

## PRODUCE PLUS 2025 PROGRAM HIGHLIGHTS

**11,110**

DC RESIDENTS SERVED

**\$1,208,423**

BENEFITS REDEEMED

**58**

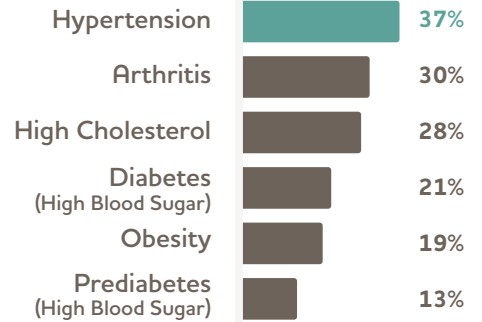
DC FARMERS MARKETS



**Produce Plus reaches people with low food security and diet-related disease**

**73%** regularly worried about not having enough food

**69%** regularly ran out of food (n=11,100)



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

**98%** reported eating more vegetables

**97%** reported feeling healthier (n=2589)

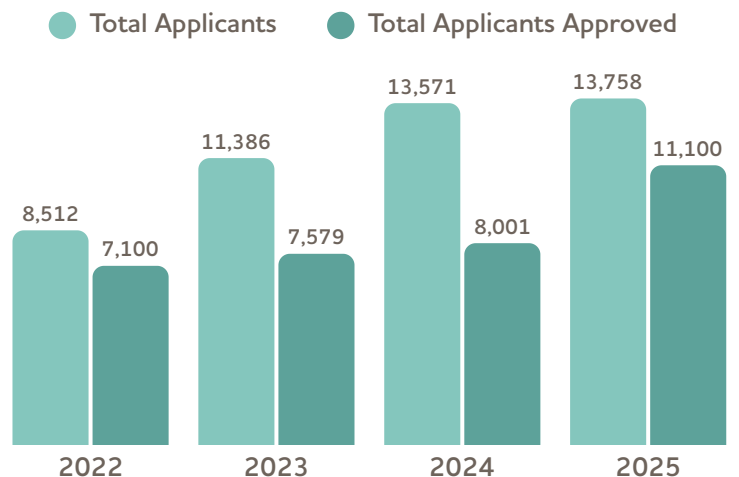
“I can now afford more vegetables and fruit. I am able to [eat] healthy.”

“I shop more for fruits and vegetables. They’re so nice and fresh. I just love eating them.”

~ Produce Plus survey respondents

**Increased funding in 2025 resulted in higher participation**

Even with 39% more participants, FRESHFARM scaled operations such that program satisfaction remained extremely high.

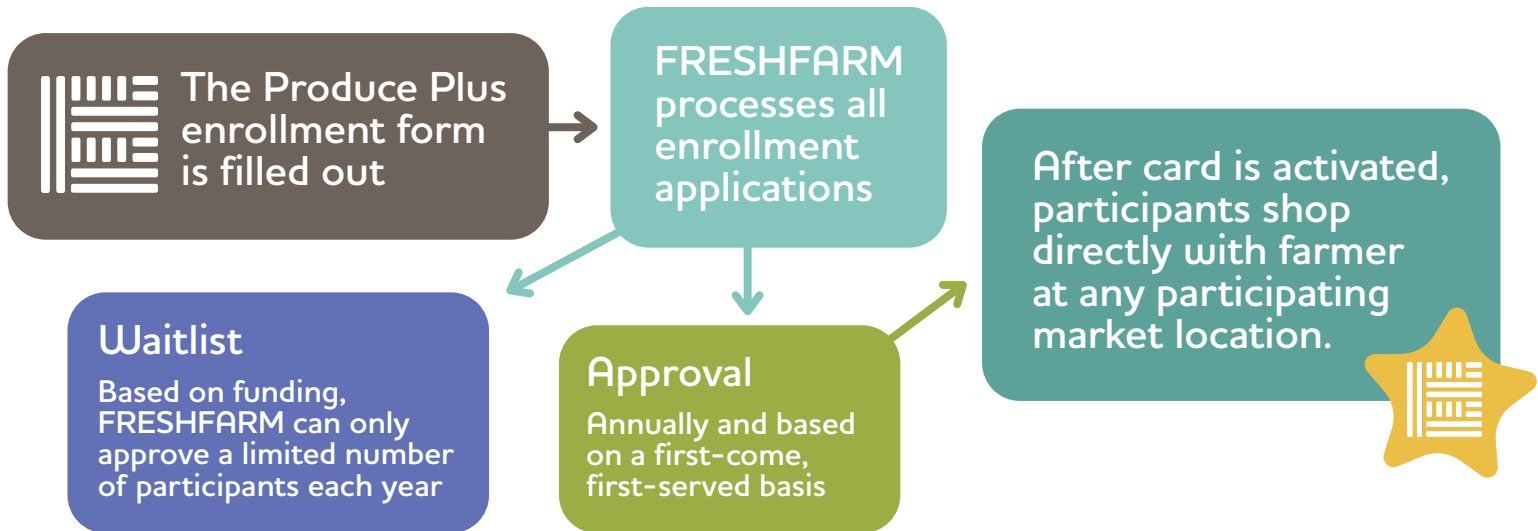




## Produce Plus Program Background

Produce Plus increases access to affordable food, combats diet-related chronic diseases, and improves the healthy food retail environment across Washington, DC. Produce Plus achieves these goals in partnership with local farmers through farmers markets across the city, prioritizing customer choice, autonomy, and equity to ensure residents can access healthy fruits and vegetables with dignity.

## How Produce Plus Works:



From June through November, participants receive \$40 per month to spend on fresh, locally grown fruits, vegetables, and cut herbs directly with farmers at participating farmers markets throughout Washington, DC. Funds are automatically loaded onto the Produce Pass card.



## Produce Plus is Evidence-Based

Produce incentive programs, such as Produce Plus, invest in the local retail and agricultural sectors, leading to increased economic and job development.

Research shows that produce incentive programs reduce food insecurity and increase fruit and vegetable consumption, which is linked to decreased risk for developing chronic diseases such as diabetes, cancer, and cardiovascular disease.

