including farms owned by Black or other farmers of color

### ■ HEALTH CARE PARTNERS

- Community health center
- Hospital
- Outpatient practice/clinic

**Conetoe Family Life Center** works to improve the health of youth and the community by increasing access to healthy foods, physical activities, and health services. The organization operates a farm and beekeeping yard, youth development programs, and food security efforts in rural, Eastern North Carolina. Through the organization's Food is Medicine program, a partnership with a large university health system, it supplies customized food boxes with wrap-around health and wellness information. This includes distribution from their farm, at health care sites, and directly to patients' homes. [Learn more.](#)

**"Farming is what we do, but human development is who we are. Through our Food Is Medicine program, Conetoe Family Life Center is investing in sustainably improving the mental, physical, and spiritual health of our community."**





North Carolina **Food is Medicine** Snapshot

# Feast Down East

Wilmington, NC 



## Serving Rural and Urban Communities in EASTERN NORTH CAROLINA

### ■ FOOD INTERVENTIONS

- Mobile farmers market voucher

### ■ FOOD ACCESS POINTS

- Community pick-up site

### ■ FOOD SOURCES

- Local aggregator\*
- Food hub
- Direct from local farms, including women-owned farms, and farms owned by Black and other farmers of color

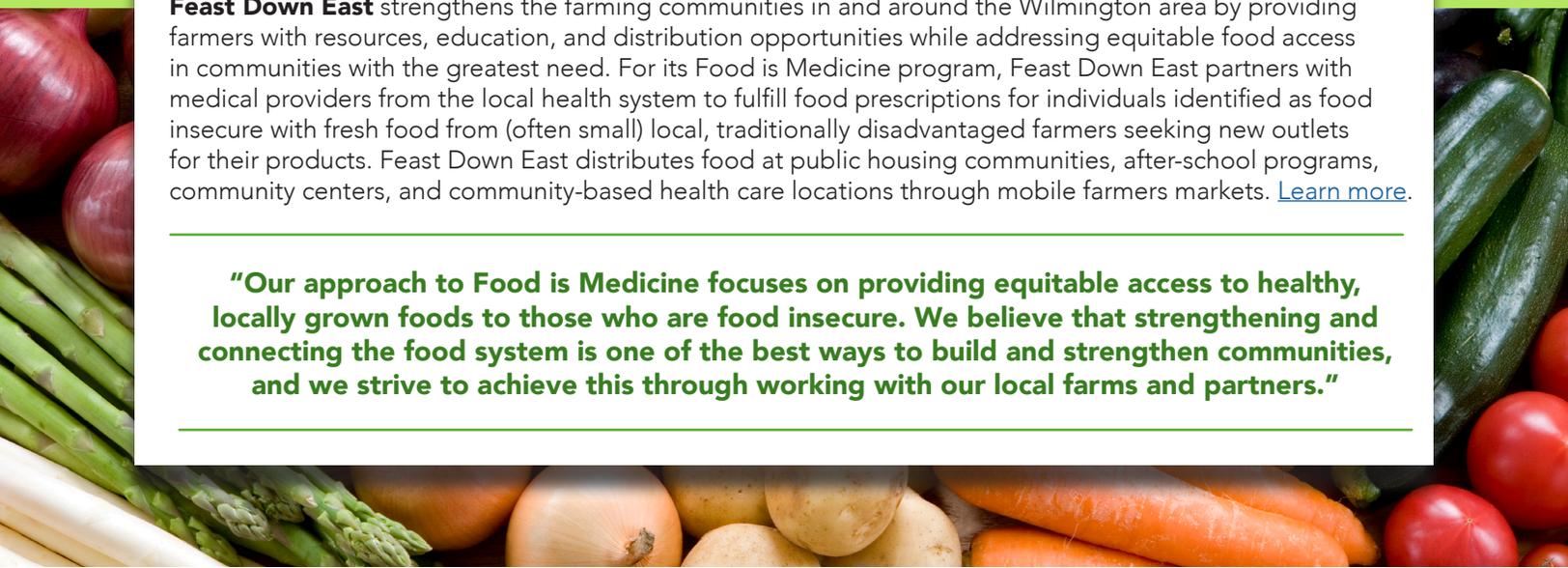
### ■ HEALTH CARE PARTNERS

- Health system

\* A local aggregator is an agricultural business or cooperative of growers that consolidates and distributes agricultural products to local or regional markets.

