Agriculture in Virginia

- In top 10 nationally
  - Leaf tobacco
  - Fresh market tomatoes
  - Apples
  - Grapes
  - Christmas trees
  - Peanuts
  - Turkeys
  - Broilers

Source: 2014 NASS and ERS data.
Poverty and Food Access
LEAP Mission

LEAP’s mission is to nurture healthy communities and resilient local food systems.
LEAP Markets

• Grandin Village Farmers Market (Sat 8-12; mid-April-mid-November)
• West End Farmers Market (Tues 3-6; year round)
LEAP Mobile Market

- 11 Stops/week
- Local Fruits, Veggies, Eggs
- Food access points in Roanoke City food deserts
Healthy Food Incentive Programs

- Incentives at market
  - SNAP (food stamps)
  - Medicaid
  - Seniors and TAP Head Start parents
  - Increase consumption of fresh fruits and vegetables
  - Additional revenue for farmers
- Virginia Fresh Match
  - Statewide network for SNAP incentives
- Fresh Foods Rx Program
  - Healthy foods, education, and visits with doctor for diabetic participants
The LEAP Kitchen

• Builds infrastructure for local food system
  • Creates space for food-based businesses
  • Work with partners to host community events and educational programming
  • Light processing of local produce (especially seconds)
LEAP Farm Share

• Aggregated Community Supported Agriculture (CSA) program
• Open to the public and in partnership with worksite wellness programs
• Supports 30+ producers in the area, 150+ consumers
• Veggie, Fruit, Medley, Egg, Winter shares available
• May-October
Next steps?

- Regional Local Food Hub
  - Help existing farmers expand
  - Technical assistance
  - Food safety training (GAP)
  - New outlets for wholesalers/consumers to purchase locally
  - Market Analysis completed
  - Options for expansion include institutional wholesale, direct-to-consumer programming, online food hub sales, and more
- **Problem**: What will this project look like?
Next Steps? Virginia Fresh Match

• Virginia Fresh Match
  • Incentives drive new business to the markets
  • Additional funds for low income shoppers to improve health by growing budget for healthy foods
  • 8 Regional lead orgs, 80+ participating farmers markets and retailers
  • 1.5 years into 3+ year grant funding cycle
  • Need to secure sustaining funding after grant ends
  • Problem: What story do we tell?
Questions?

Sam Lev
540-632-1360
sam@leapforlocalfood.org

www.leapforlocalfood.org
Twitter: @LEAP4Local | @LEAPMobileMkt
Facebook: LEAP for Local Food | West End Farmers Market |
Grandin Village Farmers Market | LEAP Mobile Market | The LEAP Kitchen
Instagram: LEAP Markets