

# FOOD & WINE

2014

## GROW FOR GOOD



### A ROBUST FOOD AND WINE INDUSTRY BEGINS ON THE FARM

That's why FOOD & WINE launched Grow for Good, a national campaign to raise public awareness and support for charitable initiatives aimed at increasing consumer access to locally and sustainably grown foods.

FOOD & WINE's Grow for Good beneficiary and partner is Wholesome Wave, a nonprofit founded in 2007 by award-winning chef Michel Nischan, which empowers people in underserved communities to make healthier food choices by increasing their access to affordable, locally grown food.

FOOD & WINE  
**GROW FOR GOOD**  
BENEFITING WHOLESOME WAVE



### HEALTHY FOOD COMMERCE INVESTMENT

Supports the development and expansion of healthy food hubs and benefits regional farmers by directing capital and business development assistance with assistance from mission-driven food distribution and processing enterprises.

### DOUBLE VALUE COUPON PROGRAM

Doubles the value of food stamps when they're spent on locally grown fruits and vegetables at participating farmers' markets—the program currently is run at more than 300 farmers' markets in 24 states.

### FRUIT & VEGETABLE PRESCRIPTION PROGRAM

Connects community health centers and hospitals with farmers' markets to increase access to affordable fruits and vegetables for those with diet-related diseases in underserved communities.

