

**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.



**Passion For Produce**



### 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

## 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.

*"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



### 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

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](mailto:sarah@thefoodbank.org)