**Feast Down East** strengthens the farming communities in and around the Wilmington area by providing farmers with resources, education, and distribution opportunities while addressing equitable food access in communities with the greatest need. For its Food is Medicine program, Feast Down East partners with medical providers from the local health system to fulfill food prescriptions for individuals identified as food insecure with fresh food from (often small) local, traditionally disadvantaged farmers seeking new outlets for their products. Feast Down East distributes food at public housing communities, after-school programs, community centers, and community-based health care locations through mobile farmers markets. [Learn more.](#)

**“Our approach to Food is Medicine focuses on providing equitable access to healthy, locally grown foods to those who are food insecure. We believe that strengthening and connecting the food system is one of the best ways to build and strengthen communities, and we strive to achieve this through working with our local farms and partners.”**





North Carolina **Food is Medicine** Snapshot

# Green Rural Redevelopment Organization

Henderson, NC 



## Serving Rural Communities in **NORTH CENTRAL NORTH CAROLINA**

### ■ **FOOD INTERVENTIONS**

- Fresh food boxes
- Produce boxes
- Medically tailored meals

### ■ **FOOD ACCESS POINTS**

- Community pick-up sites
- Delivery

### ■ **FOOD SOURCES**

- Food banks
- Food retailers
- Direct from local farms, including farms owned by Black or other farmers of color

### ■ **HEALTH CARE PARTNERS**

- Hospitals
- Health insurer
- Health systems
- Councils of Government\*

\* Councils of Government provide regional opportunities for local governments to enhance and improve the quality of life for citizens through the effective delivery of services and programs.

**Green Rural Redevelopment Organization (GRRO)** addresses poverty, food insecurity, and chronic diseases in rural North Carolina. What began as a grassroots effort to revitalize rural communities through micro-market farming and food-based entrepreneurship has grown to address acute and upstream causes of hunger and poverty. GRRO's Food is Medicine operations include a food prescription program in which the organization connects patients of local health care providers to produce and other food items. GRRO also provides nutrition and lifestyle support and connection to wrap-around services including for the Haliwa-Saponi tribal region, working in partnership with a local rural health center. [Learn more.](#)

**“We are unapologetically rural and culturally focused on providing healthy and fresh vegetables, frozen prepared food, and produce to the residents in the communities we serve.”**





# Highland Neighborhood Association

Gastonia, NC

North Carolina **Food is Medicine** Snapshot



## Serving Urban Communities in SOUTH CENTRAL NORTH CAROLINA

### ■ FOOD INTERVENTIONS

- Prepared meals
- Medically tailored meals
- Produce boxes

### ■ FOOD ACCESS POINTS

- Community pick-up site
- Delivery via organization's vehicle
- Clinic/health care center
- DoorDash delivery

### ■ FOOD SOURCES

- Direct from local farms
- Regional broadline\* distributor
- National broadline\* distributor

### ■ HEALTH CARE PARTNERS

- Community health center
- Health insurer
- Health system

\* Broadline distributors carry a wide range of food products, including fresh and frozen meats, poultry, seafood, dairy products, produce, dry goods, and canned goods.

**Highland Neighborhood Association** is a grassroots organization located in a historically Black community in Gastonia. Its goal is to support the health and well-being of all people in the community. Originally started to address acute hunger needs, Highland Neighborhood Association has expanded services and programs to serve the community more holistically. Its services include a Food is Medicine program where local health providers prescribe food certificates which can be redeemed for prepared meals at the organization's community-based food operation, RAMS (Really Amazing Meals with Soul) Kitchen, or meals can be delivered. Meal options include healthy adaptations of culturally relevant foods prepared by community members familiar with the needs and preferences of neighbors. [Learn more.](#)

**"Access to nourishing and affordable food should be a right, not a privilege. Highland Neighborhood Association strives to make this attainable for our participants and customers to improve the health outcomes of our community."**



