Community Connections

Ways to Strengthen Food Access Programs

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Food Access Manager
Organization Overview

We believe all youth deserve a healthy life and future

- Project GROWS is a nonprofit educational farm located on 10 acres in Augusta County, VA
- **Mission**: To improve the overall health of youth in Staunton, Waynesboro, and Augusta County through:
  - Garden based education
  - **Access** to healthy food
History: Community Collaborative
Growing Healthy Youth

FARM
- Production
- Garden Work Parties
- Wholesale to Schools
- Community Supported Agriculture

EDUCATION
- Field Trips
- Summer Camp
- Tasting Tables
- School Gardens

ACCESS
- Farmers Markets
- Nutrition Incentive Programs
- Community Cooking Classes
- Food Donations
Food Access

• Farmer’s markets: SNAP Matching program, Senior and WIC Farmer’s Market Nutrition Program.

• Farm to school tastings (Harvest of the Month)

• Offsite garden education (Boys and Girls Club, Dixon Educational Center)

• Community Cooking Classes (Let’s Eat! Family Cooking Program, BGC Young Chefs)
Our Farmers Markets

Markets We Manage:
- North Augusta Farmers Market (May - October)
- Waynesboro Farmers Market (May - September)

Markets we Manage and Sell at:
- Staunton-Augusta Health Department Farmer’s Market (July - September)
- Boys and Girls Club Youth Run Farm Stand (June - July)
North Augusta & Waynesboro Farmers Market

NAFM (May-October)
- Wednesday Afternoon/evening market
- † low income seniors, young families

WFM (May-September)
- Saturday morning market
- † Young families, SNAP & WIC customers
Staunton Augusta Health Department Farmers Market

• Partnership between Project GROWS and the Staunton Augusta Health Department

• Yr. 1 of market WIC redemption doubled!

• In 2020 we will be introducing a Virginia Fresh Match program at this market.
Youth Run Farm Stand

- Partnership with the Boys and Girls Club of Staunton, Waynesboro, and Augusta County.
- Foster the connection between youth and where their food comes from.
- Build practical skills
- Promote Nutrition Education
Growing Partnerships

- Staunton City Schools
- Boys & Girls Club of Waynesboro Staunton & Augusta County
- Waynesboro Public Schools
- Augusta County Public Schools
- Virginia Department of Health
- Virginia Department for Aging and Rehabilitative Services
- Shenandoah Valley Social Services
- Blue Ridge Area Food Bank
- Augusta County Parks & Recreation
- Waynesboro Parks & Recreation
- Virginia Cooperative Extension
Key Partners: DSS, VDH, DARS, VCE, VFM, Blue Ridge Area Food Bank and local pantries, other local non-profits
Key Partners: Community, Farmers, VCE, Master Gardeners, Public Library, Parks and Rec
Key Partners: Local Senior Center, VDH, Boys and Girls Club, Staunton City Schools
Market Trends

Total Vendor Sales
NAFM & WFM Combined

Sales

$125,000.00
$100,000.00
$75,000.00
$50,000.00
$25,000.00

2016
2017
2018
2019

Year
Market Trends

Total SNAP Sales
NAFM & WFM Combined

Sales

$6,000
$4,000
$2,000
$0

Year
2016
2017
2018
2019
Staunton Augusta Health Department Farmers Market

WIC FMNP Redemption Rate
Central Shenandoah Health District

Percent redeemed


Year

0% 10% 20% 30% 40% 50% 60%
2019 WIC FMNP Redemption Rate by County

Virginia

% WIC FMNP Redeemed

County

Pittsylvania
Augusta
VA Beach
Chesapeake
Lenowisco
Choosing Partners

Similar Mission
Mutually beneficial
Complementary skill sets
Words of Encouragement
Questions?

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