Passion For Produce is a fun community access point offering fresh fruits and vegetables, farmer’s market style, and providing nutrition education and peer support to promote healthy lifestyles.

Involving the Whole Community

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 farmer’s 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 nutrition classes on a monthly basis with seasonal produce to help reduce the risk of chronic diseases.
- Tip cards, recipe cards, and nutrition lesson plans are available for reference.
- Promotes regular physical activity with fun and easy ways to fit exercise into busy lives.

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 exercise instructors and health organizations share their expertise.
- Nutrition Ambassadors learn important job skills and gain experience.

Main Objectives:
1) Provide fresh fruits and vegetables to local residents
2) Train volunteers, known as, Nutrition Ambassadors, to educate the community on nutrition and health topics
3) Support Nutrition Ambassadors in educating their peers

This year, Passion For Produce will:
- Host 34 produce distribution and nutrition education sites
- Leverage 220 certified Nutrition Ambassadors
- Distribute 1 million pounds of produce to 1,300 families

“I got days when I don’t want to leave the house, but I look forward to seeing people here and get excited about the food – it connects you, you take that home with you.

And those fruits and vegetables are that much sweeter because you got them here.”
-Program Client

To learn how to get involved, host a Passion For Produce site, or schedule a one-time education session, contact:
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