## Serving Rural Communities in WESTERN NORTH CAROLINA

### FOOD INTERVENTIONS

- Fresh and pantry food box
- Medically tailored meal boxes

### FOOD ACCESS POINTS

- Community pick-up site
- Delivery

### FOOD SOURCES

- Local aggregator\*
- Food hub
- Food bank
- Food donation
- Caterer and restaurant
- Regional broadline distributor\*\*
- Direct from local farms, including women-owned farms, and farms owned by Black and other farmers of color

### HEALTH CARE PARTNERS

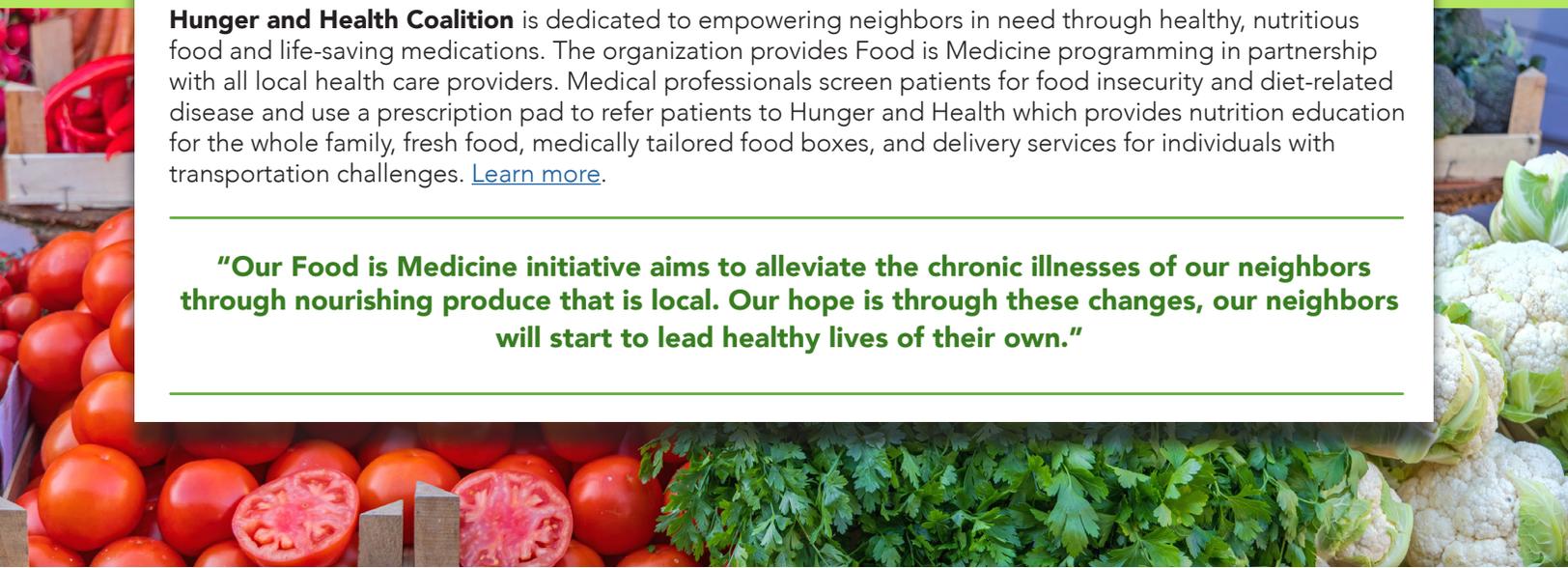
- Health insurer
- Health system
- Outpatient practice/clinic

\* A local aggregator is an agricultural business or cooperative of growers that consolidates and distributes agricultural products to local or regional markets.

\*\* Broadline distributors carry a wide range of food products, including fresh and frozen meats, poultry, seafood, dairy products, produce, dry goods, and canned goods.

