

Policy Assessment for: Increasing access to fruits and vegetables in Wisconsin communities

Exist in Wisconsin Already:

Yes No

Comments:

- WI PAN Environment Committee is currently using Fruit and Vegetable Audit Tool to inventory points of access to fruits and vegetables, which includes farmers' markets, farm stands, community-supported agriculture farms, food pantries, grocery stores and convenience stores
- NEMS (Nutrition Environment Measures Survey) also collects indicators of pricing, availability, and quality of fruits and vegetables in restaurants, grocery stores, and convenience stores; 15 NEMS trainers in Wisconsin.

Rationale for Legislation:

- The physical environment within the community influences accessibility and availability of fruits and vegetables.
- Sallis and Glanz note that recent changes in the nutrition environment, including greater reliance on convenience foods and fast foods, a lack of access to fruits and vegetables, and expanding portion sizes, may be contributing factors to overweight and obesity. The problem of accessibility of wholesome foods is also directly linked to the competing accessibility of energy-dense, nutrient-poor products.
- Additionally, a number of studies have indicated that individuals of low socio-economic status and certain minority groups may be at increased risk for lower fruit and vegetable consumption. Thus, lack of access is a key barrier to healthy foods in economically and socially disadvantaged neighborhoods.

Other States/Communities with Similar Legislation:

- **California:** SB107, pending in 2007
 - Establishes the Healthy Food Retail Innovations Fund to provide residents of underserved communities with retail food markets that offer high quality produce
- **California:** AB967, pending in 2007
 - Establishes the Farm Fresh California Program to strengthen local and regional agricultural economies by increasing access to and promoting the consumption of locally and regionally grown fruits and vegetables.
- **Oregon:** SB 289, enacted in 2005
 - Appropriate money to the Department of Human Services for WIC participation in farmers' markets to promote the increased consumption of fruits and vegetables
- **Pennsylvania:** HB2472, enacted in 2006
 - Establishes farmers' market development grant program to develop or expand farmers' markets

Other Important Resources/Notes:

- **Buy Local, Buy Wisconsin Program (currently in State Legislature)**
<http://aic.uwex.edu/documents/BuyLocalProposal.pdf>

Potential Legislative Language:

None drafted at this time