

Nutrition Brief

Why It Matters

Federal nutrition policy plays a major role in determining whether families, children, and vulnerable populations can access fresh fruits and vegetables. Policies that expand produce purchasing power and strengthen nutrition programs also support public health, food security, and markets for growers.

Quick Facts

- Nutrition programs in the Farm Bill reach millions of Americans and directly influence fruit and vegetable consumption by targeting investments at retail, in schools, and at food banks.
- Nearly half of all babies born today are WIC-eligible. The current WIC fruit and vegetable benefit has shown a 1/3 cup per day increase in fruit and vegetable consumption. Integrated produce prescriptions can support better health outcomes and can reduce long-term healthcare costs.

Background

IFPA supports federal nutrition policy that makes fruits and vegetables easier to buy, easier to prescribe, and easier to include in everyday diets. This includes Farm Bill nutrition programs, WIC modernization, school nutrition access, and health related produce initiatives that connect food and health policy.

IFPA Priorities

- Advance Produce Prescriptions and other food is medicine approaches in federal health systems.
- Protect and fully fund the WIC fruit and vegetable benefit and support online redemption options.
- Strengthen school nutrition programs and expand access to USDA's Fresh Fruit and Vegetable Program.
- Expand fruit and vegetable access in SNAP through produce incentives.
- Increase procurement of fresh produce in federal nutrition and emergency feeding programs.

Why Congress Should Care

- Nutrition policy directly affects public health, food security, healthcare costs, and our nation's farmers.