**Hunger and Health Coalition** is dedicated to empowering neighbors in need through healthy, nutritious food and life-saving medications. The organization provides Food is Medicine programming in partnership with all local health care providers. Medical professionals screen patients for food insecurity and diet-related disease and use a prescription pad to refer patients to Hunger and Health which provides nutrition education for the whole family, fresh food, medically tailored food boxes, and delivery services for individuals with transportation challenges. [Learn more.](#)

**“Our Food is Medicine initiative aims to alleviate the chronic illnesses of our neighbors through nourishing produce that is local. Our hope is through these changes, our neighbors will start to lead healthy lives of their own.”**





North Carolina **Food is Medicine** Snapshot

**Nourish Up**

Charlotte, NC



## Serving Urban Communities in **SOUTH CENTRAL NORTH CAROLINA**

### ■ **FOOD INTERVENTIONS**

- Fresh food box
- Pantry box

### ■ **FOOD ACCESS POINTS**

- Community pick-up site
- Delivery via volunteers and staff

### ■ **FOOD SOURCES**

- Food bank
- Food donation
- National broadline\* distributor

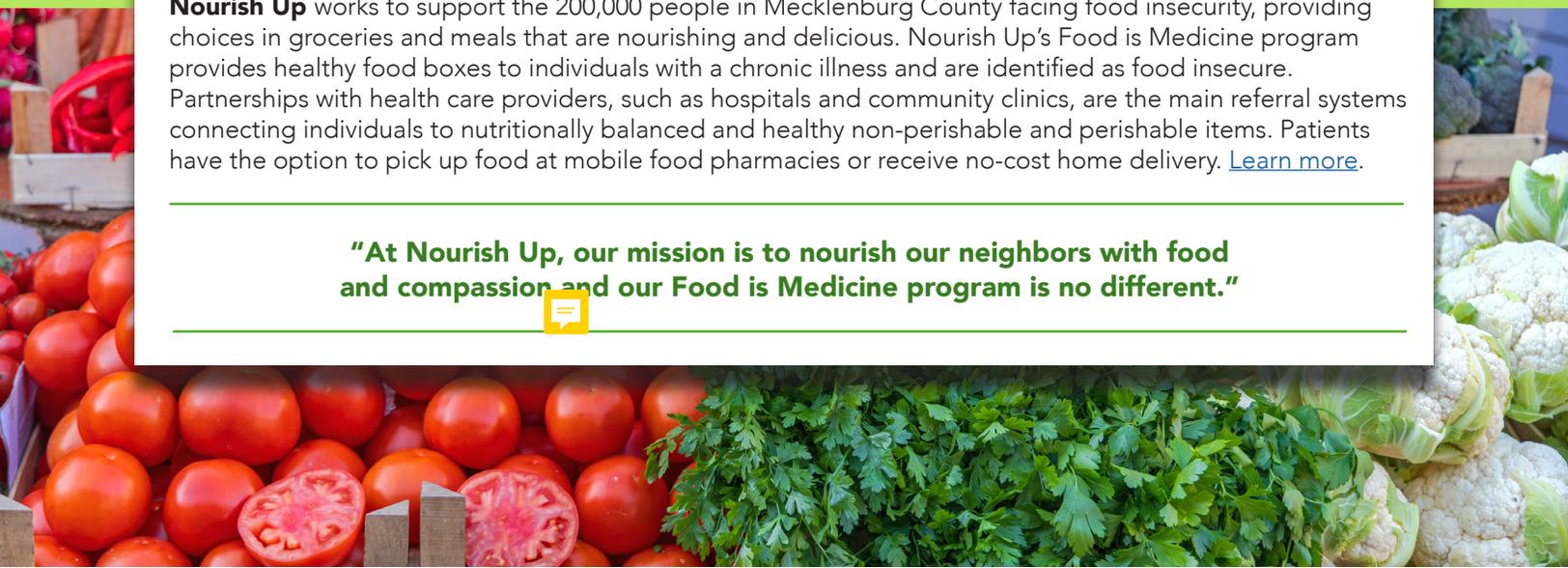
### ■ **HEALTH CARE PARTNERS**

- Hospital
- Community health center
- Outpatient practice/clinic

\* Broadline distributors carry a wide range of food products, including fresh and frozen meats, poultry, seafood, dairy products, produce, dry goods, and canned goods.

