

Passion For Produce aims to improve nutrition, decrease malnutrition-related disease, and inspire community advocacy.



Passion For
Produce



Three Main Objectives:

- 1) **Provide** fresh fruits and vegetables to local residents
- 2) **Train** volunteer Nutrition Ambassadors
- 3) **Support** Nutrition Ambassadors in educating their peers

Passion For Produce Gets the Whole Community Involved

Passion For Produce trains volunteer Nutrition Ambassadors to distribute fresh produce and teach their neighbors about healthful habits:

Fresh fruits and vegetables are at the heart of a balanced diet.

- Fresh produce is distributed farmers' market style to provide individual choice.
- Participants become familiar with a greater variety of fresh local produce.

Nutrition education provides guidance towards healthy choices.

- Staff and volunteers offer free cooking demonstrations with seasonal produce.
- Meal plans, recipe cards, and nutrition pamphlets are available for reference.

Exercise classes promote regular physical activity.

- Staff and volunteers demonstrate fun and easy ways to fit exercise into busy lives.
- Families are taught about the importance of fitness to long-term health.

Peer support helps more people stick with their resolution to live a healthier life.

- Nutrition Ambassadors are trained to advocate a healthy lifestyle within their community.
- Collaborators such as local chefs, exercise instructors, and health organizations share their expertise.
- Nutrition Ambassadors learn important job skills and gain experience.

Preventing Obesity and Diabetes

Obesity and diabetes are more common among low-income residents. By taking positive steps to better health, communities can become stronger together.



This year, Passion For Produce will:

- Host 34 produce distribution and nutrition education sites
- Leverage 221 certified Nutrition Ambassadors
- Distribute 1 million pounds of produce to 1,300 families

To learn how to get involved, host a Passion For Produce site, or schedule a one-time education session, contact Sarah Underwood, Director of Community Programs, 831-722-7110 x209 / sarah@thefoodbank.org