



United Way of New York City

HUNGER PREVENTION & NUTRITION ASSISTANCE PROGRAM (HPNAP)

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KEY ACTIVITIES: PROVIDE FOOD, OPERATIONS, AND NUTRITION RESOURCES SUPPORT TO EMERGENCY FOOD PROGRAMS (EFPS) IN NYC.

SPECIAL FOCUS: INCREASING LOCALLY GROWN FRUIT AND VEGETABLE CONSUMPTION AND ACCESS FOR EMERGENCY FOOD PROGRAM PROVIDERS AND RECIPIENTS.

THE LOCAL PRODUCE LINK (LPL) MODEL:

This program, similar to the community based Community Supported Agriculture program model, serves to *connect NYS farmers with low-income neighborhoods to provide farm fresh produce to emergency food programs*. This program design allows United Way of NYC-HPNAP to directly purchase produce from the farmer at a negotiated price, overstepping the need to buy at the farmer’s high-end share price and thus getting more produce for our dollar. Just Food selects our farmers, and acts as liaison between the farmer and EFPS.

In conjunction with Just Food, the Local Produce Link Program distributes farm fresh produce into identified low-income neighborhoods by establishing an Emergency Food Program Model distribution site. This EFP Model “host site” is identified to provide the facilitation of LPL operations, drop-off point for the farmer, and distribution point for participating EFPS in the surrounding area to pickup fresh produce delivered from the farmer each week of the LPL season. Between the host site and the other participating EFPS, a network is formed. As in previous seasons, United Way of NYC-HPNAP continues to award a minimum of five Emergency Food Programs (including host site) to participate per LPL network.

UWNYC-HPNAP staff, prior to planting season, negotiates the type and amount of produce to be planted with the farmer. Throughout the season, cooking demonstrations, nutrition education materials, and produce recipes are provided by a UWNYC-HPNAP Nutritionist, Just Food’s Community Food Education resources, and participating Just Say YES to Fruits and Vegetables (JSY) Nutritionists who take referrals from United Way of NYC-HPNAP.

Emergency Food Programs that participated in this model rated the program as “excellent” for the 2007 season. The member programs especially appreciated and enjoyed the opportunity to provide fresh, high-quality produce to their clients.

