

2024 Produce Plus Program Highlights

The Produce Plus program served **8,001** DC residents, who redeemed over **\$990,000** in benefits on fresh fruits & vegetables at **63** farmers markets across the district.

Produce Plus has **positive impacts on health and behavior.**



Nearly all Produce Plus survey respondents (98%) reported **feeling healthier** and/or **eating more fruits and vegetables** because they participated in Produce Plus. (n=1,721)

*“El apoyo que brindan para comer sano puedo comer más frutas y verduras.” / The support they provide to eat healthy means I can eat **more fruits and vegetables**.*

*“The program pushed me to eat healthier which **helped lower my A1C.**”*

~ Produce Plus survey respondents

Produce Plus reaches people with **health challenges** and with **low food security.**

Among Produce Plus participants

74%

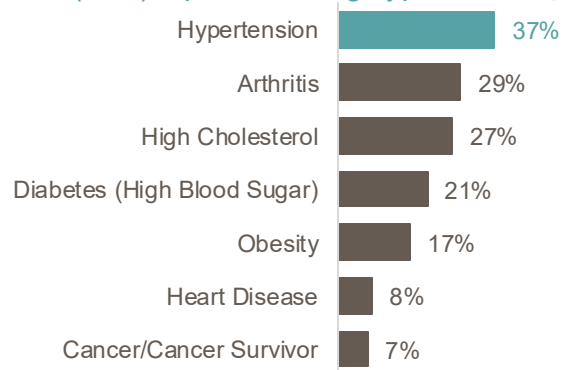
Worried about not having enough food “often” or “sometimes”
(n=6,084)



69%

Ran out of food “often” or “sometimes”
(n=6,084)

More than one-third of Produce Plus participants (37%) reported having hypertension (n=6,084)



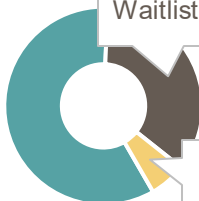
However, **demand significantly exceeds supply.**

2024 Produce Plus Applications (n=13,571)

Approved 59%

Waitlisted 35%

Rejected 6%



In 2024, demand for Produce Plus significantly exceeded the supply of funding, resulting in **4,717 DC residents (35% of applicants) not being able to participate.**

Further, there were 19% more applicants in 2024, compared with 2023, resulting in a lower percentage of applicants approved (67% in 2023 vs. 59% in 2024, despite a larger number of applicants being approved overall).