**Nourish Up** works to support the 200,000 people in Mecklenburg County facing food insecurity, providing choices in groceries and meals that are nourishing and delicious. Nourish Up's Food is Medicine program provides healthy food boxes to individuals with a chronic illness and are identified as food insecure. Partnerships with health care providers, such as hospitals and community clinics, are the main referral systems connecting individuals to nutritionally balanced and healthy non-perishable and perishable items. Patients have the option to pick up food at mobile food pharmacies or receive no-cost home delivery. [Learn more.](#)

**"At Nourish Up, our mission is to nourish our neighbors with food and compassion and our Food is Medicine program is no different."**



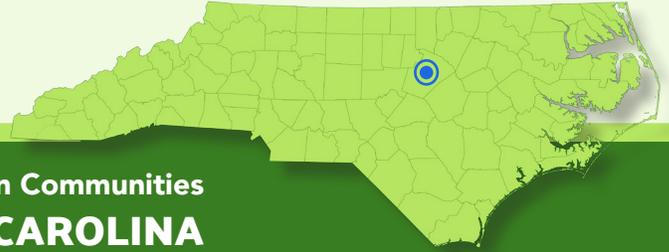


# NOURISHING COMMUNITIES

North Carolina **Food is Medicine** Snapshot

## Reinvestment Partners

Durham, NC 



Serving Rural and Urban Communities  
**THROUGHOUT NORTH CAROLINA**

### ■ FOOD INTERVENTIONS

- Prepaid debit card

### ■ FOOD ACCESS POINTS

- Food retail locations

### ■ FOOD SOURCES

- Participating retailers

### ■ HEALTH CARE PARTNERS

- Hospital
- Health system
- Health insurer
- Free clinic
- Community health center
- Outpatient practice/clinic
- Community service sites

**Reinvestment Partners** addresses the problems of poverty and social injustice. Eat Well is the organization's produce prescription program, providing participants with a prepaid debit card each month to purchase fruits and vegetables when and where they want, integrating produce prescriptions into the health care sector to meet individuals' food and health needs. Eat Well leverages best-in-class technology to distribute healthy food funds at scale and make the enrollment and shopping experience as easy as possible. The program – which partners with payers, health systems, care management companies, and community clinics – is the largest of its kind in the country. It has served more than 120,000 people and participants spend as much as \$1 million per month on fruits and vegetables at their local retailers. The organization is using program design, advocacy, and strategic partnerships to lay the path toward healthy food as a covered benefit. Everything the organization does, from participant messaging to research and evaluation, is geared toward getting us closer to healthy food for all. [Learn more.](#)

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**“Our goal is to embed produce prescriptions in health care for everyday Americans and we want to be ready with a turn-key solution when that day comes.”**

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## Serving Rural & Urban Communities in **WESTERN NORTH CAROLINA**

### ■ **FOOD INTERVENTIONS**

- Produce box
- Fresh food box
- Pantry box
- Customizable CSA share\*

### ■ **FOOD ACCESS POINTS**

- Delivery via organization, community health workers, and addiction recovery services
- On-site and community pick-up sites
- Food pantries

### ■ **FOOD SOURCES**

- Local aggregator\*\*
- Food hub
- Direct from local farms, including small farms, women-owned farms and farms owned by Black and other farmers of color

### ■ **HEALTH CARE PARTNERS**

- Health insurer
- Community health center
- Health system
- Outpatient practice/clinic
- County health department and social services
- Addiction treatment services and rehab facility

\* A Community Supported Agriculture (CSA) share is a purchase made by a consumer to support a local farm or group of farms.

\*\* A local aggregator is an agricultural business or cooperative of growers that consolidates and distributes agricultural products to local or regional markets.

**TRACTOR Food and Farms** is a food hub focused on increasing access to local food by empowering producers and consumers alike, reconnecting people with agriculture for a healthier community, environment, and economy. TRACTOR's Clinical Referral Program procures and delivers locally sourced food to individuals and families experiencing food insecurity or diet-related illnesses. Individuals are referred by local health care providers, and offered CSA-style shares which are available for pick-up or delivery. Local farm products are aggregated to provide a wide selection of seasonal fruits, vegetables, dairy, grain, and meats. Customers may customize weekly shares by setting preferences or making direct product selections. [Learn more.](#)

**"At TRACTOR, we believe that everyone deserves the right to healthy, nutritious food that is grown in their own community. By offering fully customized, weekly shares that are tailored to the unique dietary needs and culture of individuals, we hope to ensure that patients receive fresh, local produce and support services."**