






This Executive Summary provides a brief overview and introduction to iMás Fresco! Plus Program activities, outcomes and impacts to-date from the program's inception in mid-2021 through December 2023. iMás Fresco! Plus provides 12 months of nutrition incentives via Produce Prescription/General Produce Box or Healthy Foodcard to community members experiencing health disparities including food/nutrition insecurity and diet-related chronic disease.

iMás Fresco! Plus Program Goals

-  Increase access to and consumption of healthy foods, including fresh fruits and vegetables
-  Help address food insecurity in underserved populations
-  Improve nutrition and health status among participant households

Community Need

At enrollment, iMás Fresco! Plus participants are experiencing substantial health disparities and report high food insecurity and barriers to healthy eating in the month before starting the program (n=1,784 baseline surveys):



62% report not being in good health, including 12% in bad or very bad health



58% report having at least 1 chronic health condition with many reporting multiple chronic conditions



75% report not being able to afford to eat balanced meals



40% report having to cut or skip meals



27% report experiencing hunger due to not having enough money for food

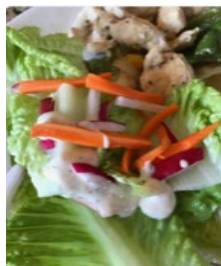
Quotes and Pictures from Program Participants



Did Machaca burritos (used tomato, onion and pepper from the program) 5:28 PM



Daughters lunch (apple, strawberries and grapes from the program) 5:22 PM



Green salad (lettuce, radish and carrots from de program) 5:20 PM

Photo Credit: SBCS-Resident Leadership Academy (RLA) social media posts from iMás Fresco! Plus Participants

“Healthy eating has always been difficult, mainly because of the hype that healthy means organic and organic means expensive. With limited money for food, cheap is where I gravitated. I have high blood pressure, high cholesterol and arthritis. I had been educating myself and building up my courage to make better choices about my diet...I am truly grateful to this program because my last two cholesterol tests have shown improvement and my blood pressure is not fluctuating as it had been. I find myself going to stores between deliveries and buying more vegetables and fruits.”

Community Reach and Impact

As of December 31st, 2023, iMás Fresco! Plus has provided over **\$1,000,000 in nutrition incentives to 2,385 households**, including home-delivery of approximately **32,848 farm-fresh produce boxes**.

iMás Fresco! Plus is successfully:

Supporting improved health and management of chronic health conditions like diabetes, high blood pressure, high cholesterol

99% of follow-up survey respondents report the program improved their overall health & nutrition. 59% report being in good health at follow up compared to only 34% of the same participants at baseline (74% increase in self-reported positive health status). Over half (51%) report decreased use of unexpected health services/expenses.

Increasing average fruit and vegetable consumption

Average fruit consumption increased from 3-4 to 5-6 times per week. Average vegetable consumption including green leafy and other vegetables increased from 2-4 to 3-6 times per week.

Increasing the variety of fruits and vegetables consumed by participants, and encouraging participants to incorporate new fruits/vegetables into their diets

9 of 10 follow-up survey respondents report trying new and eating a greater variety of fruits and vegetables.

Increasing knowledge of nutrition/healthy eating

9 of 10 follow-up survey respondents report increased healthy eating knowledge.

Encouraging healthy eating habits/choices and increasing healthy eating behaviors including fruit and vegetable consumption amongst participating households

9 of 10 follow-up survey respondents report eating more fruits and vegetables than before, and 3 of 4 report the specific fruits and vegetables from the program are what their household eats regularly

Reducing barriers (high costs, transportation) and increasing access to locally grown, nutritious fruits and vegetables

9 of 10 follow-up survey respondents (n=142) report feeling they had enough fruit and vegetables for themselves and their household since joining iMás Fresco! Plus.

Reducing stressors related to food access and food insecurity, and helping families be able to shop for healthy foods with dignity and respect

3 of 4 follow-up survey respondents report worrying less about being able to feed healthy and nutritious food to their household.

Community-Based Organization Support & Impact

As of December 31st, 2023, **iMás Fresco! Plus has provided over \$50,000 in funding to community-based organizations across San Diego County** to support community members experiencing barriers to healthy eating and advance health and well-being in the communities they serve.

Agricultural System Support & Impact

As of December 31st, 2023, iMás Fresco! Plus has provided **over \$1 million in economic support for San Diego County farmers and food system partners**, helping stimulate the local food economy through creating demand for fresh produce and supporting job creation to meet demand.